

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM

DATE: APRIL 21, 2026

COMMITTEE MEMBERS PRESENT:

SUPERVISORS: TURNER
CROCITTO
STROUGH
RUNYON
GILLIGAN
BUTLER
GOODSPEED

OTHERS PRESENT:

REPRESENTING THE TOURISM DEPARTMENT:

HEATHER BAGSHAW, DIRECTOR
PAUL TACKETT, TOURISM COORDINATOR
JESSICA CARSON, FISCAL COORDINATOR
KEVIN B. GERAGHTY, CHAIRMAN OF THE BOARD
JOHN TAFLAN, COUNTY ADMINISTRATOR
AMANDA ALLEN, CLERK OF THE BOARD
RYAN DICKEY, FIRST ASSISTANT COUNTY ATTORNEY
NATHAN ETU, BUDGET OFFICER

SUPERVISORS BRUNO
DRISCOLL
O'NEILL
PATCHETT
STRAINER
WILD

TAMMIE DELORENZO, ASSISTANT TO THE COUNTY ADMINISTRATOR
CHRISTINE NORTON, COUNTY TREASURER
LINDA CLARK, TOWN OF QUEENSBURY RESIDENT
AMY COLLINS, TOURISM AND BUSINESS COORDINATOR, CITY OF GLENS FALLS
JOHN JACOBS, REPRESENTING WORKS PRO SKI TOURS, LLC
LAURA KOHLS, REPRESENTING COURTYARD MARRIOTT/MARINE VILLAGE
GINA MINTZER, DIRECTOR, LAKE GEORGE CHAMBER OF COMMERCE & CVB
GARY THORNQUIST, REPRESENTING LAKE GEORGE RV PARK
SARAH MCLENITHAN, DEPUTY CLERK OF THE BOARD
* SEE SIGN IN SHEET FOR ADDITIONAL ATTENDEES

Please note, the following contains a summarization of the April 21, 2026 meeting of the Tourism Committee; the meeting in its entirety can be viewed on the Warren County website using the following links:

Warren County website - <https://warrencountyny.gov/mma>

Warren County's YouTube Channel - <https://www.youtube.com/watch?v=arCnFA3zCYU>

Ms. Turner called the meeting of the Tourism Committee to order at 9:58 a.m.

Motion was made by Ms. Gilligan, seconded by Ms. Runyon and carried unanimously to approve the minutes of the previous Committee meeting, subject to correction by the Clerk of the Board.

Copies of the meeting agenda were distributed; a copy of the agenda is on file with the meeting minutes.

Privilege of the floor for public comment was called for:

Gary Thornquist, *representing Lake George RV Park*, apprised he would like to provide his opinion regarding a Discussion Item listed in the Occupancy Tax Coordination Agenda concerning Lake George TV, indicating he did not foresee any value in the County using its resources to take it over and manage it in-house.

The Committee commenced with a review of the Action Agenda/New Business Items portion which included the following requests:

- a. To authorize a new contract with New York Welcomes You, Inc. in an amount not to exceed \$39,995 to participate in its marketing program including, but not limited to, travel guide distribution services and destination feature at major market shows and events, over a term to commence April 1, 2026 and terminate March 31, 2027, with an option

to extend for two additional one year terms.

- b. To authorize a new agreement with Famous Destinations Marketing, Inc. in an amount not to exceed \$19,995 to be featured as a Title Destination for “Camping in New York” promotion, over a term to commence April 1, 2026 and terminate March 31, 2027 with an option to extend for two additional one year terms.

Heather Bagshaw, *Tourism Director*, provided a brief overview of the requests outlined in Agenda Items a and b which were part of a package the Tourism Department would like to participate in; however, she noted, they were two separate initiatives.

Motion was made by Ms. Gilligan and seconded by Ms. Runyon to approve Item a as outlined above; following discussion, Ms. Turner called the question and the motion was carried unanimously to approve Item a as presented and the necessary resolution was authorized for the May 12th Board Meeting. *A copy of the resolution request form is on file with the meeting minutes.*

Motion was made by Mr. Crocitto and seconded by Ms. Runyon to approve Item b as outlined above; following discussion, Ms. Turner called the question and the motion was carried unanimously to approve Item b as presented and the necessary resolution was authorized for the May 12th Board Meeting. *A copy of the resolution request form is on file with the meeting minutes.*

A review of the Discussion Items portion of the agenda proceeded with an overview of the following:

- a. Tourism Director Report - Ms. Bagshaw proceeded to provide an overview of the Warren County Occupancy Performance Report March 2026 Year-Over-Year Comparison; *a copy of which is on file with the meeting minutes.*

Ms. Bagshaw advised next Wednesday the Tourism Department was hosting a tourism seminar from 9:00 a.m. until 12:00 p.m. at SUNY Adirondack in conjunction with the Lake George Regional Chamber of Commerce & CVB during which both entities would provide a brief overview of their actions in 2025, as well as an outlook on 2026. She added they would also be discussing the various programs businesses were invited to partner with them on going forward and she indicated anyone interested in attending should notify her so she could register them to attend.

Privilege of the floor and public comment was called for, but there was no one wishing to speak.

As there was no further business to come before the Tourism Committee, on motion made by Ms. Runyon, seconded by Mr. Crocitto and carried unanimously, Ms. Turner adjourned the meeting at 10:18 a.m.

Respectfully submitted,
Sarah McLenithan, Deputy Clerk of the Board