

SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES
100 Sullivan Ave., Ferndale, NY August 23, 2011

Present: Roberta Byron-Lockwood, Herb Clark, Phyllis Andrews, Anne Hart, Rick Lander, Larry Steiger, Jill Wiener, Elaine Giguere, Norman Duttweiler, Darlene Fedun, Jean Tulp

Absent: Richard Delia, Alan Rosenblatt, Paul Carlucci, Winston Clark

The meeting to order at 9:05 a.m.

MINUTES – The minutes of the July meeting were emailed and attached. A motion to accept the minutes was made by Duttweiler and seconded by Hart. Approved.

FINANCIAL REPORT – The 2010 audit was previously distributed. It will be tabled until the next meeting as some Board members didn't have a chance to review it. The financial report was attached. A motion to accept the financial report was made by Lander and seconded by Giguere. Approved.

MEMBERSHIP – The Membership Report was attached. A motion to accept the new members was made by Wiener and seconded by Hart. Approved.

COMMITTEE UPDATES – The nomination committee will need to meet shortly.

UPDATES

2012 Travel Guide – A determination needs to be made on how many words members will be allowed to use in their descriptions. After some discussion, a motion to limit member descriptions to 50 words was made by Wiener and seconded by Giguere. Approved. Photos were requested.

2011 Co-op Marketing – The 2011 ads are winding down and have been quite successful. We also had tremendous inquiry response from this year's I Love NY matching funds advertising. Funding for next year's program is in the state budget.

EDC – We have been working as a team with the EDC. Roberta is co-char of the tourism & marketing subcommittee. She provided a recap of that committee's meetings. Fedun recapped the hotel subcommittee meeting.

Web Statistics – The "dashboard" was passed around. Most categories are up compared with last year.

Book Direct – There still haven't been any reservations made direct from our site. However, there have been many click-throughs via our website.

Face Book – We currently have 1700 fans.

Made In Website – A draft of the member mailing was distributed. After some discussion, it was decided that only business selling a tangible product made/produced in Sullivan County will be provided a listing on this site. A link will be provided on the Made-In site for the consumer to click through to the member's website where they will make the actual purchase.

Developer Meetings – Roberta recently met with Empire Resorts, EPT (Entertainment Partnership Trust) and the Town of Thompson regarding the possibility of moving the casino/raceway to the 1500 acres on the Concord property that is owned by EPT.

Budget – The county said that we didn't need to submit a request but we will be doing it anyway.

NYS – NYS Parks and Rec tried to take some marketing dollars away from I Love NY. The governor vetoed it.

Renaissance Project – We won a \$1000 award for best garden design.

Summer Fam Tour – A Danish travel agency came through this summer. We already have 2 groups booked from it.

NEW BUSINESS

Farm Hearts Benefit – “Pig Island”, similar to that held on Long Island, is planned for the Sullivan County Catskills. The tentative date is October 15. They expect 700-1000 attendees. We will need to inventory available rooms (similar to what was done for the Phish concerts).

State Draft on Gas Drilling – This will be out by the end of the week. Wiener stated that it is too big to be read/deciphered within the amount of days being allowed for the comment period. She asked that the Association send the Governor a request to extend the review period from 60 days to 180 days. A motion to accept was made by Fedun and seconded by Hart. Approved. Steiger abstained from the vote.

The Forestburgh Playhouse will be presenting “Night of the Iguana” on September 4. There will be a pre-show gala: South of the Boarder.

The DVAA will be holding an anniversary gala on October 9 from 3-6pm.

Adjournment – The meeting was adjourned at 10:15 a.m. with a motion by Duttweiler and a second by Wiener. Approved.

Next Meeting –Tuesday, September 20, at 9 a.m. in the SCVA Conference Room in Ferndale.