

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: PARK OPERATIONS & MANAGEMENT (O&M)

DATE: MAY 13, 2015

COMMITTEE MEMBERS PRESENT: OTHERS PRESENT:

SUPERVISORS MONROE
 MERLINO

VOTING COMMITTEE MEMBERS REPRESENTING THE VILLAGE OF LAKE GEORGE:
 ROBERT BLAIS, MAYOR OF THE VILLAGE OF LAKE GEORGE
 DAVID HARRINGTON, SUPERINTENDENT OF PUBLIC WORKS, VILLAGE OF
 LAKE GEORGE

COMMITTEE MEMBERS ABSENT:

SUPERVISORS KENNY
 DICKINSON

KEVIN B. GERAGHTY, CHAIRMAN OF THE BOARD
PAUL DUSEK, COUNTY ADMINISTRATOR
MARTIN AUFFREDOU, COUNTY ATTORNEY
AMANDA ALLEN, CLERK OF THE BOARD
MICHAEL CONSUELO, EXECUTIVE DIRECTOR OF THE LAKE GEORGE REGIONAL
 CHAMBER OF COMMERCE AND CVB
GEORGE NORMANDIN, PRESIDENT & CHIEF MARKETING OFFICER OF
 NORMANDIN MARKETING
TOM WYSOCKI, DIRECTOR OF SALES & MARKETING FOR THE FORT WILLIAM
 HENRY RESORT AND CONFERENCE CENTER/LAKE GEORGE REGIONAL
 CHAMBER OF COMMERCE BOARD MEMBER,
CHARLENE DIRESTA, SR. LEGISLATIVE OFFICE SPECIALIST

Mr. Monroe called the meeting of the Park Operations & Management (O&M) Committee to order at 10:01 a.m. Due to the absence of two of the Committee members representing the County, Chairman Geraghty constituted a quorum along with Supervisors Monroe and Merlino.

Motion was made by Mr. Merlino, seconded by Mayor Blais and carried unanimously to approve the minutes of the previous Committee Meeting, subject to correction by the Clerk of the Board.

Copies of the agenda packet were distributed to the Committee members; *a copy of the agenda packet is on file with the minutes.*

Commencing the agenda review, Robert Blais, Mayor of the Village of Lake George, advised of a request from the organizers of Americade to share in the cost of portable restrooms for the event due to the fact that the Restroom Building would not be usable in time. He noted the size of the crowd anticipated for the event would be too large to be accommodated by the Restroom Building even if it were available and it would have been necessary to rent 8 portable restrooms; however, he continued, since the Restroom Building would not be usable, it would be necessary to rent 16 portable restrooms. Mayor Blais explained the organizers of Americade had requested that the County/Village share the total cost of renting the restrooms because their costs would be doubled due to the unavailability of the Restroom Building. David Harrington, Superintendent of Public Works for the Village of Lake George, pointed out that the Restroom Building would contain 8 stalls. Mayor Blais said he had informed the organizers of Americade that the Village of Lake George would need to double the amount of Peace Officers due to their request for additional security. Mr. Harrington explained Americade had originally planned on renting 8 portable restrooms to ensure a total of 16 restrooms would be available for use during the event and since the Restroom Building would not be usable, they would need to rent 16 portable bathrooms.

Chairman Geraghty asked if the perimeter fence for the Festival Space would be completed prior to Americade and Mr. Harrington replied the fence was already completed. Chairman Geraghty asked

the dollar amount being requested by Americade and Mr. Harrington responded the cost of renting a portable restroom was usually \$80 to \$100 and the County/Village would need to cover the cost of 8 portable restrooms at approximately \$800.

Mr. Harrington apprised the Restroom Building would be completed before the Americade event; however, he continued, due to the uncompleted site work around the building, the restrooms would not be available for use. He explained the entrance into the building could not be completed in time due to other work around the site which needed to be completed first. He noted there were utilities to be installed and sidewalks to be poured and it was not possible to complete this work prior to other site work. A brief discussion ensued.

