

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM & OCCUPANCY TAX COORDINATION

DATE: DECEMBER 12, 2016

COMMITTEE MEMBERS PRESENT:

SUPERVISORS: MERLINO
DICKINSON
CONOVER
SEEBER
SIMPSON
STROUGH
BEATY
FRASIER
LEGGETT

OTHERS PRESENT:

REPRESENTING THE TOURISM DEPARTMENT:
JOANNE CONLEY, DIRECTOR
PETER GIRARD, CREATIVE DIRECTOR
LEISA GRANT, PRINCIPAL ACCOUNT CLERK
TANYA BRAND, GROUP TOUR PROMOTER
KEVIN B. GERAGHTY, CHAIRMAN OF THE BOARD
MARY ELIZABETH KISSANE, ASSISTANT COUNTY ATTORNEY
SARAH MCLENITHAN, DEPUTY CLERK OF THE BOARD
SUPERVISORS BRAYMER
MACDONALD
MONTESI
DEBORAH GARRY, REPRESENTING BBG&G ADVERTISING
DON LEHMAN, *THE POST STAR*
MOLLY GANOTES, LEGISLATIVE OFFICE SPECIALIST
*SEE SIGN-IN SHEET FOR ALL OTHER MEETING ATTENDEES

COMMITTEE MEMBERS ABSENT:

SUPERVISORS: WOOD
VANSELOW

Please note, the following contains a summarization of the December 12, 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 10:31 a.m.

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

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, Mr. Merlino presented a request to authorize attendance at the 2017 in-state, out-of-state and Canadian Motorcoach Trade Show/sales blitz/marketplace/conference by Tourism Department personnel.

Motion was made by Mr. Simpson, seconded by Mrs. Frasier and carried unanimously to approve the request as outlined above and the necessary resolution was authorized for the December 16, 2016 Board Meeting. *A copy of the resolution request form is on file with the minutes.*

Ms. Seeber inquired what the return on investment was for attending these shows and Ms. Conley informed that there was not enough data to support a conclusion. Chairman Geraghty stated the outcome of the Canadian Motorcoach Trade Show would have to be tracked to determine the return on investment.

Next, Ms. Conley introduced a request to authorize continuation of the lease agreement with Adirondack Factory Outlet Center Inc. for space used as a satellite Tourism Office/Visitor's Center, at a cost of \$15,000, for a term commencing January 1, 2017 and terminating December 31, 2017.

Motion was made by Mr. Simpson, seconded by Mrs. Frasier and carried unanimously to approve the request as outlined above and the necessary resolution was authorized for the December 16, 2016 Board Meeting. *A copy of the resolution request form is on file with the minutes.*

Mr. Simpson questioned how many individuals visited the satellite office and Ms. Conley answered she did not have the data for the current year; however, she advised 6,000 people visited the satellite office in 2015.

Privilege of the floor was extended to Deborah Garry, representing BBG&G Advertising, who provided a power point presentation entitled “Strategic Tourism Consulting Report”, during which she answered a number of questions posed by Committee members, as well as the public. *A copy of the presentation is on file with the meeting minutes.*

Mr. Conover entered the meeting at 10:48 a.m.

Messrs. Simpson & Geraghty exited the meeting at 12:05 p.m.

Mr. Beaty exited the meeting at 1:29 p.m.

At the conclusion of the power point presentation, the Committee decided to develop a Tourism Advisory Board to aid the Tourism Department in marketing Warren County. Mr. Merlino noted the discussion concerning the report prepared by BBG&G Advertising would continue at the next Committee meeting.

There being no further business to come before the Tourism & Occupancy Tax Coordination Committee, on motion made by Mrs. Frasier and seconded by Mr. Strough, Mr. Merlino adjourned the meeting at 1:37 p.m.

Respectfully submitted,
Molly Ganotes, Legislative Office Specialist