

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM

DATE: DECEMBER 3, 2015

COMMITTEE MEMBERS PRESENT:

SUPERVISORS MERLINO
KENNY
DICKINSON
CONOVER
WOOD

COMMITTEE MEMBERS ABSENT:

SUPERVISORS VANSELOW
FRASIER

OTHERS PRESENT:

REPRESENTING THE TOURISM DEPARTMENT:

JOANNE CONLEY, TEMPORARY TOURISM COORDINATOR
PETER GIRARD, CREATIVE DIRECTOR
TANYA BRAND, GROUP TOUR PROMOTER
LEISA GRANT, PRINCIPAL ACCOUNT CLERK

AMANDA ALLEN, CLERK OF THE BOARD

SUPERVISORS BROCK

SEEBER

STROUGH

MICHAEL CONSUELO, EXECUTIVE DIRECTOR, LAKE GEORGE REGIONAL CHAMBER OF COMMERCE

CHRISTINA CURLEY, SPECIAL EVENTS COORDINATOR, LAKE GEORGE REGIONAL CONVENTION & VISITORS BUREAU

DON LEHMAN, *THE POST STAR*

THOM RANDALL, *ADIRONDACK JOURNAL*

FRED AUSTIN, FORT WILLIAM HENRY

SARAH MCLENITHAN, DEPUTY CLERK OF THE BOARD

Please note, the following contains a summarization of the December 3, 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 10:02 a.m.

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

Privilege of the floor was extended to Joanne Conley, *Temporary Tourism Coordinator*, who distributed copies of the agenda to the Committee members; *a copy of the agenda is on file with the minutes.*

Commencing the agenda review, Ms. Conley presented the following requests:

- 1) To authorize a new contract with Benchmark Printing, Inc. in the amount of \$3,153 to print 30,000 copies of the 2016 Whitewater Rafting Adventure Brochure during the term commencing December 21, 2015 and terminating December 31, 2015.

Motion was made by Mr. Conover, seconded by Ms. Wood and carried unanimously to approve the request and the necessary resolution was authorized for the December 18th Board Meeting. *A copy of the request is on file with the meeting minutes.*

- 2) To extend the existing contract with the Lake George Regional Chamber of Commerce & CVB to increase year-round convention/conference/special event business in Warren County at a cost of \$140,000 for the term commencing January 1, 2016 and terminating December 31, 2016.

Motion was made by Ms. Wood, seconded by Mr. Dickinson and carried unanimously to approve the request and the necessary resolution was authorized for the December 18th Board Meeting. *A copy of the request is on file with the meeting minutes.*

- 3) To authorize attendance at 2016 in-state, out-of-state and Canadian Consumer shows and conferences by Tourism Department personnel and County Supervisors.
- 4) To authorize attendance at 2016 in-state, out-of-state and Canadian Motorcoach trade shows/sales blitzes/marketplaces/conferences by Tourism Department personnel and County Supervisors.

Motion was made by Mr. Kenny, seconded by Mr. Conover and carried unanimously to approve both of the above referenced requests and the necessary resolutions were authorized for the December 18th Board Meeting. *A copy of the request is on file with the meeting minutes.*

- 5) To extend the current lease agreement with the Adirondack Factory Outlet Center, Inc. for the space used as a satellite Tourism Office/Visitor's Information Center at a cost of \$15,000 for the term commencing January 1, 2016 and terminating December 31, 2016.

Motion was made by Mr. Conover, seconded by Mr. Kenny and carried by majority vote, with Mr. Dickinson voting in opposition, to approve the request and the necessary resolution was authorized for the December 18th Board Meeting. *A copy of the request is on file with the meeting minutes.*

- 6) To extend the current agreement with Henry Hudson Tours, Inc. dba Travel Plaza Information Centers for brochure distributions at a cost of \$5,595 for the term commencing January 1, 2016 and terminating December 31, 2016.

Motion was made by Mr. Conover, seconded by Mr. Dickinson and carried unanimously to approve the request and the necessary resolution was authorized for the December 18th Board Meeting. *A copy of the request is on file with the meeting minutes.*

- 7) To continue the intermunicipal agreement with the Village of Lake George to provide funding in the amount of \$25,000 to the Lake George Visitor's Center for the term commencing January 1, 2016 and terminating December 31, 2016.

Motion was made by Mr. Kenny, seconded by Mr. Conover and carried unanimously to approve the request and the necessary resolution was authorized for the December 18th Board Meeting. *A copy of the request is on file with the meeting minutes.*

- 8) To appoint Joanne Conley, *Temporary Tourism Coordinator*, as the Warren County Project Director through December 31, 2016 or until a new Tourism Director is appointed.

Motion was made by Mr. Conover, seconded by Mr. Dickinson and carried unanimously to approve the request and the necessary resolution was authorized for the December 18th Board Meeting. *A copy of the request is on file with the meeting minutes.*

In relation to the Referral/Pending Items section of the agenda, it was noted that the Tourism Director position remained vacant and that the RFP (*request for proposals*) relating to consulting services for a study of tourism in Warren County had been released with a response deadline of December 15th; Mr. Merlino announced that once the RFP responses were received, a small group would be assembled to review and determine which met the requirements before a meeting of the full Committee was held early in 2016 to discuss the matter.

Moving on to the Information for Discussion/Review portion of the agenda, the following updates were given:

1. Tourism Department update - provided by Ms. Conley;
2. Group Tour update - provided by Tanya Brand, *Group Tour Promoter*;

3. Sales/Special Event Update - provided in writing by Christina Curley, *Special Events Coordinator, Lake George Regional Convention & Visitors Bureau, a copy of the report is on file with the meeting minutes.*

Note: The Creative Update by Peter Girard, Creative Director, was waived.

At the conclusion of the meeting, Michael Consuelo, *Executive Director, Lake George Regional Chamber of Commerce*, thanked the Committee and complimented the Tourism Department staff for the work they were doing. He also spoke about the Exit 17 Information Center improvements, completed with funding assistance from the State, County and the Town of Queensbury, which helped them to continue to promote the region. Additionally, comments were made with respect to Mr. Kenny's impending retirement which would take place at the close of 2015; he was commended for the work he had done in his time as a member of the Tourism Committee following which a round of applause was given.

There being nothing further to come before the Committee, on motion made by Mr. Kenny and seconded by Mr. Conover, Mr. Merlino adjourned the meeting at 10:28 a.m.

Respectfully submitted,
Sarah McLenithan, Deputy Clerk of the Board
As transcribed by Amanda Allen, Clerk of the Board