

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM

DATE: SEPTEMBER 24, 2015

COMMITTEE MEMBERS PRESENT:

SUPERVISORS MERLINO
KENNY
DICKINSON
CONOVER
WOOD
FRASIER

COMMITTEE MEMBER ABSENT:

SUPERVISOR VANSELOW

OTHERS PRESENT:

REPRESENTING THE TOURISM DEPARTMENT:

PETER GIRARD, CREATIVE DIRECTOR
JOANNE CONLEY, ASSISTANT TOURISM COORDINATOR
TANYA BRAND, GROUP TOUR PROMOTER
LEISA GRANT, PRINCIPAL ACCOUNT CLERK
AMANDA ALLEN, CLERK OF THE BOARD
JOANN MCKINSTRY, ASSISTANT TO THE COUNTY ADMINISTRATOR
FRANK E. THOMAS, BUDGET OFFICER
CHRISTINA CURLEY, SPECIAL EVENTS COORDINATOR, LAKE GEORGE REGIONAL
CHAMBER OF COMMERCE & CVB
KIM SAHEIM, DIRECTOR OF MEMBERSHIP, LAKE GEORGE REGIONAL CHAMBER OF
COMMERCE & CVB
FRED AUSTIN, FORT WILLIAM HENRY
FRANK DITTRICH, WARREN COUNTY LODGING ASSOCIATION
SAMANTHA HOGAN, SECRETARY TO THE CLERK OF THE BOARD

Please note, the following contains a summarization of the September 24, 2015 meeting of the Tourism Committee; the meeting in its entirety can be viewed on the Warren County website using the following link: <http://www.warrencountyny.gov/gov/comm/tourism/>

Mr. Merlino called the meeting of the Tourism Committee to order at 1:00 p.m.

Motion was made by Ms. Wood, seconded by Mr. Conover and carried unanimously to approve the minutes of the last Tourism Committee meeting, subject to correction by the Clerk of the Board.

Copies of the meeting agenda were distributed to the Committee members and a copy of same can be found on file with the minutes.

Commencing the agenda review, Joanne Conley, *Assistant Tourism Coordinator*, presented a request for a new contract with RR Donnelley in an amount not to exceed \$69,038 for the printing of 200,000 copies of the 2016 Warren County Travel Guide with a contract term commencing November 23, 2015 and terminating December 18, 2015.

Motion was made by Ms. Wood, seconded by Mr. Conover and carried unanimously to approve the request and the necessary resolution was authorized for the October 16th Board Meeting. *A copy of the request is on file with the meeting minutes.*

Next, Ms. Conley outlined a request for a transfer of funds in the amount of \$2,500 from Budget Code A.6417 110, *Tourism Occupancy, Salaries-Regular*, to Budget Code A.6417 120, *Tourism Occupancy, Salaries-Overtime*, to cover overtime expenses through the close of 2015.

Motion was made by Mrs. Frasier, seconded by Mr. Conover and carried unanimously to approve the request and to refer same to the Finance Committee. *A copy of the request is on file with the meeting minutes.*

Mr. Merlino addressed Action Agenda Item 3, which consisted of a request to appoint Ms. Conley as Tourism Coordinator for a period of six months to coordinate tourism promotion/activities pending the filling of the vacant Tourism Director position. He added that with this appointment, Ms. Conley

would be compensated an amount not to exceed \$3,000 in 2015 and \$5,000 in 2016. Mr. Merlino confirmed that these additional funds remained available within the existing Tourism budget through the vacant Tourism Director position. He acknowledged the ongoing process to determine how the vacant Tourism Director position would be addressed and noted that although the remaining staff were working well together, there was a need to identify a leader for the Department until such decision was made. When asked how these stipends had been determined, Leisa Grant, *Principal Account Clerk*, indicated they were based on a pro-rated amount of the Tourism Director salary.

Motion was made by Ms. Wood, seconded by Mrs. Frasier and carried unanimously to approve the request and refer same to the Personnel Committee. *A copy of the request is on file with the meeting minutes.*

Moving on to the Information for Discussion/Review portion of the agenda, a review of the 2016 Tourism Department Budget Proposal Summary ensued, following which the Committee unanimously agreed to approve the Budget Proposal, as presented, and refer same to the Budget Officer. *A copy of the 2016 Tourism Department Budget Proposal Summary and supporting documentation can be found on file with the meeting minutes.*

During the review of the Budget Proposal, some discussion was held relative to the status of the RFP (*Request for Proposals*) for consulting services to perform a study of tourism in Warren County, wherein Mr. Dickinson indicated a preference to begin the RFP process within the next month or so, while Mr. Merlino relayed his opinion that they should delay the process in order to give the current Tourism staff an opportunity to show how they could improve Departmental operations, possibly eliminating the need for consultant work and the associated costs. At the conclusion of this discussion, the Committee agreed that the RFP should be progressed in order for it to be released in January of 2016.

Resuming the review of Information for Discussion/Review items, the following were provided:

1. Tourism Department Update, provided by Ms. Conley;
2. Group Tour Update, provided by Tanya Brand, *Group Tour Promoter*, - *a printed copy of Ms. Brand's update is on file with the meeting minutes.*
3. Creative Update, provided by Peter Girard, *Creative Director* - *Mr. Girard provided a web-based presentation on his creative efforts which can be viewed as part of the meeting recording.*
4. Sales/Special Event Update, provided by Christina Curley, *Special Events Coordinator*, *Lake George Regional Chamber of Commerce & CVB* - *a printed copy of Ms. Curley's update can be found on file with the meeting minutes.*

During this meeting the Committee was also introduced to Kim Saheim, *the new Director of Membership for the Lake George Regional Chamber of Commerce & CVB*, who apprised the Committee of her extensive history in the hospitality industry over the last 35 years, which included working for the Department of the Air Force in several countries and states, as well as for The Fort William Henry and The Queensbury Hotel.

There being no further business to come before the Tourism Committee, on motion made by Ms. Wood and seconded by Mr. Kenny, Mr. Merlino adjourned the meeting at 2:42 p.m.

Respectfully submitted,
Samantha Hogan, Secretary to the Clerk of the Board
As transcribed by Amanda Allen, Clerk of the Board