

SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES
100 Sullivan Ave., Ferndale, NY March 16, 2010

Present: Roberta Byron-Lockwood, Herb Clark, Phyllis Andrews, Joe Tinari, Anne Hart, Barbara Gref, Paul Carlucci, Elaine Giguere, Jill Wiener, Darlene Fedun, Richard Delia, Jim Rafferty

Absent: Cliff Ehrlich, Lori Jahn, Rick Lander, Norman Duttweiler, Michele Caltabellotta, Deborah Schott,

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

MINUTES – The minutes of the January and February meetings were attached. A motion to accept the minutes was made by Tinari and seconded by Delia. Approved.

FINANCIAL REPORT – The financial report for February was attached. A motion to accept the financial report was made by Gref and seconded by Wiener. Approved.

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

COMMITTEES

SEO Key Word Optimization of scva.net – Rich Delia explained the SEO analyticals which were distributed. We need 2 lines of description which will appear when a Google search brings up our name. Board members will send their ideas to Rich and he will compile them. Many felt that the bounce rate on Herb's graph (Google Analyticals) was too high. He will do some further checking and comparing to other like websites.

UPDATES

2010 Travel Guide – The guide is in distribution and has already been to an outdoor show, the NY Times show, a golf show and will go to the GLBT show in NYC this weekend.

Co-op Marketing Meeting– We have several business and media co-op partners and will be having a 2nd meeting in the near future.

Local Matching Funds – We are offering members the opportunity to advertise locally using local matching funds dollars made available to us by the county. Businesses need to submit their plans in regards to these dollars soon so that we can fairly allocate the available funds.

State Matching Funds – Empire State Development has cancelled the Matching Funds program for this year and next year. Roberta is confident that the senate and assembly will see that the funds are restored by April 1.

SC Charrette – There will be a meeting for developing an image for the county on the 24th.

CATS Region – If there is no Matching Funds, the region will go on hiatus for the year.

Discount Cards – We will be offering a full year discount card for \$25. Each business will have the opportunity to make their own offer and rules/stipulations which will be available on our website as well as being included with the mailing of the card.

NEW BUSINESS

Cultural Map – We will be putting together a cultural map which we hope to have ready by the summer season. It will be similar to the Antiques and Pottery Trail Maps.

Board Retreat – Suggestions for the timing of the Board Retreat were in the fall in October after Columbus Day. Suggested locations were: Bethel Woods and Cable Vision.

Membership Drive – The drive will be radio and print and will include member testimonials.

Adjournment – The meeting was adjourned at 10:35 a.m. with a motion by Tinari and a second by Carlucci. Approved.

Next Meeting – Tuesday, April 20, at 9 a.m. in the SCVA Conference Room in Ferndale.