

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

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

Absent: Rick Lander, Norman Duttweiler, Jim Rafferty

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

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

FINANCIAL REPORT – The financial report was attached. It was stated that the income deficit is due to a matching funds check which is due from the county in the near future. A motion to accept the financial report was made by Hart and seconded by Tinari. Approved.

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

NOMINATING COMMITTEE – Duttweiler is in the process of contacting nominees to determine their interest in being included on the ballot. The ballot will go out by the end of the week.

UPDATES

Travel Guide – Our stock of the 2010 guide will soon be depleted.

2011 Guide – We are accumulating the info for next year's guide. We will be sending out a survey to our members asking them to vote for "member's choice" in each of the travel guide categories (attractions, dining, shopping, accommodations, etc.). There was much discussion on this topic with most board members feeling that having members suggest favorites would not do justice to our businesses and the county. Member businesses would most likely vote for their friends and it would become a popularity contest. It was suggested that the 2011 guide concentrate on generalities (ie: river rafting, scenic highway, covered bridges, trail maps, etc.). We should include a card in the guide for visitors to vote for their "visitors best" suggestions. The top choices would then be incorporated into the 2012 guide as "Visitors Choice" which can include particular businesses. Suggestions for next year's guide included: 1) using more vibrant colors inside the guide. 2) place a bar code on the guide which will enable people to take a picture of it with their cell phone which will then allow the guide to open on their phones. The bar code app is available for free on all smart phones.

Web Site – We will have available in the future (via a 3 year contract through the NYS Association of CVBs) an avatar which will welcome and talk to web visitors. We will also be able to stream live video on the site from an event.

2010 & 2011 Cooperative Marketing – We will be sending out a survey to participants asking for their opinion on the 2010 campaign as well as suggestions for the 2011 program. We will make an announcement at the Annual meeting letting everyone know that there will be meetings in early 2011 regarding the new marketing campaign.

Budget – We are requesting 100% of the bed tax receipts (which are up) so that we can again offer the local matching funds advertising program. We have already submitted our application for the maximum amount in the state's matching funds program.

Annual Meeting/Holiday Party – This year's gathering will be held on December 9 at the Monticello Casino & Raceway.

EDC/Virtual Portal – There will be a press conference on November 22 at 12:15 p.m. at Bethel Woods. The portal will be introduced. There also will be 100 "Sullivan County Mountains of Opportunity" signs made which will be placed around the county.

Bus Wrap – There have been a few bumps along the way, but the bus wrap should be ready by November 22. It was suggested that the bus be available at the Annual Meeting. We will check into the possibility.

Sullivan County Cultural Map – A couple comments regarding the brochure were made: 1) There is not key referencing the meaning of the heart (denoting membership) and 2) it is not the size of a regular rack card and may get “lost” in an average brochure rack.

NEW BUSINESS

Our new bottles of water should be arriving soon.

The Sullivan County Community Chorus will be holding their event on December 12 at the Monticello Presbyterian Church.

Bids have been received for the Narrowsburg School. At least two of them have expressed an interest in building a hotel.

The Jeffersonville Chamber is holding its holiday party at the Villa Roma. Joe Tinari has tickets.

Callicoon and Bethel Woods will be holding winter markets. Herb asked that everyone send us their holiday and winter events so that we can include them in our eblasts.

Rosie at Bethel Woods had requested, via our website, to request information. She didn't receive any. She used three different names on the requests scattered throughout the year. Since the internet and phone requests are filled immediately, the only reason we could see why the information wasn't received was possibly due to the post office not delivering because the recipient name wasn't applicable to that address. It was suggested that the inquiries be done again, but instead of using fictitious names, have friends and family members place the requests using their own addresses.

Adjournment – The meeting was adjourned at 10:20 a.m. with a motion by Giguere and a second by Tinari. Approved.

Next Meeting – Thursday, December 9, at the Annual Meeting/Holiday Party at Monticello Casino & Raceway.