

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM

DATE: JANUARY 26, 2018

COMMITTEE MEMBERS PRESENT:

SUPERVISORS MERLINO
DICKINSON
STROUGH
WILD
GERAGHTY
DIAMOND
HOGAN
DRISCOLL

OTHERS PRESENT:

REPRESENTING THE TOURISM DEPARTMENT:

JOANNE CONLEY, DIRECTOR
PETER GIRARD, CREATIVE DIRECTOR
LEISA GRANT, PRINCIPAL ACCOUNT CLERK
RONALD F. CONOVER, CHAIRMAN OF THE BOARD
KEVIN B. GERAGHTY, ACTING COUNTY ADMINISTRATOR
MARY ELIZABETH KISSANE, COUNTY ATTORNEY
AMANDA ALLEN, CLERK OF THE BOARD
FRANK E. THOMAS, BUDGET OFFICER

COMMITTEE MEMBER ABSENT:

SUPERVISOR FRASIER

SUPERVISORS BRAYMER

LOEB

MAGOWAN

SIMPSON

JOSIAH BROWN, NEW YORK'S BEST EXPERIENCES

REPRESENTING THE LAKE GEORGE REGIONAL CHAMBER OF COMMERCE & CVB:

GINA MINTZER, EXECUTIVE DIRECTOR

KRISTEN HANIFAN, SPECIAL EVENTS & CONVENTION SALES DIRECTOR

DON LEHMAN, *THE POST STAR*

LESLIE LOVELACE, SECRETARY TO THE CLERK OF THE BOARD

*SEE SIGN IN SHEET FOR OTHER MEETING ATTENDEES

Please note, the following contains a summarization of the January 26, 2018 meeting of the Tourism 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/tourism/>

Mr. Merlino called the meeting of the Tourism Committee to order at 10:49 a.m.

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

Copies of the Tourism agenda were distributed to the Committee members and a copy of same is on file with the meeting minutes.

Privilege of the floor was extended to Joanne Conley, *Director of Tourism*, who commenced her agenda review with the following requests:

- 1) To authorize an agreement with Adirondack Regional Tourism Council in an amount not to exceed \$150,000 for continued contractual relationship for regional marketing services.

Motion was made by Mr. Diamond, seconded by Mrs. Hogan and carried unanimously to approve the request and the necessary resolution was authorized for the February 16th Board meeting. *A copy of the resolution request form is on file with the minutes.*

- 2) To authorize an agreement with New York Welcomes You, Inc. for promotion of Warren County, in an amount not to exceed \$18,600 with the option to renew for three years.

Privilege of the floor was extended to Josiah Brown, representing New York's Best Experiences, who gave a brief overview of how he started his company and what that company did for the County.

Motion was made by Mr. Driscoll, seconded by Mr. Diamond and carried unanimously to approve the request and the necessary resolution was authorized for the February 16th Board meeting. *A copy of the resolution request form is on file with the minutes.*

Ms. Conley then gave an overview for the Tourism Department and presented the 2018 Marketing Plan, copies of which are on file with the minutes.

Mr. Dickinson entered the meeting at 11:08 a.m.

Next, Ms. Conley highlighted the changes made to the Travel Guide which she noted was distributed all over the State; *a copy of the Travel Guide is also on file with the minutes.*

A brief discussion ensued in regards to promoting area businesses.

Privilege of the floor was extended to Kristen Hanifan, *Special Events & Convention Sales Director, Lake George Chamber of Commerce & CVB*, who provided a brief overview of her Proposed 2018 Sales & Marketing Plan as well as the 2017 Outcomes Overview which was distributed to the Committee members; *copies of these documents are on file with the minutes.*

Mr. Diamond inquired how Ms. Hanifan would promote the Cool Insuring Arena for upcoming events and Ms. Hanifan replied that she and Jeff Mead, *Cool Insuring Arena General Manager*, had been working together. He then requested a copy of her plan to include the Cool Insuring Arena. Gina Mintzer, *Executive Director, Lake George Chamber of Commerce & CVB*, added their plan included sports as a weekend business and apprised the space at The Queensbury Hotel was not sufficient enough to accomodate the religious market, but the space at the Cool Insuring Arena would and so those types of venues were being suggested for the Arena.

Mr. Strough entered the meeting at 11:49 a.m.

Mr. Wild inquired what the biggest impediment other than funding was and Mr. Dickinson replied the CVB was lacking manpower.

Ms. Conley apprised Tanya Brand, *Group Tour Promoter*, was not in attendance, as she was at the ABA American Bus Association Show however, she said, Ms. Brand would like to present her marketing plan at the next meeting. John Carr, *Adirondack Pub & Brewery*, inquired about the growth in Occupancy Tax revenue and the economy of tourism and Ms. Conley replied that it was up 3.2% over the last year even though she did not have all of the figures from 2017 but a 5% growth was appropriate.

Fred Vogel, *representing Lodges at Cresthaven*, remarked Airbnb was having a huge impact on local hotels and asked if the Board was addressing that issue. Mr. Dickinson replied the Town of Lake George had been addressing the problem with strict business permit guidelines to help eliminate purchasing of residential homes to rent out. Mr. Geraghty added the Treasurer's Office was also researching how to collect Occupancy Tax from these individuals.

Frank Dittrich, *representing the Warren County Lodging Association*, suggested having representatives of the New York State Hospitality & Tourism Association attend the next meeting to discuss how they managed Airbnb and Mr. Merlino replied they would be invited to the next meeting.

As there was no further business to come before the Tourism Committee, on motion made by Mr. Dickinson and seconded by Mr. Diamond, Mr. Merlino adjourned the meeting at 12:03 p.m.

Respectfully submitted,
Leslie Lovelace, Secretary to the Clerk of the Board