Motion was made by Chairman Geraghty, seconded by Mayor Blais and carried unanimously to authorize a payment of approximately \$800 for the rental of portable restrooms during the 2015 Americade event because the restrooms constructed on the Festival Space would not be available for use. *A copy of the resolution request form is on file with the minutes and the necessary resolution was authorized for the May 15, 2015 Board Meeting.*

Mr. Monroe commented the next item on the agenda pertained to the proposed Charles R. Wood Park Use Permit. Copies of the Charles R. Wood Use Permit were distributed to the Committee members; *a copy of same is on file with the minutes.* Mayor Blais indicated that Martin Auffredou, County Attorney, had reviewed, revised and approved this application and Committee approval was needed to commence using it. He stated he would forward the revised permit application to all of the promoters for events that had booked the Festival Space this year and request that they return it with their final payments.

Motion was made by Chairman Geraghty, seconded by Mr. Merlino and carried unanimously to approve the proposed Charles R. Wood Park Use Permit, as presented. *A copy of the resolution request form is on file with the minutes and the necessary resolution was authorized for the May 15, 2015 Board Meeting.*

Mr. Monroe advised the next item on the agenda pertained to a presentation from Michael Consuelo, Executive Director of the Lake George Regional Chamber of Commerce and Convention & Visitors Bureau (CVB), on a proposed website for the Festival Space at Charles R. Wood Park. Mayor Blais recalled a few months prior, the Committee had requested the Lake George Regional Chamber of Commerce to work on the proposed website. Prior to the website presentation, Mr. Consuelo apprised he had received a phone call pertaining to the delivery of two flagpoles for the Festival Space and asking where they should be delivered. During a brief discussion, it was determined that Mr. Consuelo would return the phone call and request that the company contact Mr. Harrington for further information.

Continuing, Mr. Consuelo introduced Tom Wysocki, Director of Sales & Marketing for the Fort William Henry Resort and Conference Center and Lake George Regional Chamber of Commerce Board Member, and he noted that Mr. Wysocki, as the Chairman of the Chamber's Advertising and Marketing Committee, had released a Request for Proposals (RFP) for the design and development of websites for both the Lake George Regional Chamber of Commerce and the Festival Space at Charles R. Wood Park. Mr. Consuelo introduced George Normandin, President & Chief Marketing Officer of Normandin Marketing, who had been awarded the contract as a result of the RFP.

Mr. Normandin explained there had been several meetings with Mayor Blais and Mr. Consuelo to determine the goals for the Festival Space and the desired content of the website. He said the common theme included in the architectural report had been water so he had incorporated water

into his proposed logo design. He commented it was necessary to develop a brand before a website could be designed and it had been decided that the Festival Space should be branded as "The Festival Commons at Charles R. Wood Park". Mr. Normandin distributed a conceptual design of the proposed logo and website to the Committee members; *a copy of same is on file with the minutes.* He explained the proposed logo included a drop of water shaped to resemble a musical note with mountains in the background to reflect Lake George, the Adirondacks and the fact that music would be a big part of events at The Festival Commons. He noted that vibrant colors had been used for the proposed website with a simple format which would be user friendly. He pointed out the website would be fully adaptive to scale down based on the type of device used to access it (android based cell phones, iPhones, tablets, laptops, etc.). He noted links to the websites of upcoming events at The Festival Commons would be included, as well as a full calendar of events. He said the concept drawing of the Park which had been completed by Elan Planning, was included on the website until actual photographs were available. He apprised that aerial photographs would be preferable because an interactive map could be created with more detailed photographs. Mr. Normandin pointed out that he had included a section for "Visitor Info" to allow an area for information on lodging, restaurants, shopping, etc., as well as sections for sponsorships and contact information.

Chairman Geraghty opined the color selected for the banner of the website made it difficult to read and Mr. Normandin responded this was a conceptual representation and the banner would most likely be white on the actual website. Mr. Normandin said he anticipated an additional presentation would be made to this Committee prior to launching the website to ensure approval was received. Mr. Harrington asked if there was the ability to change and update the photos and events and Mr. Normandin replied affirmatively. Mayor Blais asked if Normandin Marketing intended to submit a proposal to manage the website and Mr. Normandin replied affirmatively.

In answer to a question pertaining to the need for approval from the full Board of Supervisors, Mr. Auffredou responded that Board approval was only necessary for funding sources and anything pertaining to creative design fell under the purview of the Park Operations & Management Committee. Mr. Monroe agreed and pointed out the intent of establishing the Park Operations & Management Committee was to streamline the approval process. It was the consensus of the Committee to schedule an additional meeting on May 26, 2015 at 10:00 a.m. to review and approve the proposed website created by Normandin Marketing, as well as their proposal for managing the website.

