



**Tourism Committee
AGENDA
July 21, 2026**

Committee Members: TURNER, Crocitto, Strough, Runyon, Gilligan, Butler, Goodspeed

Chair of the Board shall serve as an Ex-Officio member when needed in accordance with Section C (4) of the Rules of the Board.

- I. Committee meeting called to order by Chairwoman Turner.
- II. Motion to approve minutes of the June 22, 2026 Tourism Committee meeting.
- III. Privilege of the floor and public comment:
- IV. Action Agenda/New Business Items:
 - a. **Resolution Request:** To authorize Heather Bagshaw, Tourism Director, to serve as a Board Member and Secretary of the Board, as well as sit on the Board of Directors Executive Committee for the New York State Tourism Industry Association (NYSTIA), a member-driven, statewide non-profit organization that serves as the collective voice for New York's tourism sector.
Rationale: Heather was elected to serve as a Board Member for the New York State Tourism Industry Association in September of 2023; as well as elected to serve as Secretary of the board and sit on the Board of Directors Executive Committee in September of 2025. A resolution of the Board authorizing Heather to serve in these positions is needed. These positions will expire in September of 2026. The department is seeking ratifying authority to the beginning of election term.
 - b. **Resolution Request:** To authorize Heather Bagshaw, Tourism Director, to serve as a Board Member of Wine, Water and Wonders of New York State, a cooperative tourism marketing program and non-profit destination management company with a primary goal of capturing international travelers to upstate New York.
Rationale: Heather was elected to serve as an ex-officio Board Member of Wine Water and Wonders of New York State in 2023 then elected to serve as a Board Member in 2024. A resolution of the Board authorizing Heather to serve in this position is needed. Heather will serve as Board Member through December 31, 2026 and the department is seeking ratifying authority to the beginning of elected term..
 - c. **Resolution Request:** To authorize Heather Bagshaw, Tourism Director, to serve as a committee member of Destinations International (DI) Advocacy Committee. DI is a global trade association and collective voice for destinations, visitor bureaus, and tourism boards worldwide.
Rationale: Heather was elected to serve as Advocacy Committee Member of Destinations International in January 2026. A resolution of the Board authorizing Heather to serve in this position is needed. Heather will serve as an Advocacy Committee Member from January 1, 2026 to December 31, 2026 and the department is seeking ratifying authority to the beginning of membership term.

- d. **Resolution Request:** To authorize Paul Tackett, Tourism Coordinator, to serve as a Board Member and Secretary of the Board of the Adirondack Regional Tourism Council, a non-profit consortium that coordinates regional marketing for the seven-county I Love New York Adirondack Region..

Rationale: Paul was elected to serve as Secretary of the Adirondack Regional Tourism Council. A resolution of the Board authorizing Paul to serve in this position is needed. Paul will serve as Secretary from January 1, 2026 to December 31, 2026 and the department is seeking ratifying authority to the beginning of membership term.

- V. Discussion Items:
a. Jessica Carson, Occupancy Performance Report
- VI. Referrals: None
- VII. Privilege of the floor and public comment
- VIII. Motion to adjourn

Attachment #1: Resolution Request Form 20 Approval to hold office on the Board of NYSTIA

Attachment #2: Resolution Request Form 20 Approval to hold office on the Board of Wine, Water and Wonders

Attachment #3: Resolution Request Form 20 Approval to hold office on the Board of Destinations International

Attachment #4: Resolution Request Form 20 Approval to hold office on the Board of ARTC

Attachment #5: Occupancy Performance Report

RESOLUTION REQUEST FORM NO. 20

MISCELLANEOUS

****Please List All Other Requests Not Covered by Previous Resolution Request Forms Here.
Please attach any backup information available and be as detailed as possible.***

DEPARTMENT NAME: Tourism Department

DATE: July 21, 2026

- (a) Purpose of Request: **To authorize Heather Bagshaw, Tourism Director, to serve as a Board Member and Secretary of the Board, as well as sit on the Board of Directors Executive Committee for the New York State Tourism Industry Association (NYSTIA), a member-driven, statewide non-profit organization that serves as the collective voice for New York's tourism sector.**
- (b) Details: **Heather was elected to serve as a Board Member for the New York State Tourism Industry Association in September of 2023; as well as elected to serve as Secretary of the board and sit on the Board of Directors Executive Committee in September of 2025. A resolution of the Board authorizing Heather to serve in these positions is needed. These positions will expire in September of 2026. The department is seeking ratifying authority to the beginning of election term.**
- (c) Previous Resolution Number: **None**
- (d) Where are the Funds (if required)? List Budget Code, Object Code, Full Title* and Amount:

Sample: A.8021 470 Planning & Community Development – Contract

*** as listed in budget and LOGOS**

RESOLUTION REQUEST FORM NO. 20

MISCELLANEOUS

****Please List All Other Requests Not Covered by Previous Resolution Request Forms Here.
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DEPARTMENT NAME: Tourism Department

