

## WARREN COUNTY BOARD OF SUPERVISORS

**COMMITTEE: OCCUPANCY TAX COORDINATION**

**DATE: DECEMBER 10, 2010**

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**COMMITTEE MEMBERS PRESENT:**

SUPERVISORS KENNY  
MERLINO  
BENTLEY  
CHAMPAGNE  
MCCOY  
CONOVER

**OTHERS PRESENT:**

KATE JOHNSON, DIRECTOR OF TOURISM  
LEISA GRANT, PRINCIPAL ACCOUNT CLERK, TOURISM  
FRANK O'KEEFE, TREASURER  
FREDERICK MONROE, CHAIRMAN  
JOAN SADY, CLERK OF THE BOARD  
KEVIN GERAGHTY, BUDGET OFFICER  
SUPERVISORS TAYLOR

**COMMITTEE MEMBER ABSENT:**

SUPERVISOR GOODSPEED

THOMAS  
STEC

PAM VOGEL, COUNTY CLERK, WARREN COUNTY BICENTENNIAL  
CITIZENS ADVISORY COMMITTEE  
LUISA CRAIGE-SHERMAN, LAKE GEORGE REGIONAL CHAMBER OF  
COMMERCE/CHAMBER VISITORS BUREAU  
THOM RANDALL, *ADIRONDACK JOURNAL*  
*PLEASE SEE SIGN-IN SHEET FOR ALL OTHERS PRESENT*  
JOANNE COLLINS, LEGISLATIVE OFFICE SPECIALIST

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Mr. Kenny called the meeting of the Occupancy Tax Coordination Committee to order at 9:36 a.m.

Motion was made by Mr. Merlino, seconded by Mr. Conover and carried unanimously to approve the minutes of the previous Committee meeting, subject to correction by the Clerk of the Board.

Mr. Kenny stated that the purpose of the meeting was to award occupancy tax funding and the floor would be opened to applicants who wished to address the Committee. He introduced the Occupancy Tax Committee members as well as Leisa Grant, Principal Account Clerk in the Tourism Department who handled the reported systems. Mr. Kenny thanked the attendees for their interest and noted the importance and value of all applications submitted for funding as it related to the economy of Warren County.

Mr. Kenny requested that applicants limit their presentations to three minutes each. Following presentations, he stated, a workshop session would commence to allow the Committee discussion and further review. He informed that the public was welcome to attend the workshop session; however, he noted there would be no public comment. He said the awards would be announced following the workshop and those not present would be notified. It was his expectation, he stated, that the media would report on the results as soon as possible. He expressed that the process would entail difficult decisions with 54 applications totaling \$835,000 in funding requests. He informed that 25 to 30 applications were typically awarded funding, totaling an estimated \$400,000 to \$500,000. Key considerations, he noted, were the numbers of bed nights, economic impact, the month of the event, and the history of funding for the event. He further explained that for entities not selected for an award, and for those whose award had not met their expectations, any cancellations would automatically trigger the reconsideration of all applications. He noted that there was not an appeals process for Occupancy Tax funding requests. Mr. Kenny thanked all attendees for their efforts which contributed to the enrichment of Warren County.

David Kramer, sponsorship chairperson for Peak Season Century, stated that the 100 mile charity based cycling event for the Lake George region, organized by the Lake George Charitable

Foundation (LGCF), was in its second year. The community oriented cycling event held last October, he said, demonstrated potential to capitalize on the beauty of the Lake George area and become a premier cycling and charity fund raising event for the northeast. He noted an increase in attendance to 125 riders from eight states which made possible a donation of approximately \$5,000 to the Leukemia Lymphoma Society through the upstate New York/Vermont chapter. He apprised of their goal to increase charitable contributions for which additional funds in the amount of \$5,000 were requested in order to broaden the marketing efforts across a greater portion of the northeast and Quebec for which a variety of advertising techniques would be utilized. Mr. Kramer stated the estimated revenue was between \$50,000 and \$100,000. He reiterated that the event held potential to become a premier east coast event and noted it was modeled after Americas Most Beautiful Bike Ride held on the west coast, for which they aspired to include five additional chapters for this event; thereby making it a national event to include Canada.

