

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: OCCUPANCY TAX COORDINATION

DATE: OCTOBER 2, 2018

COMMITTEE MEMBERS PRESENT: OTHERS PRESENT:

SUPERVISORS: DICKINSON
MERLINO
SIMPSON
STROUGH
BEATY
FRASIER
GERAGHTY
DRISCOLL

REPRESENTING THE TOURISM DEPARTMENT:
JOANNE CONLEY, DIRECTOR
TANYA BRAND, GROUP TOUR PROMOTER
LEISA GRANT, PRINCIPAL ACCOUNT CLERK
RONALD F. CONOVER, CHAIRMAN OF THE BOARD
RYAN MOORE, COUNTY ADMINISTRATOR
AMANDA ALLEN, CLERK OF THE BOARD
AMY LAVINE, FIRST ASSISTANT COUNTY ATTORNEY
FRANK E. THOMAS, BUDGET OFFICER
MICHAEL SWAN, COUNTY TREASURER

COMMITTEE MEMBER ABSENT:

SUPERVISOR: LEGGETT

SUPERVISORS BRAYMER
HOGAN
MAGOWAN
SOKOL
WILD
TAMMIE DELORENZO, ASSISTANT TO THE COUNTY ADMINISTRATOR
REPRESENTING THE LAKE GEORGE REGIONAL CHAMBER OF COMMERCE &
CVB:
GINA MINTZER, EXECUTIVE DIRECTOR,
KRISTEN HANIFAN, SPECIAL EVENTS & CONVENTION SALES
DIRECTOR
AMY COLLINS, TOURISM & DOWNTOWN BUSINESS COORDINATOR, CITY OF
GLENS FALLS
DOUG MILLER, ADIRONDACK SPORTS COMPLEX
DON LEHMAN, *THE POST STAR*
MOLLY GANOTES-GLEASON, LEGISLATIVE OFFICE SPECIALIST

Please note, the following contains a summarization of the October 2, 2018 meeting of the 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/2018/occupancy/>

Mr. Dickinson called the meeting of the Occupancy Tax Coordination Committee to order at 11:30 a.m.

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

Commencing the agenda review, Michael Swan, *County Treasurer*, reviewed the Occupancy Tax Report which indicated revenues were up \$198,862.13 as compared to the same time last year. He indicated negotiations with Air B&B were ongoing, adding Occupancy Tax revenue was going to fund an internet scrubbing program to locate short term rentals in a given area. Mr. Dickinson informed the Village of Lake George had interviewed three companies and had chosen one to perform the scrub, signing a three-year contract. Ms. Braymer said she had received emails from companies that provided scrubs and she recommenced presentations be made to the Committee by certain vendors for these services. Mr. Swan requested permission to research scrub companies and the Committee agreed.

Leisa Grant, *Principal Account Clerk*, reviewed the 2019 Budget request and answered questions posed by the Committee. During her review she mentioned for 2019 they wanted to change the contract with the Cool Insuring Arena to fund the venue, informing the current contract was written an occupancy contract which was based on the events, but this was not what they were doing. She informed they wanted a funding contract which required them to attend meetings on a quarterly basis and provide a report of what they were doing, a yearly financial statement and a yearly attendance record. Regarding Budget Code 469, Payment to Towns, Mr. Merlino opined that increasing the amount given to the Towns was not necessary and he suggested the amount remain the same, using the additional funds for outside events. A discussion ensued relative to the budget request and the use of occupancy tax funding.

Supervisor Beaty exited the meeting at 12:15 p.m.

The Committee took a brief recess from 12:34 p.m. to 12:37 p.m.

Upon reconvening, privilege of the floor was presented to Kristen Hanifan, *Lake George Regional Chamber of Commerce & CVB Special Events & Convention Sales Director*, who distributed copies of the "Proposed Lake George Regional Convention & Visitors Bureau 2019 Sales & Marketing Plan" along with two marketing fliers she had produced which she proceeded to review; *copies of the Marketing Plan and both fliers are on file with the meeting minutes.*

Doug Miller, *representing the Adirondack Sports Complex*, spoke regarding the Women's Softball Tournament, indicating he had the numbers from the event along with zip codes of attendees and notification of day attendees and the number of overnight rooms gained from the event. He indicated he was working with Zero Gravity Basketball to bring them to the area. He informed there were more than sixteen tournaments scheduled for the event and he said that Zero Gravity had agreed to a seven-year commitment. He advised revenue from softball and basketball tournaments would have an economic impact of \$11 million. He discussed the need for ten additional basketball courts that would cost \$1.2 million and would take five months to build. Mr. Geraghty inquired if the court floors could be leased and Mr. Miller replied in the affirmative, mentioning it would cost \$20,000 to rent one court. Mr. Conover suggested involving Ed Bartholomew, *President, Economic Development Corporation*, to help bring Zero Gravity Basketball to the area. Mr. Miller indicated Mr. Bartholomew was interested in helping.

As there was no further business to come before the Occupancy Tax Coordination Committee, on motion made by Mr. Simpson and seconded by Mrs. Frasier, Mr. Dickinson adjourned the meeting at 1:11 p.m.

Respectfully submitted,
Molly Ganotes-Gleason, Legislative Office Specialist