

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM & OCCUPANCY TAX COORDINATION

DATE: JULY 25, 2016

COMMITTEE MEMBERS PRESENT:

SUPERVISORS MERLINO
DICKINSON
CONOVER
SEEBER
SIMPSON
STROUGH
WOOD
FRASIER
VANSELOW
LEGGETT

COMMITTEE MEMBER ABSENT:

SUPERVISOR BEATY

OTHERS PRESENT:

REPRESENTING THE TOURISM DEPARTMENT:

JOANNE CONLEY, DIRECTOR
PETER GIRARD, CREATIVE DIRECTOR
LEISA GRANT, PRINCIPAL ACCOUNT CLERK
TANYA BRAND, GROUP TOUR PROMOTER

JEFFREY MEAD, GENERAL MANAGER, GLENS FALLS CIVIC CENTER

REPRESENTING THE ADIRONDACK CIVIC CENTER COALITION:

ELIZABETH MAHONEY, BOARD MEMBER
JOEL (JACK) WALTER, BOARD MEMBER

KEVIN B. GERAGHTY, CHAIRMAN OF THE BOARD

MARY ELIZABETH KISSANE, ASSISTANT COUNTY ATTORNEY

AMANDA ALLEN, CLERK OF THE BOARD

FRANK E. THOMAS, BUDGET OFFICER

SUPERVISORS BRAYMER

MONTESI

REPRESENTING THE LAKE GEORGE REGIONAL CHAMBER OF COMMERCE & CVB:

KRISTEN HANIFAN, SPECIAL EVENTS & CONVENTION SALES DIRECTOR

DON LEHMAN, *THE POST STAR*

CHRISTINA SCANLON, *SUN COMMUNITY NEWS*

SAMANTHA HOGAN, LEGISLATIVE OFFICE SPECIALIST

Please note, the following contains a summarization of the July 25, 2016 meeting of the Tourism & Occupancy Tax Coordination Committee; the meeting in its entirety can be viewed on the Warren County website using the following link:

<http://www.warrencountyny.gov/gov/comm/Archive/2016/tourism/>

Mr. Merlino called the meeting of the Tourism & Occupancy Tax Coordination Committee to order at 10:30 a.m.

Motion was made by Ms. Wood, seconded by Mr. Leggett and carried unanimously to approve the minutes of the previous Occupancy Tax Coordination Committee meeting, subject to correction by the Clerk of the Board.

Privilege of the floor was extended to Elizabeth Mahoney, Board Member, Glens Falls Civic Center, who reported on second quarter use of funds and the need of third quarter funds at the Glens Falls Civic Center.

Jeffrey Mead, General Manager, Glens Falls Civic Center, reported on the events in the second quarter, he expressed the Garden Brothers Circus drew 3,150 people which he said was twice the attendance of the previous year for the same event. He mentioned the Justin Moore concert was a success with 2,950 attendees. He indicated there were five Adirondack Thunder Hockey playoff games and many events at Heritage Hall. He informed the ice would be ready by August 1st for Hockey Camp. Next, Mr. Mead spoke of future events, which included Big Time Wrestling featuring Hacksaw Jim Duggan, Make America Rock Again and George Thorogood. He provided an update on the audio system and indicated there would be four video boards installed with new cameras and LED lights and the locker rooms and bathrooms in the basement would be renovated.

A brief conversation ensued relative to the Glens Falls Civic Center second quarter report.

Mr. Merlino called for a motion to authorize the Committee to distribute the next funding distribution in amount of \$75,000 in occupancy tax funding appropriated to ACCC. Motion was made by Mr. Dickinson, seconded by Mr. Strough and carried unanimously to approve the disbursement as requested.

Commencing the review of the Occupancy Tax Coordination agenda, privilege of the floor was extended to Leisa Grant, Principal Account Clerk, who distributed copies of the agenda to the Committee members; *a copy of the agenda is on file with the minutes.*

Ms. Grant provided a description of how Occupancy Tax was distributed to municipalities.