David Quinn, Chief Administrative Officer for the Fireman's Association (FA) of the State of New York, said he represented volunteer firefighters throughout New York State comprising 43,000 members. Mr. Quinn stated that he was proud and honored to hold this event. He stated the event included the FA's Benefit Summit and the Fall National Volunteer Fire Council's (NVFC) meeting. He noted the National Board Association was comprised of one delegate and one alternate from each state. Marketing efforts, he said, were underway and noted collaboration with the Lake George Fire Department (LGFD) relative to visitor opportunities. He said that 300 attendees were anticipated. Tom McKinney, President of the Lake George Fire Company (LGFC) and former Fire Chief, stated that the event brought visitors, including families, from around the country and included several planned events which promoted shopping, dining, and car rentals. He noted the potential to raise up to \$2,000 for the LGFD.

Nick Caimano presented a request on behalf of the Great Escape Lodge and the West Mountain Ski Resort which included a collaborative effort which utilized both facilities. He said the joint venture included the promotion of skiing, tourism, and winter swimming opportunities thereby increasing the use of facility assets in the winter by aligning with West Mountain for collaborative advertising and shuttle services. The initiative, he stated, was expected to increase winter tourism.

Alice Grether, Director of Business and Tourism for the City of Glens Falls, stated that the Have A Seat in Glens Falls Project launched last year had been very successful. The project, she said, was foremost a marketing tool to draw tourists to downtown Glens Falls and to encourage stops throughout the County. She informed that advertising collateral materials included \$90,000 expended for rack cards, color maps, interactive website and a dedicated Facebook page. Occupancy Tax funding was requested, she said, for the purpose of expanding marketing initiatives to reach the capital district region and to work with media sponsorships to draw tourists north from the Capital region. She said the project also raised funding for the Lower Adirondack Regional Arts Council (LARAC) and Crandall Public Library with a total net income of \$20,000 last year. She noted that the 38 chairs, which reflected professional artistic workmanship, are proposed to increase in number to 50 for the coming year.

Karen Pratt, Warren County/Glens Falls Sister Cities Committee, noted other Committee members, Lynn Stancliff, Joan Robertson and Frank O'Keefe were in attendance. She stated that the program brought students, balloonists and business professionals to area three to four times per year. She said the Committee hosted events and receptions at local hotels and she cited Mr. Champagne who attended the original 1989 trip. Ms. Pratt thanked the Committee for the

support shown for the valuable not-for-profit group. Lynn Stancliff, who also represented the Sister Cities Committee, encouraged participation in the event activities and appealed to all to open their homes and hearts to students visiting the area, as the exchange program participants from Saga City, Japan had done for Glens Falls participants.

John Strong, representing the Lake George Arts Project, stated that he had requested funding for the 28<sup>th</sup> Annual Lake George Jazz Festival Weekend. He noted the event contributed to the growth of the shoulder season and had sustained in popularity for 28 years. He expressed his appreciation for the Committee's support and stated that funding was expended for marketing in a judicious manner and included travel magazines and the Wall Street Journal. He apprised of dedicated return visitors from many eastern states and Canada. In concluding, Mr. Strong stated that the Jazz Festival was a cultural event that included world-class musicians and remained an important event for Lake George and Warren County at-large. He noted local native, musician and vocalist, Tony DeSare, who performed at the festival in the infancy of his career and went on to achieve national recognition.

Bill Dow, with the Lake George Steamboat Company, stated that he represented the Village of Lake George's fireworks programs which began twelve years ago by Robert Blais, Mayor of the Village of Lake George. He noted that Thursday was selected for the fireworks display, and what had been the slowest business day of the week had become the busiest. He noted changes to the fireworks program included Memorial Day, the last Thursday in August, Labor Day Saturday and Columbus Day Saturday. He informed that he operated the barge at no charge and Alonzo Fireworks supplied the necessary supplies at a reduced price.

Mr. Kenny announced that the Village of Lake George (Application No. 17) had withdrawn their application for Occupancy Tax Funding.

Ed Kokalas, with the Lake George Winter Carnival, noted a four-fold increase in occupancy during the month of February as a result of Winter Carnival activities. The positive business results, he stated, were achieved by spending \$10,000 for marketing which included radio, newspapers, booklets and handouts. This year, he added, a partnership was formed with Channel 4 Radio in Albany to cover the Winter Carnival events. He apprised that \$10,000 in prizes were given out for races which included automobile, motorcycle, all terrain vehicle (ATV) and dogsled events. The goal, he stated, was to produce new events each year which maintained the Carnival as a family friendly and affordable event. The event, he said, included unpaid volunteers and all funding was used to promote tourism. He said the funding was a viable investment for the area and he thanked the Committee for their consideration and support.

