

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM

DATE: JUNE 22, 2026

COMMITTEE MEMBERS PRESENT:

SUPERVISORS: TURNER
CROCITTO
STROUGH
GILLIGAN
BUTLER

COMMITTEE MEMBERS ABSENT:

SUPERVISORS: RUNYON
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

KIMBERLY RICHARDS, COUNTY ATTORNEY

NATHAN ETU, BUDGET OFFICER

SUPERVISORS PATCHETT

STRAINER

WILD

CHRISTINE NORTON, COUNTY TREASURER

LIZA OCHSENDORF, DIRECTOR, WORKFORCE DEVELOPMENT

TYLER HERRICK, REPRESENTING SPRUCE HOSPITALITY GROUP

LAURA KOHLS, REPRESENTING COURTYARD BY MARRIOTT AND MARINE VILLAGE
RESORT

GINA MINTZER, DIRECTOR, LAKE GEORGE REGIONAL CHAMBER OF COMMERCE &
CVB

SARAH MCLENITHAN, DEPUTY CLERK OF THE BOARD

* SEE SIGN IN SHEET FOR ADDITIONAL ATTENDEES

Please note, the following contains a summarization of the June 22, 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=TWvx54zZDZU>

Ms. Turner called the meeting of the Tourism Committee to order at 11:30 a.m.

Motion was made by Ms. Gilligan, seconded by Mr. Butler and carried by a unanimous vote of those present (*Ms. Runyon and Mr. Goodspeed absent*) 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, but there was no one wishing to speak.

The Committee commenced with a review of the Discussion Items portion of the agenda which proceeded with an overview of the following:

- a. Occupancy Performance Report - Jessica Carson, *Fiscal Coordinator, Tourism*, provided a brief overview of the Occupancy Performance Report, following which she and Heather Bagshaw, *Tourism Director*, answered questions posed by the Committee members; *a copy of the Occupancy Performance Report is on file with the meeting minutes.*

Privilege of the floor and public comment was extended to the following individuals:

Laura Kohls, *Representing Courtyard by Marriott, Marine Village Resort and multiple other properties*, spoke regarding her concern with the accuracy of the CoStar Report regarding occupancy, noting several of the properties she managed occupancy rates were down.

Christine Norton, *County Treasurer*, pointed out the report did not account for the rooms being rented for the J-1 international exchange visitors who were in the region working for various employers for the summer season, as well as how many rooms were reserved by the Department of Social Services to provide temporary housing to displaced individuals and families.

Tyler Herrick, *Representing Spruce Hospitality Group*, noted the two Spruce Hospitality Group properties leisure travel occupancy had decreased in May; however, he noted, their group travel occupancy had increased. He added their demand for summer occupancy was also down.

Mr. Strough asked about the attendance for this year's Americade event and Mr. Crocitto replied the attendance was slightly greater than last year.

In response to Mr. Etu's comment regarding a recommendation by the hoteliers in the region to obtain a new data system, Ms. Bagshaw apprised she had worked on an RFP (*Request for Proposal*) with members of the business community regarding a holistic approach to a dashboard that local businesses would be permitted to tap into. She added she had a meeting scheduled with the Purchasing Department regarding this RFP later this week. Mr. Etu questioned whether the Lake George Regional Chamber of Commerce & CVB and area businesses would have access to the new data system and Ms. Bagshaw replied in the affirmative, noting it would be based upon the costs.

Mr. Wild voiced his concern that the amount of occupancy tax collected was only increasing due to the rising costs of room reservations rather than more individuals and families traveling to the region and reserving rooms. He emphasized the importance of increasing the number of visitors to the region, noting the impact on sales and occupancy tax collections, both of which were beneficial to the local economy. He advised it was time to take a different approach to determine how they could achieve the most ROI (*Return on Investment*).

As there was no further business to come before the Tourism Committee, on motion made by Mr. Crocitto, seconded by Mr. Strough and carried by a unanimous vote of those present (*Ms. Runyon and Mr. Goodspeed absent*), Ms. Turner adjourned the meeting at 11:43 a.m.

Respectfully submitted,
Sarah McLenithan, Deputy Clerk of the Board