DATE: July 21, 2026

- (a) Purpose of Request: **To authorize Heather Bagshaw, Tourism Director, to serve as a Board Member of Wine, Water and Wonders of New York State, a cooperative tourism marketing program and non-profit destination management company with a primary goal of capturing international travelers to upstate New York.**
- (b) Details: **Heather was elected to serve as an ex-officio Board Member of Wine Water and Wonders of New York State in 2023 then elected to serve as a Board Member in 2024. A resolution of the Board authorizing Heather to serve in this position is needed. Heather will serve as Board Member through December 31, 2026 and the department is seeking ratifying authority to the beginning of elected term.**
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*** as listed in budget and LOGOS**

RESOLUTION REQUEST FORM NO. 20

MISCELLANEOUS

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DEPARTMENT NAME: Tourism Department

DATE: July 21, 2026

- (a) Purpose of Request: **To authorize Heather Bagshaw, Tourism Director, to serve as a committee member of Destinations International (DI) Advocacy Committee. DI is a global trade association and collective voice for destinations, visitor bureaus, and tourism boards worldwide..**
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*** as listed in budget and LOGOS**

RESOLUTION REQUEST FORM NO. 20

MISCELLANEOUS

****Please List All Other Requests Not Covered by Previous Resolution Request Forms Here.
Please attach any backup information available and be as detailed as possible.***

DEPARTMENT NAME: Tourism Department

DATE: July 21, 2026

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- (b) Details: **Paul was elected to serve as Secretary of the Adirondack Regional Tourism Council. A resolution of the Board authorizing Paul to serve in this position is needed. Paul will serve as Secretary from January 1, 2026 to December 31, 2026 and the department is seeking ratifying authority to the beginning of membership term.**
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Warren County Occupancy Performance Report

June 2026 Year-Over-Year Comparison

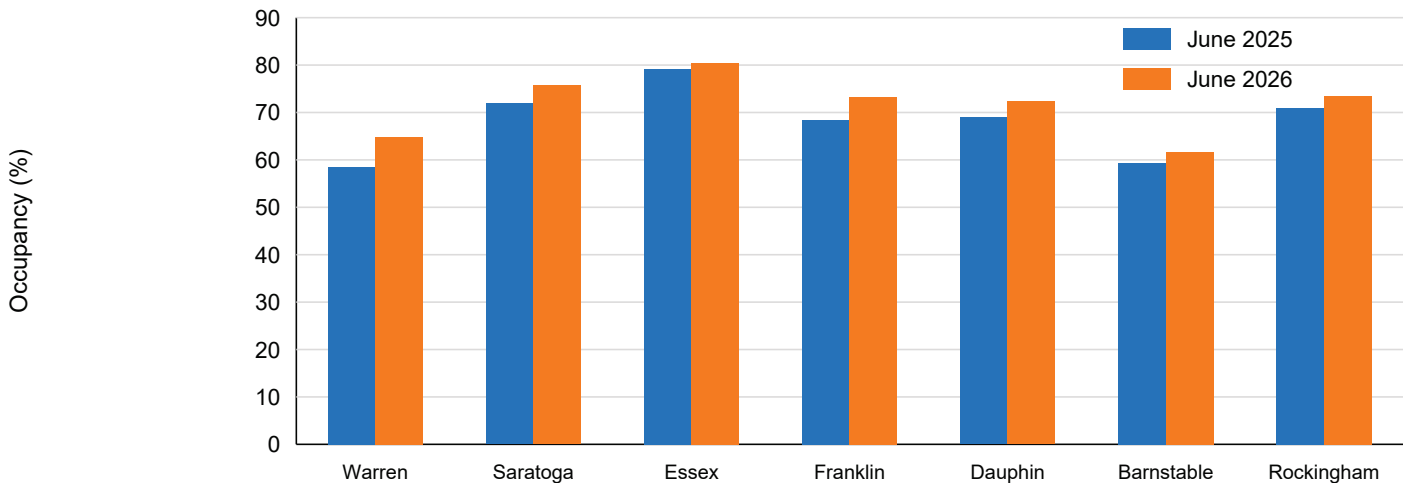
Hotel Performance (CoStar)

Warren County lodging performance strengthened in June 2026 compared to June 2025. Room supply declined slightly, while demand and revenue increased. Higher occupancy and room rates contributed to a strong year-over-year increase in RevPAR.

- **Supply:** 214,044 available room nights (-0.3%, 214,770)
- **Demand:** 138,750 occupied room nights (+10.4%, 125,632)
- **Revenue:** \$26.2M (+13.7%, \$23.0M)
- **Average Occupancy:** 64.8% (+10.8%, 58.5%)
- **Average ADR:** \$183.82 (+3.1%, \$178.29)
- **Average RevPAR:** \$122.32 (+14.1%, \$107.23)

Competitive Market Analysis (CoStar)

Warren County posted a strong year-over-year occupancy gain in June. Essex had the highest occupancy level, followed by Saratoga. All competitive markets improved compared with June 2025, with Warren showing the largest percentage increase in occupancy.



NOTE: Dauphin County, PA (Hershey, Harrisburg); Barnstable County, MA (Cape Cod); Rockingham County, NH (Portsmouth and the Seacoast region)