

SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES
100 Sullivan Ave., Ferndale, NY, January 22, 2013

Present: Roberta Byron-Lockwood, Herb Clark, Phyllis Andrews, Rick Lander, Richard Glisson, Stacy Cohen, Elaine Giguere, Elaine Fettig, Darlene Fedun, Anne Hart, Steve Vegliante, Alan Rosenblatt, Ivan Weinger

Absent: Norman Duttweiler, Sonja Hedlund, Jean Tulp, Paul Carlucci

The meeting was called to order at 9:08 a.m. with introductions for new Board member, Ivan Weinger.

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

Financial Report: The financial report was attached. A motion to accept the financial report was made by Cohen and seconded by Hart. Approved.

Budget: An explanation of budget terms and a tentative budget were emailed and attached. Herb explained some of the items (bed tax and matching funds match) and the increase in payroll which is due to the possibility of taking advantage of a county program to fund 90% of a new employee (someone who has been out of work for 26 weeks) for 6 months. The tentative budget is based on our RFP and what we now know regarding our county funding for 2013. It was suggested that he add a column with prior year(s) year-end figures.

Membership: A motion to accept the member was made by Fedun and seconded by Fettig. Approved.

Committees:

Arts Committee – The arts committee has met 4 times. They are doing “overarching” tall themes and working on getting more travel stories.

UPDATES

TIA Conference Call – Roberta gave an update on directions I Love NY will be taking and how we will try to “dovetail” into their promotions (Path Trough History promotions).

NYS TPA (Tourism Promotion Agency) Council – There are 62 counties represented by the Council. Herb is their president this year.

ACTION ITEMS

2013 County Contract – The contract is coming shortly. Roberta met with Scott and Ira last week regarding an Economic Development Project. Scott was able to free up some of the funding instead of having to wait until April.

2013 Marketing Plan – We have some “sale” options. Herb will put together what is available to us at this time. We have wifi available in the office, parking lot and down stairs. We are looking at how we can tie into promotions that the state will be doing. We are also looking into having a mobile website (the fact that we do daily updates to the site may be a problem).

Travel Collateral – Some ideas regarding the new design of the guide were emailed to the Collateral Committee. These ideas were also shown to Scott at the meeting and our ideas as well as his concerns regarding the guide were discussed. We will still have individual listings in the guide but it will incorporate more editorial and local pictures/art work.

Issues – Vegliante addressed some of the issues that the County Legislature has:

- 1) The office needs to be open Weekends (Saturday & Sunday).
- 2) We need to look at other sites/locations for the office; preferably with other agencies (Partnership, Chamber, Workforce Development, etc.). Fettig will meet/speak with other organizations to discuss this possibility. Vegliante suggested a location with a retail component. We are also researching other sites/members who are open 7 days/week to have them carry our guides.

Agenda Items – Legislative issues needs to be added to each month’s agenda.

CED Report – The CED (Community Economic Development) Report is provided to the County Legislature each month. It details the various meetings, events and projects that the SCVA has been involved in within the last month. It will be redesigned to add more information and to clarify some of the items.

NEW BUSINESS

Roberta met with Congressman Gibson. One issue that was discussed was the CONUS (the per diem rates utilized by government agency travel for lodging and meal rates per day). As Sullivan County doesn’t have a set rate, Sullivan County is at a disadvantage when bidding on any government or not for profit convention/meeting proposals. The Congressman indicated that he would see what he could do as he has other areas in his district with similar concerns.

OLD BUSINESS

We need to continuously work at meeting bench marks, etc. as written in the RFP

After polling the Board, it was decided that the SCVA Forum (February or March) should be at least 3 hours on a Monday or Tuesday afternoon.

Adjournment – The meeting was adjourned at 10:45 a.m. with a motion by Fettig and a second by Cohen. Approved.

Next Meeting – February 26, 2013 at 9 a.m. in our conference room.