Economic Development Committee Minutes
December 2, 2015 - 4:00 p.m.

Present: Chairman Johnson; Supervisors Lunde, Richardson, Daly, Sausville and Grattidge; Chad Cooke, Deputy Administrator; Jason Kemper, Planning; Todd Shimkus, Saratoga County Chamber of Commerce; Craig Hayner, County Clerk; Andrew Jarosh, Treasurer.

Chairman Johnson called the meeting to order and welcomed all in attendance.

On a motion made by Mr. Lunde, seconded by Mr. Sausville the minutes of the November 9, 2015 meeting were approved unanimously.

Mr. Shimkus gave a brief overview of the Saratoga County Tourism Report stating that the net Saratoga County Occupancy Tax receipts in the third quarter collections as well as year to date are all up. He said Saratoga County hotel occupancy year to date is up .5%.

Mr. Shimkus said going into this year it was known that the supply of hotels rooms was going up and the Board of Supervisors was helpful last year in providing additional money toward a promotional program to try and drive demand up. The year to date demand for hotel rooms is up 9.3%.

Mr. Shimkus said the best way to promote Saratoga County is through Digital advertising. He said Digital Ad Impressions topped 53 million in 2015, up from 36 million in 2014.

Mr. Kemper said save the date flyers have been distributed to all Supervisors' mailboxes with regard to the Planning Conference in January. He said work continues in putting the conference together and he encouraged all municipalities to encourage their planning and zoning board members to sign up for the conference.

Mr. Kemper said all the contracts are out to all of the municipalities with regard to the County Trail System. He said the Zim Smith trail project is doing well, meeting regularly with the railroad with anticipation by late winter to approve properties for acquisition. He said the project is under budget with Greenman Pedersen.

On a motion made by Ms. Daly, seconded by Mr. Wright the meeting was adjourned unanimously.

Respectfully submitted,
Chris Sansom