Village of Tupper Lake
Board of Trustees
Minutes

Date:	Tuesday, February 25, 2020	
Start:	4:00 PM	
Location:	Board Room	
Meeting:	Special Meeting	4:00– 4:05 PM

At the Special Meeting of the Board of Trustees held this date, the following were present: Mayor Paul A. Maroun, Trustees Clint Hollingsworth, David Maroun and Village Clerk/Treasurer Mary A. Casagrain.

Absent from the Special Meeting were Trustees Ronald LaScala and Leon LeBlanc.

Call to Order and Agenda Established — Mayor Maroun called the Special Meeting to order and established the agenda.

Franklin County IDA/LDC Resolution of Support & Request — Motion by Trustee Maroun, seconded by Trustee Hollingsworth to formally adopt the following resolution and letter requesting the Franklin County IDA/LDC Boards for our continued promotional needs and established programming with ROOST as follows:

RESOLUTION IN SUPPORT OF
LDC ALLOCATION OF A PORTION OF FRANKLIN COUNTY
OCCUPANCY TAX REVENUES
FOR CONTINUATION OF TUPPER LAKE'S PARTNERSHIP WITH ROOST

WHEREAS the community of Tupper Lake is completing the sixth year of a successful partnership with the Regional Office of Sustainable Tourism; and

WHEREAS during that time, the community has made a significant investment in development of a brand identity that has been enthusiastically adopted by our residents and businesses; and

WHEREAS Tupper Lake's new brand identity, and ROOST's skillful marketing and promotion of the brand, our community, and our assets, have resulted in improved community morale and a changed perception of Tupper Lake within the region and state; and

WHEREAS web and social media analytics, along with reports from Tupper Lake's businesses, demonstrate the partnership is yielding increased visitation; and

WHEREAS, Tupper Lake's partnership with ROOST has also leveraged significant private investment, including new business development by residents and investment by developers.

NOW HERE BE IT RESOLVED:

The Village of Tupper Lake Board of Trustees strongly supports continuation of these activities in partnership with ROOST and formally requests the Franklin County LDC utilize $45,000 in occupancy tax revenues received from Franklin County to fund ROOST's ongoing partnership with Tupper Lake for brand development, promotion and marketing.

CERTIFICATE OF RECORDING OFFICER

I, Mary A. Casagrain, the duly qualified and acting Clerk of the Village of Tupper Lake, New York, do hereby certify that the attached resolution was adopted at a regular meeting of the Tupper Lake Village Board held on February 25, 2020 and is incorporated in the original minutes of said meeting, and that said resolution has not been altered, amended or revoked and is in full force and effect.

Seal of Municipality

Mary A. Casagrain, Village Clerk

(Carried 3-0)

Adjournment

Motion by Trustee Hollingsworth, seconded by Trustee Maroun to adjourn the Special Meeting at 4:05 pm. (Carried 3-0)

Mary A. Casagrain, Village Clerk/Treasurer