



to be held on August 20, 2015; and the WEQX Radio Station Festival to be held on August 22, 2015. Mayor Blais presented a proposal from Mannix Marketing to advertise The Festival Commons events on the [www.LakeGeorge.com](http://www.LakeGeorge.com) website, as well as their Facebook page which had over 139,000 fans. He apprised that the [www.LakeGeorge.com](http://www.LakeGeorge.com) newsletter was distributed to about 32,000 recipients. He stated the cost for the Facebook ads was \$200 per event promotion and he suggested advertising for nine events at a total cost of \$1,800. He said the cost of the weekly newsletter ads would be \$800, covering the events for July and August. He commented that the Village of Lake George Board had approved and paid for the poster, so that cost was not included in the total proposed cost. He remarked that Mannix Marketing would create a calendar of all of the festivals held at The Festival Commons at Charles R. Wood Park in 2015 at no additional cost if the County contracted for the Facebook and newsletter ads.

Mayor Blais remarked that advertising for the first year of The Festival Commons was important to raise awareness and he felt the cost of advertising for subsequent years would be less. He said it was not necessary to make a decision on the proposal during this meeting but he wanted the Committee to be aware of it. Mr. Monroe commented the three new events would generate an additional \$4,500 in revenue from rental fees which would be sufficient to cover the cost of the advertising. Mayor Blais commented the total amount of the contract would be \$2,600: \$1,800 for the Facebook ads and \$800 for the newsletter ads. Mr. Dickinson asked if the suggestion was to allocate funds from the Operations & Management account and Mayor Blais replied affirmatively. Mr. Monroe opined it made sense to advertise The Festival Commons as much as possible because it was a great venue. Mr. Dickinson mentioned there were funds remaining in the Occupancy Tax Discretionary Fund and this would be an appropriate expense.

Motion was made by Mr. Dickinson, seconded by Mr. Merlino and carried unanimously to refer the Mannix Marketing advertising proposal to the Occupancy Tax Coordination Committee to request that the \$2,600 be allocated from the Occupancy Tax Discretionary Fund.

Continuing, Mr. Monroe said the next item would be the presentation on the proposed website for The Festival Commons at Charles R. Wood Park by Mr. Normandin.

Mr. Normandin explained he was having some difficulty because his software was not compatible with the County's system. In lieu of the actual website, he continued, he had some poster boards of the proposed website configuration. He said he was very excited to develop an identity and website for The Festival Commons at Charles R. Wood Park. He said the common theme included in the architectural report had been water so he had incorporated water into his proposed logo design. He explained the proposed logo included a droplet of water shaped to resemble a musical note with mountains in the background to reflect Lake George, the Adirondacks and the fact that music would be a big part of events at The Festival Commons. He said it was necessary to have a logo which would appeal to a wide range of age groups. He commented it was necessary to develop a brand before a website could be designed and it had been decided that the festival space should be branded as "The Festival Commons at Charles R. Wood Park". He noted that vibrant colors had been used for the proposed website with a simple format which would be user friendly. He pointed out the website would be fully adaptive to scale down based on the type of device used to access it (android based cell phones, iPhones, tablets, laptops, etc.).

Mr. Dickinson said he did not like the orange and blue color scheme on the website and he remarked the colors reminded him of Howard Johnson's. Mr. Merlino agreed the colors were wrong and he commented that he had shown the previous mock up to a few people and the first comment made by each was that they did not like the orange color. Mr. Normandin stated the colors had been well thought out by his marketing team but he was open to suggestions. He said the thought had been

that the orange color stood out; he mentioned he would be glad to sit down with the Committee members to review some other color options. In context of advertising, he continued, the bright bold orange color on a white background stood out. A brief discussion ensued.

