

(Chairwoman Russo and Legislators Crowley & D'Angelo)

March 30, 2026

Item #3 – Acceptance of Minutes – November 20, 2025 Meeting

Item #4 – Approval – Budgetary Amendment – 26A011 – Tourism – Reduce I Love NY Program Funding and Increase Books & Supplements and Advertising Funds

Director Keegan stated that this is the annual request to transfer the County portion of funding, \$9,316 out of the I Love New York budget line and break it down into two lines of \$8,000 for books and supplements and \$1,316 for advertising.

Director Keegan confirmed.

Director Keegan stated that Rove is a well-recognized company, approved through NYS, and the cooperative database provides valuable information such as how many people come and stay overnight in the County, where they are from and how long they stay. It also shows trends, so that tourism can be better marketed across the County. She stated that if Tourism had to pay for this data without Rove, they would be unable to afford it.

Director Keegan stated that overall trends for a stay in the County are provided and there is a breakdown of each town, points of interest, and data about where people come from and how long they stay.

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Director Keegan stated that Tourism would have to first provide Rove with specific restaurant interest points, but this is not available with the current budget.

Legislator Montgomery stated that businesses often call her to inquire if opening a restaurant in her district would be viable, so having this data would be helpful.

Director Keegan stated that this can be revisited next year, as currently we are being provided with only the data that we can afford. She stated that when length of stay is three or four days, it's assumed that people are going to local restaurants.

Legislator Crowley stated she believes it is important to support the different aspects of tourism throughout the County and that she is in favor of this.

Chairwoman Russo made a motion to the pre-file the necessary resolution; Seconded by Legislator Crowley. All in favor.

Item #5 – FYI – Unemployment Rate

Duly noted.

Item #6. – Other Business (None)

Item #7. – Adjournment

There being no further business, at 6:09 P.M., Chairwoman Russo made a motion to adjourn; Seconded by Legislator D'Angelo. All in favor.

Respectfully submitted by Administrative Assistant Mary Dechiaro.