Mayor Blais commented that they would have the ability to sell advertising space on the website and Mr. Normandin agreed noting that this ability would enable them to generate revenues to offset the operational costs. Mr. Normandin mentioned the possibility of selling sponsorship space on the website and he noted the revenue derived from sponsorships would also offset the operational costs.

A discussion ensued.

Mr. Harrington informed The Festival Commons lawn would require fertilization and upkeep as part of the ongoing maintenance. He noted that prior to winter the lawn had been aerated, fertilized and sanded and he said he had requested that the contractor who completed this work provide an estimate for ongoing maintenance for this spring and summer. Mr. Harrington requested Committee approval for fertilization and maintenance of the lawn as an ongoing expense for the operation of The Festival Commons. He added he would forward any invoices for the work completed to Jeffery Tennyson, Superintendent of the Department of Public Works. Mr. Monroe pointed out that this ongoing expense had been anticipated. Mr. Harrington informed there were a couple of sections of sod which did not survive the winter and these would be replaced as part of the maintenance.

Motion was made by Chairman Geraghty, seconded by Mr. Merlino and carried unanimously to authorize ongoing expenses relating to the fertilization and maintenance of The Festival Commons lawn by the Village of Lake George's turf management contractor.

Mayor Blais opined that the lawn of The Festival Commons should no longer be used to park vehicles as it had been in the past. He said the lawn would undergo some rough usage during events, such as Americade and the Adirondack Car Show and they felt the parking of vehicles would place undue wear and tear on the new sod. He acknowledged there would be a loss of revenue from ceasing parking operations on The Festival Commons; however, he continued, the County would continue to generate parking revenues from the West Brook Parking Lot.

Mayor Blais advised the current balance in the Operations & Management account was \$34,713 and an additional \$21,500 would be generated from the events that booked The Festival Commons this summer. He reported he was working with two additional event promoters for weekday events and he had some discussions with the agent for The Marshall Tucker Band about the possibility of a weekday concert in August. Mayor Blais informed that The Cole Brothers Circus would not be holding an event at The Festival Commons because they had determined the size of the space was not sufficient to meet their needs. Mr. Monroe apprised he had discussed the design of the proposed stage with an expert in creating flexible performance spaces and he would refer this person to Mayor Blais. A brief discussion ensued.

Paul Dusek, County Administrator, stated he had a discussion with Mayor Blais pertaining to some of the personal expenses which he had incurred pertaining to promotion of The Festival Commons, such as mileage and whether the reimbursement of those personal expenses was appropriate for submission to the Park Operations & Management Committee. He informed the general consensus was that as long as these expenses were not being reimbursed elsewhere and as long as the expenses related to the promotion of The Festival Commons, then it was appropriate for Mayor Blais to submit requests for reimbursement. Mayor Blais indicated he had never submitted a request for reimbursement and Mr. Dusek responded the Committee wanted to assure him that reimbursement for these expenses was an option.

Mr. Harrington reported that the recent rainfall had resulted in 3½ inches of rain within 1½ hours which had caused some damage to the south parcel. He noted the southern end of the property had been damaged by some offsite runoff and some redesign of the area would be necessary to prevent future damage. Mr. Harrington recalled that Mayor Blais had made an inquiry to the New York State Department of Transportation (NYSDOT) about the possibility of installing signage near Exit 21 of Interstate 87 to indicate the location of Charles R. Wood Park but had been informed this was not allowed because the location was within the Adirondack Park. Since then, Mr. Harrington continued, there was new signage on Interstate 87 for certain businesses and he would contact NYSDOT to determine if a sign was now possible. Mayor Blais said it was unknown where the signs had come from and he indicated that Bill Dow, owner of the Lake George Steamboat Company, had no knowledge of the sign which highlighted his company. A brief discussion ensued pertaining to this new signage.

As there was no further business to come before the Park Operations & Management (O&M) Committee, on motion made by Mayor Blais and seconded by Chairman Geraghty, Mr. Monroe adjourned the meeting at 10:52 a.m.

Respectfully submitted,
Charlene DiResta, Senior Legislative Office Specialist