

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: PARK OPERATIONS & MANAGEMENT (O&M)

DATE: JUNE 15, 2015

---

---

COMMITTEE MEMBERS PRESENT:

SUPERVISORS MONROE  
MERLINO  
KENNY  
DICKINSON

OTHERS PRESENT:

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  
GEORGE NORMANDIN, PRESIDENT & CHIEF MARKETING OFFICER OF  
NORMANDIN MARKETING  
MICHAEL CONSUELO, EXECUTIVE DIRECTOR OF THE LAKE GEORGE REGIONAL  
CHAMBER OF COMMERCE AND CVB  
KEVIN B. GERAGHTY, CHAIRMAN OF THE BOARD  
PAUL DUSEK, COUNTY ADMINISTRATOR  
AMANDA ALLEN, CLERK OF THE BOARD  
SUPERVISORS SIMPSON  
SEEBER  
STROUGH  
THOMAS  
FRED AUSTIN, FORT WILLIAM HENERY  
SAMANTHA HOGAN, SECRETARY TO THE CLERK OF THE BOARD

---

---

Mr. Monroe called the meeting of the Park Operations & Management (O&M) Committee to order at 12:12 p.m.

Privilege of the floor was extended to George Normandin, President & Chief Marketing Officer of Normandin Marketing, who provided a tour of the new Festival Commons website, which he noted was live but not yet advertised.

Mr. Normandin indicated that he welcomed feedback from the Committee on any changes they would like to see made to the website and he advised the site would be launched in its current format with any changes being made as needed. He added that he would be setting up the Facebook and Instagram accounts with the appropriate Festival Commons logo and art work for the next upcoming event, as well.

Continuing, Mr. Normandin advised he had secured the domain names "festivalcommons.com", "lakegeorgeevents.com" and "lakegeorgefestivalcommons.com". He explained "festivalcommons.com" was set up as the main domain name with the other two linking to it. Referring to the lowermost portion of the festivalcommons.com home page, Mr. Normandin pointed out the third-party software called "Mail Chip" which would allow the public to sign up to receive information on upcoming events at the Festival Commons.

Supervisor Strough stated that he liked the design of the website, but noted he did not believe it was legal for a government-owned website to sell advertising space to sponsors; he said he thought businesses could be listed on the website, but the County could not charge for the advertising space. Mr. Monroe declared this was something for Martin Auffredou, County Attorney, to review and provide an opinion on.

Paul Dusek, County Administrator, commented that he believed whether or not the County could charge for advertising space depended upon what the website was being used for and he pointed out that the County's tourism brochures included paid advertisements from private businesses. Mr. Dusek concluded the County's ability to charge for advertisements on the Festival Commons website would

likely depend on whether the website could be categorized as an electronic brochure.

Motion was made by Mr. Merlino, seconded by Mr. Dickinson and carried unanimously to approve the Festival Commons website as presented.

Privilege of the floor was extended to Mr. Dusek, who introduced a request from the organizers of the upcoming Adirondack Food and Wine Festival, which was scheduled to be held at the Festival Commons on June 27<sup>th</sup> and 28<sup>th</sup>, for authorization to post promotional signs on County-owned property in advance of their event. He stated he was unsure if there were any Town of Queensbury or Lake George regulations relating to posting of signs that need to be followed.

Mr. Dickinson indicated the event organizers were welcome to post signs in the Town of Lake George; however, he added, they would need to contact his Office to advise where the signs would be placed. As for the Town of Queensbury, Mr. Strough stated that the event organizers would need to contact the Town of Queensbury's Building & Codes Office for approval as this was their policy for posting any signs, aside from those of a political nature.

Mr. Dusek questioned whether any Supervisors in attendance had objections to these signs being placed on County-owned property and none were voiced.

Robert Blais, Mayor of the Village of Lake George, requested authorization to charge \$500 to the Lake George Skate Park Committee for set up of a stage for their event on the evening of August 7, 2015 and it was the consensus of the Committee that Mayor Blais should proceed in doing so.

Mr. Monroe noted a presentation of the Festival Commons website would be made to the full Board of Supervisors for approval at their June 19<sup>th</sup> meeting. Mr. Normandin questioned what action was expected of him and Mr. Monroe indicated that he would essentially be making the same web presentation he had made today. Amanda Allen, Clerk of the Board, interjected that a laptop and projector would be set up in the Board Room for an alternate presentation and Mr. Normandin was welcome to use the equipment to make his presentation, as well.

As there was no further business to come before the Park Operations & Management (O&M) Committee, on motion made by Mr. Merlino and seconded by Mr. Kenny, Mr. Monroe adjourned the meeting at 12:45 p.m.

Respectfully submitted,  
Samantha Hogan, Secretary to the Clerk of the Board