

## Racing Committee Minutes

December 11, 2006 – 2:45 p.m.

Present: Chairman Wood; Supervisors Lawler, Peck, Yepsen, Gutheil and DeCerce; David Wickerham, County Administrator; Jasper Nolan, County Chairman; Kate Jeanson, Publication Specialist; Press.

Mr. Wood called the meeting to order and welcomed all in attendance.

**On a motion made by Mr. Peck, seconded by Ms. Yepsen the minutes of the October 12, 2006 meeting were approved unanimously.**

Mr. Wood said at the last meeting the primary focus was to review the report on the economic impact of the Saratoga racecourse. A presentation was given by Mr. Benton, regarding the 76-page report yielding a lot of important information. One of the things that were identified was that we need to get the information out and share it as much as possible. The document is currently on the County Website. The summary of the report is eight pages in length.

Mr. Wood said from an efficiency prospective, how can we get this information out to as many people as possible, through the concept of a brochure.

Mr. Wood suggested that the brochure be distributed to legislators of the surrounding eight counties, New York Legislators, Governor, New York Thoroughbred Breeders Association, Cornell Cooperative Extension, and other thoroughbred horse groups, etc.

A draft copy of a suggested format for the brochure was distributed to committee members for their review. The brochure included an Executive Summary; Economic Impact; Employment Impact; Fiscal Impact; Saratoga racecourse Wagering, Attendance and Purses; Horse Farms Information; and information with regard to the county website.

Ms. Yepsen said the County definitely has audiences that are important to communicate with. Something sent to them or presented in person is a very good idea.

Mr. Peck said it was a very good idea. The people that really need this sooner or later are the State Legislature and the Governor Elect. When the decision is made on who is going to win the franchise to run the Saratoga racecourse. The Saratoga Racetrack and its importance to this local economy and region should be made very clear. The insight of the study gave the importance of the 36-day meet, the dollar amount on a daily basis and how that compares and beats every other nationally ranked race track in the county.

Mr. Lawler suggested that a copy of the brochure go to the various people who have submitted bids for the franchise. It is important that they know as soon as possible that

Saratoga County has a role in this and that we are going to be vocal. As each of them plans their own implementation schedule, should they be the successful bidder, we want to get in their minds as early as possible the reinforce with a written document what our concerns are.

Mr. Lawler said the solution that may generate the most dollars for the State of New York is not necessarily the best solution for Saratoga County, and certainly not the best solution for Horse Racing in New York State. This message needs to be kept in the forefront.

Mrs. Jeanson said if the brochure was to be printed in house the cost would be \$57 for 1,000, printed on 8 ½" x 11" paper.

Mr. Lawler said he would like to see something done in color and glossier stock. Something that is going to catch the eye, professional and speaks to the importance with which we give this issue. He suggested printing more than 1,000 giving one to every member of the New York State Legislature, and to every single county elected official, and taking a full-page ad out in some of the local newspapers with the same information.

**A motion was made by Mr. Lawler, seconded by Mr. Peck authorizing the final creation of the document and doing it with a higher quality with adequate numbers with the ultimate objective of addressing the financial costs in January 2007. Unanimous.**

**On a motion made by Ms. Yepsen, seconded by Mr. Peck the meeting was adjourned.**

Respectfully submitted,  
Chris Sansom