



Finance & Administration Committee

Special Meeting

60 Central Ave
Cortland, NY 13045
<https://www.cortlandcountyny.gov>

~ Agenda ~

Tuesday, October 21, 2025

9:00 AM

Room 302

WebEx Meeting Information

<https://cortlandny.webex.com/cortlandny/j.php?MTID=md3f95491b22cabf60c7c0a7b91af47e0>

Tuesday, October 21, 2025 9:00 AM | 2 hours 30 minutes

Meeting number: 2331 740 7624

Password: 8CSukDxGb46

Join by phone

+1-415-655-0001 US Toll

Access code: 233 174 07624

Call to Order

Attendee Name	Present	Absent	Late	Arrived
Committee Member Beau Harbin	☐	☐	☐	
Committee Member Linda Jones	☐	☐	☐	
Committee Member Joseph Nauseef	☐	☐	☐	
Committee Member Sandra Price	☐	☐	☐	
Committee Member Eugene Waldbauer	☐	☐	☐	
Committee Vice-Chair William McGovern	☐	☐	☐	
Committee Chair Cathy Bischoff	☐	☐	☐	

Resolutions

ON MOTION OF BISCHOFF

AGENDA ITEM NO. 1

Authorize Agreement Cortland Regional Sports Council for Provision of Public Benefits and Promotion and Publicity

WHEREAS, the County of Cortland desires to promote and publicize the advantages, benefits and attractions of Cortland County in order to attract visitors, businesses and industry; AND

WHEREAS, Cortland County has imposed an Occupancy Tax for the purpose of enhancing the general economy of Cortland County, its cities, towns, and villages, through promotion of tourist activities, conventions, trade shows, special events, and other directly related and supporting activities; AND

WHEREAS, Section 224 of County Law provides the County may contract with non-profit organizations promoting Cortland County as a tourism destination; AND

WHEREAS, by and through its sports event development, support and promotion of various sporting events occurring within Cortland County, Cortland Regional Sports Council (CRSC) promotes Cortland County as a tourism destination through its marketing of local accommodations, casual and fine dining, and recreation and leisure available for its incoming participants and spectators within the County; NOW THEREFORE BE IT

RESOLVED, that pursuant to Section 224 of County Law, the County shall enter into a contract with the Cortland Regional Sports Council under the following terms and conditions:

1. CRSC shall, through its event development, support and promotion of various sporting events occurring within Cortland County publicize the advantages of Cortland County in such a mode and manner as it deems appropriate, including, but not limited to, direct sporting event bid solicitation, and all media, print, radio, television, direct contact, event publicity, contests, or other promotional devices.
2. Cortland County shall remit to CRSC a portion of the Occupancy Tax Funds received in the amount of \$140,800, to its tourism and publicity account. Prior to funds being remitted, CRSC shall submit a marketing plan to the County's Finance and Administration Committee for its review and approval.
3. CRSC shall be permitted to use a portion of these funds to cover office administrative staff and operational costs of CRSC, which shall not exceed the fixed percentage of the total tourism budget established in CRSC agreement with the COUNTY.
4. The term of the agreement shall be one (1) year from January 1, 2026 through December 31, 2026.
5. CRSC shall submit a written quarterly report no later than fifteen (15) days after the conclusion of each quarter to the Clerk of the Legislature and the County Administrator.
6. Within sixty (60) days of the termination of this agreement, CRSC shall provide and render to the County a verified account of the disbursements of such organization with verified or certified vouchers therefore attached.

; AND IT BE FURTHER

RESOLVED, that the County Administrator, upon review and approval of the County Attorney or designee, be and hereby is authorized and directed to enter into an agreement with the Cortland Regional Sports Council for the period of January 1, 2026 through December 31, 2026, in accordance with the terms and conditions listed above.

ON MOTION OF BISCHOFF

AGENDA ITEM NO. 2

Authorize Agreement Cortland County Convention and Visitors Bureau for Provision of Public Benefits and Promotion and Publicity

WHEREAS, the County of Cortland desires to promote and publicize the advantages, benefits and attractions of Cortland County in order to attract visitors, businesses and industry; AND

WHEREAS, Cortland County has imposed an Occupancy Tax for the purpose of enhancing the general economy of Cortland County, its cities, towns, and villages, through promotion of tourist activities, conventions, trade shows, special events, and other directly related and supporting activities; AND

WHEREAS, Section 224 of County Law provides the County may contract with non-profit organizations promoting Cortland County as a tourism destination; NOW THEREFORE BE IT

RESOLVED, that pursuant to Section 224 of County Law, the County shall enter into a contract with the Cortland County Convention and Visitors Bureau, Inc. (CVB) under the following terms and conditions:

1. CVB shall provide the County with its tourism marketing and promotion services and shall promote and publicize the advantages of Cortland County in such a mode and manner as it deems appropriate, including, but not limited to, all media, print, radio, television, direct contact, event publicity, contests, or other promotional devices.
2. CVB shall be responsible, out of the portion of Occupancy Tax funds it receives, for the distribution of occupancy funds to nonprofit organizations as outlined in the Cortland County Occupancy Tax Funding Request Guidelines.
3. Cortland County shall remit to CVB a portion of the Occupancy Tax Funds received in the amount of \$623,434, to the tourism and publicity account. Prior to funds being remitted, CVB shall submit a marketing plan to the County's Finance and Administration Committee for its review and approval.
4. CVB shall be permitted to use a portion of these funds to cover office administrative staff and operational costs of CVB, which shall not exceed thirty-five percent (35%) of the total tourism budget.
5. The term of the agreement shall be one (1) year from January 1, 2026 through December 31, 2026.
6. CVB shall submit a written quarterly report no later than fifteen (15) days after the conclusion of each quarter to the Clerk of the Legislature and the County Administrator.
7. Within sixty (60) days of the termination of this agreement, CVB shall provide and render to the County a verified account of the disbursements of such organization with verified or certified vouchers therefore attached.
8. CVB shall place any unused monies into a dedicated account for the purpose of developing new events and funding unanticipated activities that support tourism in Cortland County with an emphasis on events that produce multi-day visits or overnight stays.

; AND IT BE FURTHER

RESOLVED, that the County Administrator, upon review and approval of the County Attorney or designee, be hereby is authorized and directed to enter into an agreement with the Cortland County Convention and Visitors Bureau, Inc. for the period of January 1, 2026 through December 31, 2026, in accordance with the terms and conditions listed above.

Discussion Items

1. Contract Process for Cortland County Convention & Visitor's Bureau
2. Departmental Budget Requests
3. 2026 Cortland County Budget

Adjournment