

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM

DATE: JANUARY 30, 2008

COMMITTEE MEMBERS PRESENT:

SUPERVISORS TESSIER
BELDEN
KENNY
MERLINO
SIMMES
STRAINER

OTHERS PRESENT:

REPRESENTING THE TOURISM DEPARTMENT:
KATE JOHNSON, DIRECTOR
HAL PAYNE, COMMISSIONER OF ADMINISTRATIVE &
FISCAL SERVICES
JOANN MCKINSTRY, DEPUTY COMMISSIONER OF
ADMINISTRATIVE & FISCAL SERVICES
JOAN SADY, CLERK OF THE BOARD
TODD LUNT, DIRECTOR OF HUMAN RESOURCES
JOANNE COLLINS, LEGISLATIVE OFFICE SPECIALIST
CHARLENE DIRESTA, LEGISLATIVE OFFICE SPECIALIST
*PLEASE SEE ATTACHED SIGN-IN SHEET FOR ALL OTHER
GUESTS PRESENT*

COMMITTEE MEMBER ABSENT:

SUPERVISOR SHEEHAN

Mr. Tessier called the meeting of the Tourism Committee to order at 10:52 a.m.

Mr. Tessier welcomed Mrs. Simmes and Mr. Strainer as new members of the Tourism Committee and noted that due to time constraints, the Committee would only review those parts of the Agenda which required action.

Motion was made by Mr. Belden, seconded by Mr. Merlino and carried unanimously to approve the minutes of the November 28, 2007 Committee meeting, subject to correction by the Clerk of the Board.

Privilege of the floor was extended to Kate Johnson, Director of Tourism, who distributed copies of the Agenda to the Committee members; *a copy of the Agenda is on file with the minutes.*

Ms. Johnson welcomed the new members of the Committee and presented them with a packet of the Department's most recent print advertisements, for their review.

Ms. Johnson apprised that Vonda Beattie, Principal Account Clerk for Tourism, would be retiring at the end of February. She said that she was requesting to fill the vacant position of Principal Account Clerk, base salary \$30,867. She stated that there was a promotional list available and she had begun her search for Mrs. Beattie's replacement. She expounded that Mrs. Beattie had been the only

employee in the Tourism Department who worked on the books; therefore, she added, she was requesting to have the new employee work alongside Mrs. Beattie in order to be better trained. She said that there were funds available in the budget that would allow Mrs. Beattie to train her replacement for a two week period. Ms. Johnson noted that Mrs. Beattie had been a wonderful employee and an asset to the Department who would be greatly missed.

Motion was made by Mr. Kenny, seconded by Mr. Merlino and carried unanimously to authorize the filling of the vacant position, as outlined above and to forward same to the Personnel Committee. *A copy of the Notice of Intent to Fill Vacant Position is on file with the minutes.*

Ms. Johnson stated that she was requesting a new contract with Creative Minds Photography for digital photography services, commencing January 1, 2008 and terminating December 31, 2008, for a total amount not to exceed \$20,000. She said that she had solicited 4 vendors, 2 of which had responded and 1 of which had not completed the required information. She said she was pleased to be using Creative Minds and added that the photographer would be James McEntee. She apprised that Mr. McEntee had an office in the City of Glens Falls, but usually worked out of New York City. She added that after September 11, 2001, Mr. McEntee had moved to the Town of Thurman to open a shop.

Motion was made by Mr. Belden, seconded by Mr. Strainer and carried unanimously to authorize the new contract, as outlined above. *A copy of the resolution request is on file with the minutes and the necessary resolution was authorized for the February 15, 2008 Board meeting.*

Ms. Johnson said that she was requesting to amend Resolution No. 803 of 2007 to correct dates and locations and to delete and add shows. She noted that the changes were noted on Schedule A of the resolution request form.

Motion was made by Mr. Belden, seconded by Mr. Merlino and carried unanimously to amend Resolution No. 803 of 2007, as outlined above. *A copy of the resolution request is on file with the minutes and the necessary resolution was authorized for the February 15, 2008 Board meeting.*

Ms. Johnson apprised that she was requesting to amend the 2008 County budget to increase estimated revenues and appropriations in the amount of \$2,840, to reflect revenue received from consumer show brochure distribution.

Motion was made by Mrs. Simmes, seconded by Mr. Merlino and carried unanimously to amend the 2008 County budget, as outlined above and to forward same to the Finance Committee. *A copy of the resolution request is on file with the*

minutes.

Ms. Johnson stated that at the Department Head meeting it had been discussed that Supervisors had requested to receive their Committee Agendas in advance of the meeting. She noted that she had spoken with Mr. Tessier and if there were no objections the Tourism Committee would continue to receive the Agenda at the meeting. It was the consensus of the Committee that they would receive their Agendas at the meeting however, if there was an important topic to be discussed at the upcoming meeting Ms. Johnson would send an email to the members of the Committee.

Ms. Johnson noted that next month's Committee meeting would be very busy. She said that representatives from the broadcast media buyer and the public relations firm would be in attendance and Linda Wohlers, Creative Director of Tourism, would give a presentation on the upcoming web pages.

Ms. Johnson apprised that the Tourism Department had never budgeted anticipated revenue in the past; however, she added, the Treasurer's Office had requested that she do so in the 2009 budget. She said she should be able to estimate the anticipated revenue and would discuss this with the Committee at budget time.

Ms. Johnson stated that "I Love New York" still had not developed a travel guide for 2008. She added that this was usually done in the fall and the Warren County Tourism Department usually purchased two pages in the travel guide and sold approximately \$30,000 of co-operative advertisements. She apprised that if she had budgeted for anticipated revenue in the 2008 County budget, that would have been \$30,000 of revenue that would not be received. Mr. Belden asked if Warren County had a contract for 2008 with "I Love New York" matching funds program and for what amount. Ms. Johnson responded affirmatively and said it was for approximately \$106,000.

As there was no further business to come before the Tourism Committee, on motion made by Mr. Belden and seconded by Mr. Strainer, Mr. Tessier adjourned the meeting at 11:01 a.m.

Respectfully submitted,

Charlene DiResta, Legislative Office Specialist