Next, Ms. Grant presented a request to appropriate \$83,393 from the Occupancy Tax Reserve to Budget Code, A.6417 469, Other Payments/Contributions, to pay the initial distribution of 2016 Occupancy Tax collections to other municipalities.

Motion was made by Mr. Dickinson, seconded by Mrs. Frasier and carried unanimously to approve an appropriation in the amount of \$83,393 from the Occupancy Tax Reserve to Budget Code, A.6417 469, Tourism-Occupancy, Other Payments/Contributions, for the 2016 Occupancy Tax distribution to other municipalities.

There being no further Occupancy Tax Coordination business to discuss, privilege of the floor was extended to Joanne Conley, Director of Tourism, who distributed copies of the Tourism agenda to the Committee members; *a copy of the agenda is on file with the minutes.*

Commencing the agenda review, Ms. Conley presented a request for a new contract with Fort Orange Press in the amount of \$3,750, for the printing of the 2017 Warren County Group Travel Planner to commence August 22, 2016 and terminate October 31, 2016.

Motion was made by Ms. Wood, seconded by Mr. Simpson and carried unanimously to authorize the contract with Fort Orange Press as outlined above and the necessary resolution was authorized for the August 19, 2016 Board Meeting. *A copy of the resolution request form is on file with the minutes.*

Next, Ms. Conley presented a request for a new contract with Lake Placid Advertisers Workshop, Inc., in the amount not to exceed \$60,000, for website re-design/website hosting and production services, to commence August 22, 2016 and terminate August 21, 2017.

A discussion ensued regarding the website re-design and statistical analysis proposal that was previously agreed upon.

Motion was made by Mr. Strough, seconded by Ms. Wood and carried by majority vote, with Mr. Dickinson abstaining, to authorize the contract with Lake Placid Advertisers Workshop as outlined above and the necessary resolution was authorized for the August 19, 2016 Board Meeting. *A copy of the resolution request form is on file with the minutes.*

Continuing, Ms. Conley presented a request to amend Resolution No. 228 of 2016 which supported the Lake George Chamber of Commerce & CVB, Inc. in it's efforts to update and run the Exit 17 Information Center, to correct the term of the contract from two years to one year. Mr. Merlino

stated he had spoke to the County Attorney regarding the contract and was advised this was how the matter could be resolved.

Motion was made by Mr. Strough, seconded by Mr. Simpson and carried unanimously to approve the request as presented and the necessary resolution was authorized for the August 19, 2016 Board meeting. *A copy of the resolution request form is on file with the minutes.*

Ms. Conley provided an update on the contract with BBG&G, stating Deborah Garry had met with Supervisors, business owners and people in the community. She said Ms. Garry distributed a visitor survey that would take her the month of August to complete. Ms. Conley informed Ms. Garry would present her findings on the study of Tourism in Warren County at the September Committee meeting.

After a lengthy discussion in regards to the second Request for Proposals (RFP) concerning strategies and data, it was the consensus of the Committee to schedule a special meeting for BBG&G representatives to update the Committee.

Concluding, Ms. Conley discussed the Smith Travel Reports. She informed demand was down 1.7% from 2015 and the numbers were climbing throughout the summer. A brief conservation ensued.

Tanya Brand, Group Tour Promoter, spoke regarding the 2017 Warren County Group Travel Planner and informed there were five additional advertisers as compared to last year. She mentioned she was planning itineraries for a maple weekend, culinary, arts & culture, the Arts Trail, Outdoor Adventure, the Chester Challenge and the bike challenge.

Concluding, Kristen Hanifan, CVB, Special Events and Convention Sales Director, Lake George Chamber of Commerce, reviewed the July 2016 Lake George Regional CVB Monthly Report. *A copy of the report is on file with the minutes.*

As there was no further business to come before the Tourism & Occupancy Tax Coordination Committee, on motion made by Mrs. Frasier and seconded by Mr. Simpson, Mr. Merlino adjourned the meeting at 11:48 a.m.

Respectfully submitted,
Samantha Hogan, Senior Legislative Office Specialist
(As transcribed by Molly Ganotes Legislative Office Specialist)

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