Mark Fleischer with the Adirondack Theatre Festival (ATF), stated that he was joined by Dave King, founding Board member and current Board Treasurer. He thanked the Committee for their past support for the ATF as one of the regions top cultural attractions with a growing national reputation whose financial support impacted their ability to attract cultural tourists to the area. He reported that studies indicated that cultural tourists stayed longer and spent more on lodging, food, shopping and activities. He noted that data collected on every ticket customer revealed an increase in every area this past summer, where others across the country had decreased or closed their doors. Mr. Fleischer reported 24 performance days in June and July with 6,300 attendees in the 300 seat Wood Theatre. Since 2009, he noted a 48% increase in patrons outside the 128 zip code area, and over 1,100 coming from over 24 states and 2 Canadian provinces. He reported a 17% increase from audiences from Saratoga Springs, and he asserted that the local

audiences could enjoy a theatre experience not requiring travel. He said that plans were underway relative to growth and funding was requested in order to extend marketing efforts to that end. The marketing focus, he apprised, included lodging, restaurants, shops, and other offerings throughout the region. The request for funding, he stated, was 3.5% of the total operating budget and about a third of the total marketing budget and noted that the ATF could not market beyond the immediate community without the support of Warren County. On behalf of the Board of Directors, the audience, artists and staff, Mr. Fleischer thanked the Committee for their consideration.

Clark Dunham, Principal for the Railroads On Parade venture for North Warren County, stated that America's Roads and Parades exhibit was a \$1 million exhibit shown throughout the country. He noted this was a first time request for additional financial assistance to market the project for the opening season. He stated the number of viewers was approximately seven million countrywide with a hope for repeat visitors. In terms of economic impact, he estimated four bed nights per day over the six month exhibition period. He stated his objective to bring the magic on Broadway and international opera to Warren County and to form relationships with other attractions. He noted a collaborative advertising initiative was currently underway with Natural Stone Bridge and Caves.

Mike McCarthy, with the Adirondack Balloon Festival stated that \$26,000 was requested for the 2011 Festival, as compared to \$20,000 last year. He explained that the increase was due to the need to fund overtime pay for the Warren County Department of Public Works (DPW). He noted the Sunday event was moved from the Airport to the City of Glens Falls which resulted in a savings of \$4,000 to \$5,000 in DPW expenses. He noted that the Balloon Festival was a not-for-profit event.

Jason Sherry, representing Sherry Management, LLC, stated that the Lake George Family Fun Weekend, which was in its second year, would be held July 4 through July 9, 2011. That particular week, he said, represented the first week of the fully staffed summer season which historically reflected low occupancy numbers. He said the number of days for the event was increased to five days in 2011 and funding would be used to add free activities for each evening of the Festival. The second event presented by Mr. Sherry was the Hudson Valley Volunteer Fire Association (HVVFA) Convention. He stated the event was in its third year with the goal to retain the convention in Lake George perpetually. He said the event attracted approximately 3,000 Firemen from the areas between Westchester and Essex counties and included a three-day convention and two parades. He explained the reason for the increase in the amount of funding requested was for additional events in recognition of the tenth anniversary of the September 11, 2001 tragedy. The additional events, he said, would include special honors for first responders both at the tragedy site and throughout the region. He added that a keynote speaker would be invited, which he anticipated, would attract the general population.

Pam Vogel, representing the Warren County Bicentennial to be held in 2013, stated that the Board had appointed a Citizens Advisory Committee to identify and implement activities for the event. She apprised that the Warren County Historical Society had requested \$1,800 to assist with the volunteer effort to produce an event booklet, which would be a souvenir item of the event with a focus on County history. She said the funding requested would also be used for promotional activities to communicate the Bicentennial event throughout the business community and

municipalities for which the Committee had identified marketing strategies. Mrs. Vogel thanked the Committee for their consideration.

June Ball-Sowizdrzal, of the Prospect Child and Family Center's Community Development Office, representing the foundation for the Prospect Center, stated that \$5,000 was requested for the Annual Beach Volleyball Tournament in its 20<sup>th</sup> year. The funds, she said, were needed to increase marketing efforts. She further stated that the tournament typically attracted 750 participants per day and approximately 1,000 spectators, who arrived on Friday and stayed through Saturday or Sunday. She reported that 75% of the attendees were from out of town, and ranging in age from 20 to 35. It was an opportunity, she said, to show the attributes of the region which encouraged return visits. Marketing venues, she apprised, included newspapers, radio, the web, and magazines.

