

SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES
100 Sullivan Ave., Ferndale, NY, June 27, 2012

Present: Roberta Byron-Lockwood, Herb Clark, Phyllis Andrews, Paul Carlucci, Elaine Fettig, Norman Duttweiler, Rick Lander, Darlene Fedun, Richard Glisson, Stacy Cohen

Absent: Alan Rosenblatt, Winston Clark, Anne Hart, Elaine Giguere, Jeanne Tulp

The meeting was called to order at 9:10 a.m.

Minutes: The minutes from May 2012 meeting were emailed and attached. A motion to accept the minutes was made by Lander and seconded by Duttweiler. Approved.

Financial Report: The financial report was attached. There was discussion regarding the “short fall” in income as compared to last year. It is due to the hold back by the county to compensate for last year’s lesser than anticipated bed tax collections and also a cut-back in the projected amount they expect to collect this year. A motion to accept the financial report was made by Lander and seconded by Carlucci. Approved.

Membership: The membership report was attached. A motion to accept the new members was made by Fettig and seconded by Duttweiler. Approved.

Committees:

All committees need to meet.

Nomination – Sonja Hedlund (Apple Pond Farm) and Steve Vegliante (The Sullivan) were submitted to the Legislature and approved by them. We can now officially appoint them to the Board of Directors. A motion to appoint Hedlund and Vegliante to the Board was made by Fettig and seconded by Fedun. Approved. Fedun suggested looking for a PR/Marketing person for the next opening on the Board.

UPDATES:

EDC – The subcommittee on tourism will continue even though the EDC itself is now an advisory group.

Local Matching Funds – The campaign is moving forward. The Sullivan County Democrat us gave big discounts on their rates for our co-op businesses.

Web – Our eblast emails and Catskill Social views continue to grow. We have a page on our website dedicated to 4th of July events, packages, etc. According to analytics, we rank very high on Google and Yahoo.

Travel Writers – Representatives from the Food Tripper (they have a million viewers in the UK) will be here on July 7-8. We had Travel with Val yesterday. It will air tomorrow on NY1, YNN and Travel with Val.com

Sportsman Expo – Next year's Expo is tentatively scheduled for March 22-24 when Ducks Unlimited will be having their conference at the Villa next year.

Bulk Mailing – We are saving over half the cost on our mailings. It is going good.

UK Fishing Program – 7 people came and spent 2 nights & 3 days with us. Their trailer (teaser) is out and up on our FaceBook. The show will air in the UK in 2 weeks. We will be able to use the film.

State Fair – Should we do a fall rack card to have available at the State Fair?

NEW BUSINESS

Sign – We have a new sign out front. It features our name, logo and contact information on top with a running digital of upcoming events.

Pathways to History – This committee is under the Governor's 10 regional councils. We are in the Mid-Hudson Council. Roberta and John Conway are collecting a list of sites and locations within Sullivan County. Darlene and Wade are working on criteria for signage.

Adjournment – The meeting was adjourned at 10:45 a.m. with a motion by Fettig and a second by Lander. Approved.

Next Meeting – Tuesday, July 24, 2012 at 9 a.m. in our conference room.