

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM & OCCUPANCY TAX COORDINATION

DATE: MAY 23, 2016

COMMITTEE MEMBERS PRESENT:

SUPERVISORS MERLINO
CONOVER
SEEBER
SIMPSON
STROUGH
WOOD
BEATY
FRASIER
LEGGETT

OTHERS PRESENT:

REPRESENTING THE TOURISM DEPARTMENT:

JOANNE CONLEY, TOURISM COORDINATOR
PETER GIRARD, CREATIVE DIRECTOR
LEISA GRANT, PRINCIPAL ACCOUNT CLERK
KEVIN B. GERAGHTY, CHAIRMAN OF THE BOARD
BRIAN REICHENBACH, COUNTY ATTORNEY
SARAH MCCLENITHAN, DEPUTY CLERK OF THE BOARD
FRANK E. THOMAS, BUDGET OFFICER

COMMITTEE MEMBER ABSENT:

SUPERVISOR DICKINSON
VANSELOW

SUPERVISORS BRAYMER
MACDONALD
MONTESI

FRED AUSTIN, FORT WILLIAM HENRY
MICHAEL CONSUELO, EXECUTIVE DIRECTOR, LAKE GEORGE REGIONAL
CHAMBER OF COMMERCE & CVB
SAMANTHA HOGAN, SENIOR LEGISLATIVE OFFICE SPECIALIST

Mr. Merlino called the meeting of the Tourism & Occupancy Tax Coordination Committee to order at 11:15 a.m.

Motion was made by Mrs. Frasier, seconded by Ms. Wood and carried unanimously to approve the minutes of the previous Tourism & Occupancy Tax Coordination Committee meeting, subject to correction by the Clerk of the Board.

Privilege of the floor was extended to Micheal Consuelo, Executive Director, Lake George Regional Chamber of Commerce & CVB, who addressed the Committee on the proposal he had made at the previous Park, Operations & Management Committee meeting in which he had proposed for his organization to assume maintenance and design of the Festival Commons website. He advised the proposed contract would commence on June 1, 2016 and terminate on December 31, 2016 in the amount of \$10,000.

A brief discussion ensued on the different sources of funding that could be used to fund this expense. It was determined the funding for 2016 could come from the Occupancy Tax Reserve, however if the expense continued into the next year funding would have to be included in the budget.

Motion was made by Mrs. Frasier, seconded by Ms. Wood and carried unanimously to approve the request and refer same to the Finance, Personnel & Higher Education Committee contingent on County Attorney review and approval. *A copy of the request can be found on file with the minutes.*

There being no further Occupancy Tax Coordination business to discuss, privilege of the floor was extended to Joanne Conley, *Tourism Coordinator*, who distributed copies of the Tourism agenda to the Committee members; *a copy of the agenda is on file with the minutes.*

Ms. Conley gave a brief update on the status of the surveys being preformed by BBG&G Advertising Inc.

Privilege of the floor was extended to Peter Girard, Creative Director who gave a presentation on the accomplishments of the Tourism Department this year; *the presentation in its entirety can be viewed using the following link:*

http://prezi.com/iaixex3u34zq/?utm_campaign=share&utm_medium=copy&rc=ex0share

Concluding the presentation Mr. Girard, advised the Tourism Department was answering all the web mail which had become a job in itself and added they were considering the possibility of filling a vacant position in the Department with someone who could focus on answering the web messages as well as lending help with other task with in the Department. He stated they would bring the request to Committee at a future meeting.

Moving onto Pending Items, Mr. Merlino advised he felt it was time to make a decision on filling the vacant Tourism Director position. He opined Ms. Conley had been doing a great job and he felt promoting her to the position would make the most sense; but wanted to give the Committee time to make a decision. He indicated he was not sure whether the position would have to be advertised and he would be working with the Personnel Officer, to see how Civil Service Law applied in this case.

Mr. Merlino, announced since the building was now secured the Tourism Department did not have as many visitors as in the past and felt that it was time to look into a better location for the department where the public had more access. He stated an off site location or building in a high traffic area would be key, and that they would do some research and bring it back at a further date.

Finally, Mr. Merlino reviewed a report on occupancy rates and stated the demand for rooms seemed to be up from last year for Warren County and down in other neighboring Counties.

Finally, Mr. Consuelo introduced Christine Hanifan, Special Events Coordinator & Convention Sales Director, Lake George Regional Chamber of Commerce.

As there was no further business to come before the Tourism & Occupancy Tax Coordination Committee, on motion made by Ms. Wood and seconded by Mrs. Frasier, Mr. Merlino adjourned the meeting at 12:22 p.m.

Respectfully submitted,
Samantha Hogan, Senior Legislative Office Specialist