

SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES
100 Sullivan Ave., Ferndale, NY January 18, 2011

Present: Roberta Byron-Lockwood, Herb Clark, Phyllis Andrews, Michele Caltabellotta, Anne Hart, Darlene Fedun, Rick Lander, Norman Duttweiler, Jim Rafferty, Larry Steiger

Absent: Paul Carlucci, Jill Wiener, Richard Delia, Elaine Giguere, Winston Clark, Jeanne Tulp, Alan Rosenblatt

The meeting to order at 9:20 a.m.

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

FINANCIAL REPORT – The financial report was attached. A motion to accept the financial report was made by Rafferty and seconded by Caltabellotta. Approved.

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

COMMITTEES – We are moving forward on items with the Charrett Committee. The welcome sign coming in from Orange County fell down. It will be getting a face lift.

UPDATES

Travel Guide – Our stock of the 2010 guide will soon be depleted.

2011 Guide – We completed data collection and forwarded it all on to Fisher Mears. We hope to have the first draft ready soon.

Web Site – We will be doing a “Made in the Sullivan County Catskills” site this year. It was suggested that we have the temperature/weather report on the home page of our site. This would give locals a reason to come to the site frequently.

Cooperative Marketing – We will be scheduling meetings shortly. Co-op partners will be dealing with us from now on instead of the media.

Budget – We recently did our presentation of the budget to the county. We are in their budget for 100% of the County Bed Tax dollars. We have filed our application for the State Matching Funds program. The matching funds program should net us about \$60,000. We are waiting to see if we will be receiving grant dollars from the state for past & future programs.

Vibrant Proposal for Website Marketing & Social Media – Vibrant would do our Facebook and blogging. The full proposal is for \$10,000 but we are already doing some of the things in the proposal and we may be able to lower the full price. In the past, we had approved almost that much for bloggers but they never did much and only lasted a couple of months. The “deliverables” were questioned as they are not spelled out in the proposal. We will ask them to add in the specific deliverables. Ownership should be the SCVA (not Vibrant’s). We will have that added to the contract as well. A motion to accept the contract with these adjustments was made by Hart and seconded by Rafferty. Approved.

Tourism Action Day – Information on Tourism Action Day was emailed to the membership. Lobbying will be on March 1 with the Conference being held on March 2 and 3..

Adjournment – The meeting was adjourned at 11:00 a.m. with a motion by Lander and a second by Rafferty. Approved.

Next Meeting –Tuesday, February 15, at 9 a.m. in the SCVA Conference Room in Ferndale.