David Setford, Executive Director of The Hyde Collection, thanked the Committee for their support. He informed that an economic impact study of the Hyde Collection had been completed eight years ago which reflected approximately 1.56 million per year which supported 54 employee positions in the area in addition to the Museum staff. He further reported that last year's program attendance recorded 35,000 visitors to The Hyde, 36% of whom were local or from upstate New York (NY); 24% from the Capital region and Hudson Valley, 8% from other areas in NY State, 30% from other states, and 2% from other countries. He summarized that 40% of visitors were from outside the Capital region and north country. This year, he noted, the emphasis would change from a focus on one exhibition, to promote greater tourism throughout the year highlighting three exhibitions. He said based on the fact that one third of all visitors came from a region outside of a distance that represented a typical day trip, that 10,000 bed nights were anticipated. He apprised that shows of major marquee appeal included, Objects of Wonder and Delight - Four Centuries of Still Life, to commence January 28<sup>th</sup>, and New York, New York - The 20<sup>th</sup> Century, to commence on June 12<sup>th</sup>. He noted the Summer And The City collaborative effort which included local businesses, such as LARAC, the GF Symphony Orchestra, World Awareness Children's Museum, ADK, Crandall Library, and the YMCA. Mr. Setford added that advertising dollars would be used on northeastern U.S. and NY State for printing, direct mail, and web ads for which financial support was needed to draw cultural tourists throughout the year.

Doug Miller, representing the Adirondack Sports Complex, stated his goal to expand tournament events into the summer and noted the expansion of the team base by 25% this year. He said 85% to 90% of the teams were from out of state, and noted that information received from the Warren County Economic Development Corporation and Tourism Department was used to generate up to \$1 million in economic impact to the community totaling \$924,855, with over 6,800 bed nights last year. He apprised there were 156 teams in the tournament, 13 tournaments held on weekends throughout the year, and six tournaments which were national qualifiers with the opportunity for three additional tournaments in the summer. He stated the funding would be used for marketing.

Jim Mandle of the Adirondack Folk School in Lake Luzerne, apprised that the Folk School, which opened in June of 2010, was the only one of its kind in the country that promoted the traditional arts, crafts and culture of the Adirondacks. He stated it was staffed and operated by volunteers and his request for funding was to build a children's program to complement the current adult program. He further stated that the school operated year round and every dollar spent on tuition related to twelve dollars spent in the community. He said a children's program would allow them

to expand their market. Mr. Champagne asked how they continued to operate in inclement weather and Mr. Mandle informed that the former Lake Luzerne Town Hall building was used for this purpose.

Wauneata Waller with the Bolton Landing Chamber of Commerce, stated she represented the Girlfriends Get-Away in Bolton Landing, which was in its second year. She thanked the Committee for their support last year and stated she would utilize funding to broaden the marketing effort for the event. She noted that additional activities were added to the Friday afternoon portion of the event and positive feedback had been received from all those involved in last year's event.

Pam Morin stated she would present two new initiatives on behalf of the North Warren region. She informed that the North Country Arts Association had grown from 25 to 125 artists in their new gallery, and would like to begin a Warren County Film Commission, to direct their efforts to the film industry to obtain marketing leads. Next, she said in cooperation with the North Warren Chamber of Commerce (NWCC), she apprised that the NWCC would like to combine small events via a cooperative marketing initiative for six events to include a rum runners weekend in preparation for the 2013 bicentennial event. She referenced a notable local history dating to the 1930's relative to rum runners whose path ran from Manhattan to Montreal. She said the weekend would include a Bonnie & Clyde Vintage Car Show, film festival, Sumi photo exhibit, Dick Dean post-card display, Seneca Ray along the Hudson River, high tea with the poets, and a celebrity walk through history, all leading to the 2013 bicentennial event.

Luisa Craige-Sherman, Executive Director of the Lake George Regional Chamber of Commerce (LGRCC) and Convention & Visitors Bureau (CVB) who stated that she empathized with the difficult decisions required of the Committee and stated it was difficult for her to come before the Committee today representing two organizations, in the presence of many whom were members of the LGRCC. She said all members had worked closely which was critical to the Chamber's success and their ability to market to approximately two million people each year. Relative to the Chambers' applications for funding, she stated that Restaurant Week, which had grown from 18 to 30 participating restaurants, would focus on mid-week and boasted an added week in February to cross market with the Winter Carnival. She said they continued to build on lucrative Montreal and Toronto markets as a result of funding support. She apprised of a Ski and Travel Show in Toronto, a successful sales blitz to a bus company which resulted in a multiple day tour in January, and the bed and breakfast tour which was moved to spring. Pertaining to the Last of the Mohicans Outdoor Drama, Ms. Craige-Sherman stated that she would report in the absence of Michael Dufault, Program founder and Playwright. She said the volunteer organization ran the three and a half week production and had partnered with the Wild West Ranch in Lake George as a future location. She noted that the James Fenimore Cooper novel was the most widely read novel by an American author in US history and she noted the group was recognized by the James Fenimore Cooper National Society with front page articles which generated notable interest in the outdoor drama solely based on that literary aspect. She said historic sites and all local history was enriched by the program and she thanked the Committee for their support.