Mr. Normandin reviewed the poster boards of the proposed website with the Committee members and asked them to keep in mind that the website was still in the presentation stage. He displayed a full scale rendering of the home page of the proposed website and noted the main image on this page would be of the next event scheduled at The Festival Commons. He pointed out that each quadrant of the proposed website was interchangeable and he could make changes upon request. He noted links to the websites of the next six upcoming events at The Festival Commons would be included, as well as a full calendar of events. He said the concept drawing of the Park which had been completed by Elan Planning, was included on the website until actual photographs were available. He apprised that aerial photographs would be preferable and he was hoping to get a permit to operate a drone during the first few events in order to obtain some really good photography to use on the website. Mr. Normandin pointed out that he had included a section for "Visitor Info" to allow an area for information on lodging, restaurants, shopping, etc., as well as sections for sponsorships and contact information. He indicated the placement of social media icons which would be useful to the younger generation of visitors. He commented that Mayor Blais had advised the intention of the website was to promote The Festival Commons and to link to the websites of events that booked the venue. He noted the possibility of allowing each event to have a sponsor page which could generate revenue.

Mr. Brock opined the mountains displayed in the logo did not resemble mountains to him but looked more like an artichoke. Mr. Normandin said logos and designs were subjective and he appreciated everyone's opinions. He commented that as a group they needed to make decisions fairly quickly. He stated logos were a very touchy subject but he felt strongly that the public would accept this logo. He said his job was to drive business to The Festival Commons and he mentioned he had worked for some major brands in the past. He apprised that every client he worked for grew their business by 20% to 40% per year as a result of the work completed by his agency.

Mr. Monroe asked the intended date to launch the website and Mr. Normandin replied the goal was to launch in early to mid June. Mr. Monroe said the website should be approved by the full Board of Supervisors who were not scheduled to meet until June 19, 2015. He apprised the Park Operations & Management Committee should provide the guidance to Mr. Normandin as to what was desired on the website and a presentation should be given at the June 19, 2015 Board Meeting. Mr. Normandin suggested he could digitally package the files and send them to each member of the Board for review and approval. He added an interactive feedback form could be sent, as well.

Mr. Beaty stated that if you asked 20 Board members their color preferences for the website, you would receive 20 different answers. He said he felt comfortable leaving decisions like the color scheme up to Mr. Normandin as a marketing expert. Mr. Merlino commented that the Warren County Tourism Department collected subscriber email addresses and there were restrictions as far as what could be done with them. He asked how email addresses would be collected for this website and who would be responsible for maintaining the list. Mr. Normandin responded that he would collect the email addresses on behalf of the County and the method of communicating with those email subscribers was yet to be determined. A brief discussion ensued pertaining to email subscriber lists.

Mr. Merlino agreed with Mr. Beaty about leaving the decisions to the expert and he said the website needed to be launched quickly. He suggested the County launch the website as proposed for a certain length of time and make changes later if negative feedback was received from the public. Mr. Normandin expressed that the logo was an important matter to decide on and he did not

recommend changing the logo after the website was launched. He suggested making a decision on the logo first and foremost; however, he continued, changes to the website could be made upon request. He said the website would be changed or updated on a regular basis and he indicated that he hoped to have some good photography and video to add within the next three months.

Mr. Monroe pointed out the logo was the same color scheme as the banner and he asked if approving the logo affected the banner and Mr. Normandin replied affirmatively. Mr. Monroe asked if Mr. Normandin could develop some alternate color schemes for the logo and banner and email them to the Board members for feedback with final approval at the June 19, 2015 Board Meeting. Ms. Seeber apprised the logo should be more reflective of the Adirondacks. In the past, she continued, when deciding on logos and icons, they had involved the community, schools or a focus group. Pertaining to the email subscriber list, she said she was a firm believer that the email addresses collected should be shared with our local businesses. She asked if there was some way in which visitors to the website could opt in or opt out of the sharing of their email address. Mr. Normandin replied affirmatively and explained that he invested \$2,500 each year for software which would allow visitors to opt in or out of the sharing of their email addresses.

