

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: **TOURISM**

DATE: **MAY 2, 2006**

Committee Members Present:

Supervisors Tessier
Gabriels
Kenny
Sheehan
Stec

Committee Members Absent:

Supervisors Belden
Merlino

Others Present:

Kate Johnson, Tourism Coordinator
Joanne Conley, Assistant Tourism
Coordinator
Pam Morin, Group Tour Promoter
Joan Sady, Clerk of the Board
Paul Dusek, County Attorney
Supervisor Barody
Supervisor Caimano
Representing Paul Kaza Associates:
Barbara Devine
Michael Niggel
Representing TPCAC:
Fred Austin
Nicole Livingston, Second Deputy
Clerk

Mr. Tessier called the meeting of the Tourism Committee to order at 3:54 p.m.

A motion was made by Mr. Stec, seconded by Mr. Sheehan and carried unanimously to approve the minutes of the March 27, 2006 meeting, subject to correction by the Clerk.

Privilege of the floor was extended to Ms. Johnson, who distributed her agenda, a copy of which is on file with the minutes.

Ms. Johnson began the Agenda review with Item 2, Action Items. She apprised she had two resolution requests for transfer of funds. She explained one transfer would come out of the Motorcoach Contract (A.6417 470) and would be transferred into Other Equipment (A.6417 260) in the amount of \$744 to allow for the purchase of one Jiffy Screen Retractable display not originally budgeted for in 2006. The other transfer, she said, would come out of Tourism Promotion (A.6410 481) and would be transferred into Furnishings (A.6410 210) in the amount of \$865 to allow for the purchase of a brochure rack to be placed at the Lake George Visitor Center for Warren County visitor information not originally budgeted.

A motion was made by Mr. Sheehan, seconded by Mr. Stec and carried

unanimously to authorize the transfer of funds as outlined above, and refer the same to the Finance Committee. A copy of the resolution request forms are on file with the minutes.

Continuing under Action Items, Ms. Johnson stated she had a request for a new contract with Offset House for the printing of 50,000 copies of the Lakes to Locks Passage Brochure for a total amount not to exceed \$5,889.

A motion was made by Mr. Stec, seconded by Mr. Kenny and carried unanimously to authorize the contract with Offset House for the printing of the Lakes to Locks Passage Brochure from June 20, 2006 through July 31, 2006, for a total amount not to exceed \$5,889. A copy of the resolution request form is on file with the minutes.

Ms. Johnson expounded she had a request to amend Resolution No. 714 of 2005 and Resolution Nos. 148 and 259 of 2006, regarding the Group Tour Promoter Travel. She explained that the Maryland Bus Association Marketplace Show dates had changed from March 27 - 28, 2006 to August 19 - 21, 2006 in Towson, Maryland.

A motion was made by Mr. Gabriels, seconded by Mr. Stec and carried unanimously to authorize that Resolution No. 714 of 2005, and Resolution Nos. 148 and 259 of 2006 be amended as explained above. A copy of the resolution request form is on file with the minutes.

Ms. Johnson informed the committee that she was recently requested to revisit their policy on the sharing e-mails. She stated that Joanne Conley, Assistant Tourism Coordinator, had researched some of the destinations on Smith Travel Research to see what their policies were in regards to sharing e-mails. She said Ms. Conley had developed a power point presentation to share with the committee to assist them in their decision on whether or not to amend the policy or to keep the policy as it was.

Ms. Conley reviewed the power point presentation in detail, a copy of which is on file with the minutes.

Following the presentation, a motion was made by Mr. Gabriels, seconded by Mr. Stec and carried unanimously to continue with the current e-mail policy that was in place and not share e-mail addresses of inquirers.

Ms. Johnson apprised Paul Kaza, Paul Kaza Associates, was out of town and Barbara Devine and Michael Niggel were at the meeting on his behalf. She noted that the committee members had received the handout entitled, "Monthly

Report of Agency Activities" from Paul Kaza Associates, a copy of which is on file with the minutes. She added that Ms. Devine had the proposed summer tourism commercials to show to the committee.

Ms. Devine explained there were four spots, two 30 second spots and two 15 second spots. She said the first title was "You Don't Need a TV" which had both a 30 second and 15 second version. The other, she added, was "Quality Family Time" which also had a 30 second and 15 second version.

Mr. Barody questioned if they were able to burn these commercials to cd so that they could be projected on the screen and Ms. Devine said they had burned them to cd at one time but it had not worked out very well. Ms. Devine noted the commercial spots would start airing on May 15th and would run through mid-August. Ms. Devine showed the commercial spots to the committee members.

Returning to the Agenda review, Pam Morin, Group Tour Promoter, distributed a handout to each committee member entitled, "Motorcoach Update", a copy of which is on file with the minutes. Mrs. Morin stated due to the meeting running late, she would like to waive her update since everyone had the handout.

Ms. Johnson expounded there was no report from the TPCAC (Tourism Promotion Citizens Advisory Committee). She added that there were no pending items or new business on the Agenda to be discussed.

Mr. Stec stated that Stephanie Abrams, a radio broadcaster, had been in the area recently and had done a broadcast from the Great Escape Lodge. He noted that she had asked him if the County would be interested in doing radio promotion and advertising. He wondered if there was a radio game plan in place.

Mr. Caimano replied there was nothing that the County could sell on the radio in 30 seconds. Ms. Devine added that they had looked into it but at this time were not interested in radio promotion. She said they had chosen to focus on television and website promotion.

Mr. Tessier apprised there was a referral from the Occupancy Tax Committee to the Tourism Committee regarding the advertising on the trolleys. Ms. Johnson stated it was \$5,000 for the whole package and the quality was not that good on the exterior advertisements. She noted an option was to keep the interior pieces at a cost of \$500.

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A motion was made by Mr. Stec, seconded by Mr. Gabriels and carried by majority vote, with Mr. Kenny in opposition, to authorize the contract for 2006 Trolley Ad Space (Interior Signs Only) for a lump sum of \$500. A copy of the resolution request form is on file with the minutes.

There being no further business before the committee, on motion by Mr. Stec and seconded by Mr. Kenny, Mr. Tessier adjourned the meeting at 4:35 p.m.

Respectfully submitted,

Nicole Livingston
Second Deputy Clerk