Michael Consuelo, Warren County Special Events Coordinator, stated that he represented the LGRCC, the CVB and all of Warren County. With regard to the proposed Centurion Cycling event to take place in June 2011, he said his personal observation of the same event in Toronto in September evidenced the event to be viable and showed growth potential as a five year event.

He said the very successful three day event generated bed nights and activities, and would encompass Warren County Towns, Cities and Villages. He noted that history and potential for growth were critical factors used to assess the viability of an event and he thanked the Committee for their consideration.

Mr. Merlino thanked all attendees for their interest and time and he noted the importance of media coverage in a meeting of this content which reflected the efforts of many individuals and organizations for the enrichment and greater good of Warren County. Mr. Merlino asked for a show of hands from those who had requested funding from their respective Towns and there were none.

Mr. Kenny called a five minutes recess, to be followed by a workshop session for the review and discussion of applications. He stated that each application was valuable and would be given full consideration.

Motion was made by Mr. Merlino, seconded by Mr. Bentley and carried unanimously to adjourn to a workshop session at 10:04 a.m.

The workshop session was held from 10:09 a.m. to 1:19 p.m.

The Committee reconvened at 1:19 p.m.

Mr. Kenny thanked everyone for their patience and understanding and stated that the Committee worked hard and considered all applications.

Pursuant to the workshop session, Mr. Kenny apprised that the Committee had decided to award a total of \$294,500 in occupancy tax funding to the following organizations:

- ▶ Adirondack Hot Air Balloon Festival, Inc., to be held September 22-25, 2011, in the amount of \$26,000;
- ▶ Americade, Inc., to be held June 6-11, 2011, in the amount of \$48,000;
- ▶ Greater Glens Falls Amateur Athletics Championship Association, Inc., for the Senior High School Basketball Championships, to be held on various dates in February and March 2011, in the amount of \$28,000;
- ▶ Lake George Regional Chamber of Commerce and Convention & Visitors Bureau, Inc. , for the Centurion Cycling Lake George Event, to be held June 23-26, 2011, in the amount of \$33,000;
- ▶ Hudson Valley Volunteer Firemen's Association, Inc., for the Convention and Parades, to be held June 15-19, 2011, in the amount of \$14,000;
- ▶ Adirondack Sports Complex, for the Winter and Summer Youth Softball Tournament, to be held on various dates from January through July, in the amount of \$10,000;
- ▶ Last of the Mohicans Outdoor Drama, Inc., to be held July 29 to August 20, 2011, in the amount of \$20,000;
- ▶ Hyde Collection, for the Hyde Collection's 2011 Schedule of Exhibitions, in the amount of \$6,000;
- ▶ Lake George Winter Carnival, Inc., for the 2011 Lake George Winter Carnival, to be held in February, in the amount of \$5,000;
- ▶ Albany Rods & Kustoms, Inc., for the 23<sup>rd</sup> Annual Adirondack Nationals Car Show, to be held September 8-11, 2011, in the amount of \$9,000;

