

From: Jennifer Bumgarner 8/6/19

cc: a&P
Rules

#6

A LOCAL LAW TO AMEND ARTICLE 5 OF THE PUTNAM COUNTY CHARTER ENTITLED "EXECUTIVE DEPARTMENT" BY ADDING A SECTION 5.04 ENTITLED "DEPARTMENT OF TOURISM".

Be it enacted by the Legislature of the County of Putnam as follows:

Article 5 (Executive Department) of the Putnam County Charter is hereby amended as follows:

Section 1.

Section 5.03 is hereby added to the Putnam County Charter to read as follows:

Department of Tourism; Director.

There shall be a Department of Tourism under the direction of a Director of Tourism who shall be appointed by the County Executive subject to confirmation by the County Legislature. The Director shall serve at the pleasure of the County Executive. He or she shall have the power, within budgetary appropriations, and in accordance with County policy, or as may be otherwise required by law, to appoint and remove such staff as he or she deems necessary. The Director shall serve on a full time basis and shall not engage in any private practice nor be employed in their field of expertise with the County by any private or other governmental entity.

Section 2.

Section 5.04 is hereby added to the Putnam County Charter to read as follows:

Director of Tourism: powers and duties

Except as otherwise provided in this Charter, the Director of Tourism shall have the power to:

- (a) Promote tourism in Putnam County;
- (b) Serve as the County's representative as the official Tourism Promotion Agency ("TPA") under the regulations of the I Love New York Matching Funds program, which is administered by Empire State Development, Market New York and Matching Funds Program;
- (c) Promote already existing attractions, help develop new tourism related events and attractions, and help provide an environment conducive to attracting tourists to Putnam County;
- (d) Create, update, compile and publish brochures and guides that encompass all tourism sites, accommodations, restaurants, a county map, transportation information, brief town histories, county historical information and any and all other information relevant to tourism events and destinations within and throughout the County;

- (e) Promote events throughout the year by advertising in regional and State-wide newspapers, magazines, trade publications and on radio and/or television stations;
- (f) Maintain a presence on the internet and social media outlets with continual updates and posts relative to upcoming events, attractions, business openings, as well as permanent tourist attractions, restaurants and other tourism-related events;
- (g) Promote tourism and tourist-related events, including, without limitation, annual and/or seasonal special events at tourist sites such as: Tilly Foster Farm and Tilly's Table, Boscobel, Putnam County Veteran's Memorial Park, Putnam County Golf Course, as well as various food and beverage festivals, tourism lecture series and any and all other events and festivals of interest to the general public;
- (h) Work closely with the Putnam County Economic Development Corporation to assist in the marketing of local businesses and economic ventures related to tourism;
- (i) Report to the Legislature on a quarterly basis, or as often as is directed, relative to the operations of the department;
- (j) Perform such other and related duties as may be required by the County Executive.

Section 3.

This Local Law shall take effect forty-five (45) days after its passage and is subject to permissive referendum.