

SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES
100 Sullivan Ave., Ferndale, NY, May 22, 2012

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

Absent: Alan Rosenblatt, Winston Clark, Anne Hart

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

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

Financial Report: The financial report was attached. It was noted that uncategorized income and expenses were for the Outdoor Expo. Lander asked if we could do a balance sheet. This will be done. 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 Duttweiler and seconded by Fettig. Approved.

Committees:

Strategic Planning – The committee met and refined the mission and vision statements and prepared a threat/weakness/threat report. Suggestions included: add agriculture to the mission statement after recreation. In the SWOT analysis, suggestions included: add accessibility to public use sites under recreation, add summer camps to recreation, add the film industry. The committee will meet again to finalize the strategic plan.

Finance – The committee met and verified income for the year and identified fixed expenses as well as what dollars are left over for programming. Cohen had a suggestion for fund raising: check into the possibility of reissuing the old Catskills posters and selling them with funds going into programming.

Nomination – The committee met to discuss the 2 open slots on the Board. Possible choices include: Carol Malek (Malek Properties), Sonja Hedlund (Apple Pond Farm), Butch or Randy Resnick (Lodge at Rock Hill), Ivan or Ruthmary Weinger (Inn at Lake Joseph).

UPDATES:

Restaurant Week – The event is in progress and will end on Thursday. Participating restaurants will report back to us on how many people took advantage of the opportunity.

It was advertised in the Democrat as well as on the radio and through press releases and the social media. We will start in August for one in the fall.

Golf Initiatives – Would like to do a Play & Stay Golf promotion but it has been extremely difficult getting the courses to respond. We will keep trying.

Advertising – Response to our ads is great with at least as many inquiries as last year.

Local Matching Funds – We did get back half of the administrative (Treasurer's) portion of the bed tax dollars. These funds are being used for local matching funds advertising. About 3/4 of that is already committed to local businesses.

Web – We are doing terrific with 5200 visits and an average of 3 minutes. Visitation to the Catskill Social website is also increasing.

Literature Exchange – The exchange went well with the best turn out ever.

Sportsman Expo – Ducks Unlimited will be having there conference here on March 22-24 next year. We are considering holding the Expo at the same time.

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. They fished a lot but also visited our attractions. They will be running a contest with one of the prizes being a trip to Sullivan County. They are also doing a coffee table book with us in it. Virgin Atlantic will have a “seat back” story on their flights.

Adjournment – The meeting was adjourned with a motion by Cohen and a second by Lander. Approved.

Next Meeting – Tuesday, June 26, 2012 at 9 a.m. in our conference room.