- ▶ North Country Enterprises, LLC, for the Railroads On Parade, to be held from May 1 through October 31, 2011, in the amount of \$2,000;
- ▶ Firemen's Association of the State of NY, for the 2011 Firemen's Association National Benefit Summit & Fall National Volunteer Fire Council Meeting, to be held September 24 - October 1, 2011, in the amount of \$9,000;
- ▶ Adirondack Living Show, LLC, for the 22<sup>nd</sup> edition of the Adirondack Living Show, to be held April 8-10, 2011, in the amount of \$2,000;
- ▶ Adirondack Race Management, LLC, for the Lake George Triathlon Festival, to be held September 2-4, 2011, in the amount of \$5,000;
- ▶ Bolton Landing Chamber of Commerce, for the Girlfriends' Getaway in Bolton Landing, to be held May 13-15, 2011, in the amount of \$7,000;
- ▶ Warrensburg Chamber of Commerce, World's Largest Garage Sale, from October 1-2, 2011, in the amount of \$11,000;
- ▶ West Mountain Ski Center, Inc., for the joint marketing venture with Six Flags Great Escape Lodge, throughout 2011, in the amount of \$12,000;
- ▶ Sherry Management, LLC & Mannix Marketing, for the 2011 Lake George.com Family Fun Week, to be held July 4-8, 2011, in the amount of \$3,000;
- ▶ Gore Mountain Regional Chamber of Commerce, for the Adirondack Adventure Festival, to be held May 6-8, 2011, in the amount of \$4,000;
- ▶ Adirondack Theatre Festival, Inc., for the 17<sup>th</sup> Summer Season of Professional Theatre, to be held June 15 - July 30, 2011, in the amount of \$5,000;
- ▶ Lake George Arts Project, Inc., for the Lake George Jazz Weekend, to be held September 17-18, 2011, in the amount of \$2,500;
- ▶ Lake George Regional Chamber of Commerce, for Restaurant Weeks, to be held in February, June and September, in the amount of \$2,500;
- ▶ Conklin Portfolio, LLC, for the Warrior Run on West Mountain, to be held June 18-19, 2011, in the amount of \$2,000;
- ▶ North Country Arts Center, for Vintage Snowmobile Racing, to be held January 22 - February 19, 2011, in the amount of \$1,000;
- ▶ North Warren Chamber of Commerce, for multi event co-op advertising for out of the area, from January through October 2011, in the amount of \$2,500;
- ▶ Lake George Regional Chamber of Commerce, for the Canadian Visitor Promotion Program, to be held January through October 2011, in the amount of \$4,000;
- ▶ North Creek Business Alliance, for the North Creek/Gore Mountain Shuttle Service, to be held December 18 - March 13, 2011, in the amount of \$3,500;
- ▶ Poker Run Productions, LLC, for the Queens Great Boating Weekend, to be held from May 20-22, 2011, in the amount of \$1,500;
- ▶ Lake George Regional Chamber of Commerce, for the North Country Bed & Breakfast Tour, to be held May 21-22, 2011, in the amount of \$1,100;
- ▶ Up Yonda Farm Environmental Education Center, for the 2011 Summer Nature Program Series, to be held July 1 - September 3, 2011, in the amount of \$1,500;
- ▶ Adirondack Folk School, for the Saturday night speakers and demonstrators, to be held from May to September, in the amount of \$2,000;
- ▶ Eastern NY Marine Trade Association, for the Great Upstate Boat Show, to be held March 25-27, 2011, in the amount of \$1,200;
- ▶ Foundation for the Advancement of Developmentally Disabled Persons, for the Beach Volleyball Tournament, to be held August 6-7, 2011, in the amount of \$1,000;
- ▶ Lake George Charitable Foundation, for the Peak Season Century Bicycle Ride, to be held September 30 - October 1, 2011, in the amount of \$800;

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- ▶ Lower Adirondack Regional Arts Council, for the LARAC Festivals, to be held in June and November, in the amount of \$1,000;
  - ▶ Sister Cities Committee of Glens Falls and Warren County, for the exchange programs with Saga City, Japan, to be held throughout the year, in the amount of \$1,000;
  - ▶ Marcella Sembrich Memorial Association, Inc., for Weekends with the Masters, to be held from June to September, in the amount of \$800;
  - ▶ Warren County Historical Society, for the Multi-media Historical Sites Self-Tour Guide for 2011, in the amount of \$2,000;
  - ▶ Cornell Cooperative Extension, for the Sustainable Living Expo and Youth Fair, to be held August 6, 2011, in the amount of \$600;
  - ▶ Luke Ventures, LLC, for the North Country Triathlon, to be held June 24-25, 2011, in the amount of \$1,000;
  - ▶ Warren County Bicentennial Citizens Advisory Committee, for planning of the Warren County Bicentennial, to be held from March - November 2011, in the amount of \$1,000; and
  - ▶ Warren County Historical Society, for the 2011 Bicentennial Souvenir Booklet editing, in the amount of \$1,000.

As there was no further business to come before the Occupancy Tax Coordination Committee, on motion made by Mr. Conover and seconded by Mr. Merlino, Mr. Kenny adjourned the meeting at 1:28 p.m.

Respectfully submitted,

Joanne Collins, Legislative Office Specialist