

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM

DATE: OCTOBER 28, 2009

COMMITTEE MEMBERS PRESENT:

SUPERVISORS TESSIER
BELDEN
KENNY
SHEEHAN
SIMMES
STRAINER

COMMITTEE MEMBER ABSENT:

SUPERVISOR MERLINO

OTHERS PRESENT:

REPRESENTING THE TOURISM DEPARTMENT:

KATE JOHNSON, DIRECTOR
PETER GIRARD, CREATIVE DIRECTOR
TANYA BRAND, GROUP TOUR PROMOTER
EMILY STANTON, GORE MOUNTAIN MARKETING MANAGER
HAL PAYNE, COMMISSIONER OF ADMINISTRATIVE & FISCAL SERVICES

JOAN SADY, CLERK OF THE BOARD
KEVIN GERAGHTY, BUDGET OFFICER
SUPERVISORS: PITKIN

TAYLOR
THOMAS
VANNESS

FRED AUSTIN, FORT WILLIAM HENRY
LUISA SHERMAN, WARREN COUNTY COUNCIL OF CHAMBERS
DON LEHMAN, *THE POST STAR*
THOM RANDALL, *THE ADIRONDACK JOURNAL*
SARAH MCLENITHAN, LEGISLATIVE OFFICE SPECIALIST

Mr. Tessier called the meeting of the Tourism Committee to order at 10:15 a.m.

Motion was made by Mr. Kenny, seconded by Mr. Belden 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 Kate Johnson, Tourism Director, who distributed copies of the agenda to the Committee members; *a copy of the agenda is on file with the minutes.*

Ms. Johnson requested authorization for a contract with Brigar Xpress to print 50,000 copies of the 2010 Warren County Whitewater Rafting Brochure commencing November 23, 2009 and terminating December 31, 2010 for an amount not to exceed \$3,680.

Motion was made by Mr. Belden, seconded by Mr. Strainer and carried unanimously to authorize the request for a contract with Brigar Xpress as outlined above and the necessary resolution was authorized for the November 20, 2009 Board meeting. *A copy of the resolution request form is on file with the minutes.*

Ms. Johnson requested to amend Resolution No. 809 of 2008 to reflect a change in the Motorcoach Trade Show schedule for the remainder of 2009.

Motion was made by Mr. Belden, seconded by Mrs. Simmes and carried unanimously to amend Resolution No. 809 of 2008 as outlined above and the necessary resolution was authorized for the November 20, 2009 Board meeting. *A copy of the resolution request form is on file with the minutes.*

Ms. Johnson requested a contract with Lake Placid Advertisers Workshop, Inc., for Broadcast Media buying services for 2010 commencing January 1, 2010 and terminating December 31, 2010 for an amount not to exceed \$720,000. She stated that Lake Placid Advertisers Workshop, Inc. and Stratton Partners Advertising had both submitted bids with a 4% commission fee; however, she added, the Lake Placid Advertisers Workshop, Inc. were more experienced. She explained that Lake Placid Advertisers Workshop, Inc. had a more experienced team in state of the art technology and had the ability to analyze the response by market and station to make the necessary real time adjustments.

Motion was made by Mr. Kenny, seconded by Mr. Belden and carried unanimously to authorize a contract with Lake Placid Advertisers Workshop, Inc., as outlined above and the necessary resolution was authorized for the November 20, 2009 Board meeting. *A copy of the resolution request form is on file with the minutes.*

Privilege of the floor was extended to Emily Stanton, Gore Mountain Marketing Manager, who provided a power point presentation to the Committee on the improvements made to Gore Mountain Ski Area for the upcoming 2009-2010 season and construction that was scheduled to be completed for the 2010-2011 season, as well. She advised that Adirondack Trailways had added Gore Mountain to their listing of destinations, which she felt would result in more individuals patronizing the local hotels and restaurants. She commended the Tourism Department for their assistance with developing a marketing campaign portraying Warren County as a ski destination.

Tanya Brand, Group Tour Promoter, apprised that the Group Tour Planner would be delivered this week. She pointed out that new features had been included in the Planner this year such as a frequently asked questions page, four sample itineraries and scenic drives and services. She said that the new itineraries were posted on the County Tourism website so individuals interested in specific events could access the information by clicking on the event. She mentioned that she was pleased with the turn out for the Upper Hudson River Railroad event for seniors. She said that 75 seniors from New Jersey had attended the event.

Ms. Brand advised that Velo Quebec Voyages was considering using the Lake George region for their August, 2010 Le Grand Tour. She explained that it was a six day bicycle vacation that would begin in Lake George and end in Montreal. She said that there would be between 1,500 and 2,000 individuals expected to partake in the event. She said that she had visited several locations with the organizers that could be used as a place for the participants to go camping.

Peter Girard, Creative Director, apprised that the Travel Guide had been distributed and put an emphasis on the Today shows visit to the area. He said that the guide focused more on winter activities than what had been done in prior years, as he felt it was essential to promote Warren County as a year round destination.

Mr. Girard stated that the Winter Guide had recently been released and included events and activities held throughout Warren County during the winter months. He pointed out that the back cover of the New York State Winter Guide included a full page ad for Warren County, which put emphasis on winter activities that were offered in the area. Referring to the winter television commercials, he apprised that they had been revised and would be airing in high definition.

Mr. Girard advised that the Tourism Department was working in conjunction with the Economic

Development Corporation (EDC), Hickory Hill Ski Center, West Mountain Ski Resort and Gore Mountain Ski Resort to develop a marketing plan that centered around portraying Warren County as a skiing destination. He said that he hoped the promotion would bring skiers to the area for a few days and that they would patronize each resort.

With regards to the fall contest, Ms. Johnson apprised that five winners had been selected from the pool of six thousand contestants. She said that the winners were from New York, Massachusetts and Quebec. Mr. Girard stated that several pictures had been taken during the peak fall foliage season, which would be used for future marketing purposes.

Luisa Sherman, Warren County Council of Chambers, advised that the last meeting had taken place at the Stony Creek Inn and Greg Beckler of the North Warren Chamber of Commerce was elected as the new Council President. She said that the meeting had been very well attended and she thanked Messrs. Belden and Thomas for attending. She stated that the Council was in the process of distributing their end of year survey to all Chamber members. Referring to the Hospitality Seminar, she apprised that they were considering the possibility of hosting another one in the Spring of 2010. She said that the next meeting would be held in Lake George on December 2, 2009.

Mr. Kenny stated that he had done a presentation for the Adirondack Regional Chamber of Commerce on tourism in Warren County. He said that they commended the Warren County Tourism Department for doing an excellent job in promoting the region. He explained that the presentation consisted of details as to the promotion efforts currently being implemented, as well as promotional ideas for the future. He thanked the Tourism Department for providing him with the materials and information necessary for the presentation.

Ms. Johnson acknowledged the upcoming retirement of Hal Payne, Commissioner of Administrative and Fiscal Services, and thanked him for his ongoing support of the Tourism Department.

As there was no further business to come before the Tourism Committee, on motion made by Mr. Belden and seconded by Mr. Kenny, Mr. Tessier adjourned the meeting at 10:49 a.m.

Respectfully submitted,

Sarah McLenithan, Legislative Office Specialist