

SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES
100 Sullivan Ave., Ferndale, NY, May 28, 2013

Present: Roberta Byron-Lockwood, Herb Clark, Phyllis Andrews, Rick Lander, Anne Hart, Ivan Weinger, Jean Tulp, Richard Glisson, Darlene Fedun, Norman Duttweiler, Stacy Cohen

Absent: Steve Vegliante, Elaine Fettig, Alan Rosenblatt, Elaine Giguere, Sonja Hedlund, Paul Carlucci

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

Minutes: The minutes from the March 2013 meeting were attached. A motion to accept the minutes was made by Lander and seconded by Hart. Approved.

Financial Report: The financial report was attached. It was suggested that the 2012 numbers be included. We have been receiving bed tax dollars – both this years and the “hold back” from last year. Starting in October, the county will send \$83,000 per month and reconcile at the end of the year. A motion to accept the financial report was made by Cohen and seconded by Glisson. Approved.

Membership: A motion to accept the new member was made by Duttweiler and seconded by Lander. Approved.

Committees:

The Ag Committee didn't meet but did communicate through emails & phone calls. A mailing has been sent out requesting information from businesses who want to be included on the new Ag Map. Some responses have already come back.

The Arts Committee is also looking into doing a map.

ACTION ITEMS

2013 Marketing Plan – A marketing plan/working document listing advertising options for members was distributed & discussed. If there is enough interest in TV, we will create a “donut” which will include intake and outtake for SCVA with the “hole” being filled by co-op participant(s). We are also looking into doing posters (with QR codes) to be placed at various businesses. Check out our eblast as it is new and let us know of any problems/suggestions.

Niche Maps – We are in the process of gathering information for the Ag Map and are also considering an Arts Map.

Contract Agency Reports – Both contract agencies, Media Solstice and Large Media, submitted reports which were distributed. Large Media has requested videos for youtube.

UPDATES

Matching Funds – We have received both county and state funds and have placed some ads.

CATS Update – The Catskill Region is being administered by Ulster County this year. They have contracted with Focus Media and will be doing mostly digital advertising with some (little) print ads.

Travel Collateral – The guide is in distribution and we will also be doing some trail maps. Request for travel guide information will be going out in July to ensure an early printing for 2014.

Pow Wow – We will be going to Pow Wow (for the international trade) in June. We will be on the “selling” floor as well as in the media room.

Travel Writers – We had some travel writers come through the county and as a result now have 3 ½ stars on Oyster. Everyone was asked to send us their star ratings and we will have them put up on all our social media.

Red Chair – The red chair is visiting our county in early July. It will be visiting both ECCE and the Inn at Lake Joseph. The red chair’s journey can be followed at: www.redchairtravels.com

State Visioning – We were recently in attendance at a state visioning meeting. We will be working on any projects that the state offers.

NEW BUSINESS

It was suggested that we not have our Board Meeting on a Tuesday after a big holiday. Many businesses need to do banking, etc.

OLD BUSINESS

Information Sites – It was discussed at a past meeting that we would do a printed piece which would list all the sites where visitors could pick up literature on the area. We will be doing that shortly

Adjournment – Duttweiler presented a motion to adjourn the meeting at 10:14pm and it was seconded by Glisson. Approved.

Next Meeting – June 25, 2013 at 9 a.m.