

SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES
100 Sullivan Ave., Ferndale, NY July 20, 2010

Present: Roberta Byron-Lockwood, Herb Clark, Phyllis Andrews, Anne Hart, Paul Carlucci, Elaine Giguere, Jill Wiener, Rick Lander, Barbara Gref, Joe Tinari, Michele Caltabellotta, Jim Rafferty

Absent: Cliff Ehrlich, Lori Jahn, Deborah Schott, Norman Duttweiler, Darlene Fedun, Richard Delia,

The meeting to order at 9:15 a.m.

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

FINANCIAL REPORT – The financial report through the end of June was attached. A motion to accept the financial report was made by Tinari and seconded by Carlucci. Approved. Copies of the audit were distributed. Board members will take them to review and a vote on the audit will be taken at the next meeting.

MEMBERSHIP – The Membership Report was attached. The Lodge at Rock Hill and the Wurtsboro Airport at on final notice. A motion to accept the new members was made by Wiener and seconded by Gref. Approved

Board of Directors – Lori Jahn and Cliff Ehrlich have not been in attendance at most of the Board meetings through the last year. A motion to send notification letters (termination to Ms. Jahn and request for attendance or resignation to Mr. Ehrlich) to these Board members was made by Caltabellotta and seconded by Tinari. Approved.

UPDATES

2010 Travel Guide – The guide is going out fast. Wiener passed out a copy of a map done several years ago featuring a drawing on it to consider something similar for our next guide instead of pictures of dogs or children, etc.

Web Stats – The stats for last month were distributed and reviewed.

Matching Funds – NYS ESD wants to use Matching Funds dollars only regionally. The state legislature seems to be interested in keeping it the way it has always been.

Statistics – According to a study by Oxford Economics, Sullivan County residents realize a tax benefit of \$1,363 per household due to the county's tourism receipts.

Co-op Marketing – Our county matching funds program is doing very well and the county is happy with it.

Local Shuttle – There has been a good amount of usage coming up from Port.

Virtual Portal – The website is being uploaded.

Bus Wrap – The wrap will be 45 feet on both sides of one bus (if we have enough partners). It will cost approximately \$1,500 for one bus.

Natural Gas Drilling- There was much discussion on the SCVA's status on this issue. It was decided that Barbara Gref would review our previous standing (from late last year), statements from Board members, and Senator Bonacic's statement supporting a one year moratorium. She will then put together something that will reflect our concern on the effects of drilling on tourism and present it to the Board via email to be reviewed at the next meeting.

Getawaynewyork.com – The Board was asked to send us their accommodation related packages so we can put them up on this website as well as our own.

Sullivan County Cultural Map – The form for information request is almost ready.

Board Retreat – We are looking at October for the retreat to possibly be held either at Bethel Woods or the CVI building.

NEW BUSINESS

Dancing Cat Distillery – Tinari attended their “soft” opening. He stated they passed out a review card and that they need to make some changes.

Adjournment – The meeting was adjourned at 10:50 a.m. with a motion by Giguere and a second by Gref. Approved.

Next Meeting – Tuesday, August 17, at 9 a.m. in the SCVA Conference Room in Ferndale.