

SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES
100 Sullivan Ave., Ferndale, NY October 19, 2010

Present: Roberta Byron-Lockwood, Herb Clark, Phyllis Andrews, Paul Carlucci, Jill Wiener, Joe Tinari, Michele Caltabellotta, Richard Delia, Anne Hart, Jim Rafferty, Norman Duttweiler

Absent: Darlene Fedun, Elaine Giguere, Rick Lander, Barbara Gref

The meeting to order at 9:08 a.m.

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

FINANCIAL REPORT – The financial report was attached. A motion to accept the financial report was made by Delia and seconded by Caltabellotta. Approved.

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

NOMINATING COMMITTEE – There will be 7 openings on the Board: 4 whose terms are up for renewal (Jim Rafferty, Paul Carlucci, Jill Wiener, Joe Tinari), Deborah Schott and Barbara Gref who are resigning and Lori Jahn who was termination due to non-attendance and lapse in membership. Barbara Gref asked us to consider appointing Winston Clark from Jeffersonville Hydroelectric to fill out the remainder of her term. The proposed slate of nominees will include: Jim Rafferty, Paul Carlucci, Jill Wiener, Joe Tinari, Winston Clark, Lisa Lyons, Alan Roseblatt, Jean Tulp and Larry Steiger. If any of these are not interested, replacements will include Ari Straus, Dan Stroup, Victor Choe, Sonja Hedlund. A motion to accept the proposed slate of nominations was made by Tinari and seconded by Caltabellotta. A motion to appoint Winston Clark to fill out Barbara Gref's term was made by Carlucci and seconded by Wiener. Approved.

UPDATES

Travel Guide – Out stock of the 2010 guide will soon be depleted. We need more photos for the guide as well as the website and the EDC Portal.

Guide Cover – Experience has shown that having people on the cover does not result in the guide being taken...Animals are much more popular. A set of alpaca twins (very unique and rare) have been born at Philwold. David Bush has said he would photograph them, and we will own the pictures for use throughout our advertising, etc. Wiener suggested that we do a better job in photo-shopping the pix if we decided to do this.

Web Stats – Numbers are above last year's. It is outpacing comparison sites.

Budget – We are requesting 100% of the bed tax receipts so that we can again offer the local matching funds advertising program. We expect to give a presentation in November to the County Legislature.

Co-op Marketing – We will be sending a survey to this year's participants to judge the program's success.

2011 State Matching Funds – We have already received and submitted our application for the maximum amount. We will also be applying for state grants. We will be scheduling spring meetings on our programs and co-op marketing.

EDC/Virtual Portal – The portal will be taking important aspects from each of the EDC organizations.

Bus Wrap – A sample was passed around. A motion to accept the proposed bus wrap was made by Duttweiler and seconded by Tinari. Approved.

Sullivan County Cultural Map – The map/guide was available at the Harvest Festival’s Arts last month. Everyone was encouraged to take a supply.

Board Retreat – Dutweiller thought the retreat was an overall success.

NEW BUSINESS

Caltabellotta presented an advertising opportunity in the Sullivan County Community Chorus’ program.

Tinari presented two marketing ideas: 1) an event “stand” to be placed on the county’s restaurant tables 2) an app (picture) to go to our website

We are ordering bottles of water with our label on them. We are talking with Boreal Water about using a biodegradable bottle.

Adjournment – The meeting was adjourned at 10:15 a.m. with a motion by Duttweiler and a second by Caltabellotta. Approved.

Next Meeting – Tuesday, November 16, at 9 a.m. in the SCVA Conference Room in Ferndale.