Mr. Merlino pointed out the advertisement for the Adirondack Brew Fest and indicated that as Ms. Seeber had suggested, this ad reflected an Adirondack feel. Mr. Normandin reiterated that design was a subjective matter and he expressed the reason he felt strongly about the proposed logo was because of its flexibility of use. He said there would be symbols throughout the Park that would tie into the logo; he stated the logo worked well and would hit all demographics. He commented that a logo should not be too busy because it would not leave room for the design of an advertisement. He noted if a logo was so busy that it told the story, it ruined the curiosity and the message. Mr. Monroe pointed out the two options before the Committee were to move forward with what was presented with a possible change in the color scheme or to decide to take more time to develop a logo that everyone agreed on. He stated that he liked the logo as presented and he noted the whole concept of The Festival Commons had been water based and he felt the musical note made sense given the number of concerts that would book the venue. Mayor Blais informed there were renderings of the signage that would be placed throughout the Park which would be interactive. He added all of the signage reflected a droplet of water with trivia questions about Lake George. The visitor would turn the swiveling sign around, he continued, and the back side would have the answer to the trivia question. He apprised the droplet of water represented Lake George and the purpose of the Charles R. Wood Park. Mayor Blais said he also was not in favor of the color scheme and he opined that the orange did not fit well with the Adirondacks. He suggested a shade of blue or green or possibly a wood tone be used. He stated the website would have a great potential for sponsorship and he felt The Festival Commons would generate a lot of revenue for the stake holders. He noted there were already two companies waiting for the launch of the website so that they could purchase sponsorships. Mayor Blais commented that they would need to decide the parameters for sponsorships and determine what they could or could not do as municipalities. He stated it was important to launch the website as soon as possible in order to support the events that had booked The Festival Commons this summer.

Mr. Dickinson said he liked the layout of the proposed website which had a lot of colors and would draw visitors to explore further. He mentioned he liked the font used as part of the logo; however, he continued, he still was not in favor of the color scheme which he felt should be more vibrant. He asked for Mr. Normandin's ideas on different colors and color combinations and Mr. Normandin said he would provide them. Mr. Monroe requested Mr. Normandin develop a few different color schemes for the proposed website and logo and email them to all of the Board members. Mr. Normandin recalled that he had completed a rendering of the logo and website with green as the main color with orange for the balancing color and he displayed this rendering to the Committee members on

his computer. Mr. Dickinson said he preferred this version of the logo and he noted that with the orange color scheme he had not noticed the sun in the background of the logo. Mr. Merlino and Mayor Blais indicated that they also preferred this color scheme.

Fred Austin, of the Fort William Henry, asked if there was any place on this website which would indicate that The Festival Commons was part of the Environmental Park with a link to the website for the Environmental Park. Mr. Normandin replied that the proposed website currently did not include this information; however, he continued, this was a work in progress and that information could be added. Mr. Dickinson agreed with Mr. Austin and he commented that the environmental groups were stake holders in the Charles R. Wood Park and they would want the Environmental Park to be included on the website.

Ms. Seeber said that the green color scheme displayed looked great; however, she continued, she would prefer a green and yellow color scheme which she felt reflected the Adirondacks best. Mr. Normandin explained that it was important to stand out and if everyone used the Adirondack color scheme in their logo then the logo for The Festival Commons would not stand out.

Motion was made by Mr. Dickinson, seconded by Mr. Merlino and carried unanimously to have Mr. Normandin provide 2 to 3 additional color schemes for the logo and website and email them to the Board members so they could provide feedback in advance of the June 19, 2015 Board Meeting.

As there was no further business to come before the Park Operations & Management (O&M) Committee, on motion made by Mr. Dickinson and seconded by Mayor Blais, Mr. Monroe adjourned the meeting at 11:09 a.m.

Respectfully submitted,  
Charlene DiResta, Senior Legislative Office Specialist