

SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES
100 Sullivan Ave., Ferndale, NY March 15, 2011

Present: Roberta Byron-Lockwood, Herb Clark, Phyllis Andrews, Michele Caltabellotta, Anne Hart, Rick Lander, Larry Steiger, Paul Carlucci, Jill Wiener, Richard Delia, Elaine Giguere, Alan Rosenblatt, Darlene Fedun, Norman Duttweiler, Jean Tulp

Absent: Winston Clark, Jim Rafferty

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

MINUTES – The minutes of the February meeting were emailed and attached. A motion to accept the minutes was made by Lander and seconded by Wiener. Approved.

FINANCIAL REPORT – The financial report was attached. An expanded version will be presented at the next meeting. A motion to accept the financial report was made by Caltabellotta and seconded by Fedun. Approved.

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

UPDATES

NJCAA Basketball Tournament – The tournament was held last weekend and was very successful.

2011 Travel Guide – The guide is being printed and will be in soon.

2011 Co-op Marketing – We have emailed the local advertising information and are looking for input/ideas. We are also looking into digital media. All placements will be done through our office.

Opening Day of Trout Season – The first cast in Roscoe is scheduled for April 2. Marc Ruffalo will not be attending as previously planned.

Social Networking – We have proceeded with the Vibrant contract. We are working out a plan on demographics. Catskillconnect.com will be our blog site and anything entered will also go to facebook, twitter, etc.

State Matching Funds – The amount will remain the same. We have vouchered for our portion a long time ago and are still waiting for the dollars to be received.

Office Open – The office will be open on Saturdays from Memorial Day Weekend through Labor Day Weekend.

Phish Concert – We have been emailing out a list of our member accommodations who still have vacancies. All 3 shows are pretty much sold out. Bethel Woods is having a meeting on Friday to talk about what to expect, etc. Lander stated that he will have several buses traveling between his sites and Bethel Woods for that weekend.

NYS Award – We received an award for our 2010 local advertising campaign.

Reservation Proposal – Jackrabbit Book Direct is a very flexible system that can link to any other reservation service. We would like to have it active by Memorial Day. Member businesses will be able to get a reservation system for the business if they don't already have one. A motion to proceed with this proposal was made by Rosenblatt and seconded by Carlucci. Approved.

Out-of-County Accommodation Membership – We are working with the county to develop a way to tack on a "bed tax" which perhaps will be able to be done through Jackrabbit Book Direct.

Out In The Catskills – We are exploring updating the "guide" digitally to have available on CD/DVD.

NEW BUSINESS

The Ragnar Relay Race will be held May 13 and will travel between Bethel Woods and Dobbs Ferry. 5,000 plus runners will join the race.

Forestburgh Playhouse is instituting on-line ticket sales. They will have a fundraiser event on June 18 at PhilWold.

The Literature Exchange is tentatively scheduled for May 11. Woody has offered to host the event at Sonoma Falls in the hopes that the weather will be better this year. Lazy Pond also offered to host it.

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

Next Meeting –Tuesday April 19, at 9 a.m. in the SCVA Conference Room in Ferndale.