

WARREN COUNTY BOARD OF SUPERVISORS

COMMITTEE: TOURISM & OCCUPANCY TAX COORDINATION

DATE: JUNE 27, 2016

COMMITTEE MEMBERS PRESENT:

SUPERVISORS MERLINO
CONOVER
SEEBER
SIMPSON
STROUGH
WOOD
VANSELOW
BEATY
LEGETT

COMMITTEE MEMBERS ABSENT:

SUPERVISOR DICKINSON
FRASIER

OTHERS PRESENT:

REPRESENTING THE TOURISM DEPARTMENT:

JOANNE CONLEY, TOURISM COORDINATOR
PETER GIRARD, CREATIVE DIRECTOR
LEISA GRANT, PRINCIPAL ACCOUNT CLERK
TANYA BRAND, GROUP TOUR PROMOTER
MICHAEL R. SWAN, COUNTY TREASURER
KEVIN B. GERAGHTY, CHAIRMAN OF THE BOARD
MARY ELIZABETH KISSANE, ASSISTANT COUNTY ATTORNEY
AMANDA ALLEN, CLERK OF THE BOARD
FRANK E. THOMAS, BUDGET OFFICER

SUPERVISORS BRAYMER
MACDONALD
MCDEVITT
MONTESI

REPRESENTING THE LAKE GEORGE REGIONAL CHAMBER OF COMMERCE & CVB

MICHAEL CONSUELO, EXECUTIVE DIRECTOR
KRISTEN HANIFAN, SPECIAL EVENTS & CONVENTION SALES DIRECTOR
AMY COLLINS, CITY OF GLENS FALLS TOURISM & DOWNTOWN BUSINESS
COORDINATOR
DON LEHMAN, *THE POST STAR*
CHRISTINA SCANLON, *SUN COMMUNITY NEWS*
SAMANTHA HOGAN, SENIOR LEGISLATIVE OFFICE SPECIALIST

Please note, the following contains a summarization of the July 27, 2016 meeting of the Tourism & Occupancy Tax Coordination Committee; the meeting in its entirety can be viewed on the Warren County website using the following link: <http://www.warrencountyny.gov/gov/comm/Archive/2016/tourism/>

Mr. Merlino called the meeting of the Tourism & Occupancy Tax Coordination Committee to order at 11:01 a.m.

Privilege of the floor was extended to Michael Swan, County Treasurer who distributed copies of the Occupancy Tax update. *A copy of the report can be found on file with the minutes.* Mr. Swan noted there had been a decrease of 9.79% in collections in comparison to the prior year. He advised he had received information from the New York State Comptrollers Office on sales tax collections and would now be able to compare those figures with the occupancy tax collections.

A brief discussion ensued relative to short-term rentals and their impact on occupancy tax collections.

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.*

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

- 1) To fill the vacant position of Tourism Director.

Following some conversation amongst the Committee, a motion was made by Ms. Wood, seconded by Mr. Strough and carried unanimously to appointment Ms. Conley as Tourism Director and refer same to the Finance, Personnel & Higher Education Committee. *A copy of the Request to Appoint or Reappoint*

County Department Head form is on file with the minutes.

- 2) To fill the vacant position of Assistant Tourism Coordinator (Annual Base Salary Range of \$40,000 - \$45,000), due to promotion, as well as any vacancies created due to promotion.

Motion was made by Ms. Wood, seconded by Mr. Vanselow and carried unanimously to approve the request and refer same to Finance, Personnel & Higher Education Committee for reporting purposes. *A copy of the Notice of Intent to Fill Vacant Position form is on file with the minutes.*

- 3) To amend the Table of Organization and Salary Schedule to delete the existing position of Senior Tourism Specialist (Grade 6, Annual Base Salary \$36,871) and create the new position of Communications Assistant (Annual Base Salary to be determined).

Motion was made by Ms. Wood, seconded by Mr. Conover and carried unanimously to approve the request and refer same to Finance, Personnel & Higher Education Committee. *A copy of the Notice of Intent to Fill Vacant Position form is on file with the minutes.*

- 4) To fill the vacant position of Communications Assistant (Annual Base Salary to be determined), due to creation.

Motion was made by Mr. Strough, seconded by Mr. Conover and carried unanimously to approve the request and refer same to the Finance, Personnel & Higher Education Committee. *A copy of the Notice of Intent to Fill Vacant Position form is on file with the minutes.*

Continuing with the agenda review, the Information for Discussion/Review section was reviewed, as follows:

1. Tourism Department Update
 - a. 2015 Annual Review - Ms. Conley displayed a binder containing the annual review documents for the Tourism Department; she advised this information would be placed on file with the Clerk of the Board's Office if any one was interested in reviewing it. *The binder containing the annual review documents is on file with the meeting minutes.*
 - b. BBG&G mid-term report - Ms. Conley noted many of the Supervisors had spoken with Deborah Geraghty, of BB&G, and had been provided with an outline of the work Ms. Geraghty had performed so far, as well as her recommendations moving forward. In terms of the second Request for Proposal (RFP), for data services, Ms. Conley advised Ms. Geraghty was attempting to gather as much data as she could and the second RFP may not be necessary.
2. Group Tour Update - Tanya Brand, Group Tour Promoter, updated the Committee on the 2017 Group Travel Planner, noting that the bids had gone out for print specifications with a deadline of July 15, 2016. She apprised she would be attending the Destinations Travel Show in September and that she would be partnering to share space at this Show with other Warren County promoters, such as representatives from the Fort William Henry Hotel and The Sagamore Resort.
3. Sales/Special Event Update - Micheal Consuelo, Executive Director, Lake George Regional Chamber of Commerce & CVB, introduced Kristen Hanifan, Special Events & Convention Sales Director, who had replaced Christina Curley who had left the position for medical reasons. Ms. Hanifan distributed copies of her June 2016 Monthly Report, which she proceeded to provide a brief overview of. *A copy of the Report is on file with the minutes.*

Privilege of the floor was extended to Amy Collins, City of Glens Falls Tourism & Downtown Business Coordinator, who commended the Tourism Department for the good work they did in promoting Warren County and thanked them for supporting local businesses.

In closing, Ms. Conley thanked Supervisor Merlino, Chairman Geraghty and the entire Tourism & Occupancy Tax Coordination Committee, as well as the Budget Officer, for all the support provided over the past year.

As there was no further business to come before the Tourism & Occupancy Tax Coordination Committee, on motion made by Ms. Wood and seconded by Mr. Conover, Mr. Merlino adjourned the meeting at 11:40 a.m.

Respectfully submitted,
Samantha Hogan, Senior Legislative Office Specialist