

**SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES**  
**100 Sullivan Ave., Ferndale, NY, June 24, 2014**

**Present:** Roberta Byron-Lockwood, Herb Clark, Phyllis Andrews, Elaine Giguere, Norman Duttweiler, Elaine Fettig, Stacy Cohen, Jean Tulp, Paul Carlucci, Darlene Fedun, Sonja Hedlund

**Absent:** Ivan Weinger, Steve Vegliante, Anne Hart, Rick Lander, Alan Rosenblatt, Richard Glisson,

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

**Minutes:** The minutes of the April meeting (there wasn't a meeting May due to a lack of a quorum) were emailed and attached. A motion to accept the April Board minutes was made by Fettig and seconded by Duttweiler. Approved.

**Financial Report:** The financial report was attached. The state Comptroller's audit has been completed and they didn't find any problems with us. Issues that were noted were bed tax collection and tax exempt properties. A motion to accept the financial report was made by Cohen and seconded by Tulp. Approved.

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

**Committees:**

**Casino Impact Committee** – The committee will be meeting soon. We have been collecting and disseminating letters of support for/to the remaining prospective casinos in Sullivan County. The letters are due by June 30. Around Labor Day, casino presentations will be made to the siting committee. It is expected that there will be public commentary/questions.

**Sportsman Expo** – This was a great event. Next year's expo will be held on March 21, 2015 at Sullivan County Community College. Fedun suggested that next year we find out where attendees come from.

**Events Committee** – We need an events committee to “isolate” some of the events that we could take on (Pig Mtn.). Committee members are: Hedlund, Fedun, Cohen.

**ACTION ITEMS**

**Arts/Cultural Map, Ag Map, Motorcycle Trips** – The Arts Map is almost ready for reprint. Updates have been done for the Ag Map. O'Tool's is doing a map for Motorcycle Trips.

**UPDATES**

**Travel Guide** – The 2014 guide is going quickly.

**Social Media** – Herb sent to all people on the eblast list and asked them to join us on Facebook. Many of them have.

**Travel & Trade Shows** – There is a Receptive Operator show in NYC today.

**Mysteryland** – There was a question on the economic impact of Mysteryland. Fedun stated that they (Mysteryland people) were already working on next year's event and haven't focused on this one.

**E-Commerce** – We are moving ahead with the e-commerce site.

**United Mixer** – We will be participating, with the Partnership and the Chamber, in a joint mixer next month at the Monticello Motor club.

**Farmstock** – Hedlund stated that Farmstock wants the SCVA to take it on as one of our signature events. Possibly bringing in breweries and distilleries as well as pasta makers, etc. Roberta said she had already addressed the ag committee and let them know that we will get more involved.

**Governor's Summit** – The governor is moving forward with more tourism. Fedun asked to see I Love NY commercials that feature Sullivan County/Catskills.

**Media Fam Tours** – There are a couple more coming. We are hosting some bloggers this weekend.

**SCCC Foundation** – Roberta is being honored as one of their Women of Distinction.

**Wine Fest** – Bethel Woods is incorporating a vintage run that ends at the Wine Fest. It will be a 5K & fun run with 500-600 participants.

**Media Showcase** – We will be attending a media showcase in July in NYC.

**Miss China** – Miss China with approximately 20 media will be coming through Sullivan County in mid-July.

**Brand USA** – The Catskill Region will become more involved with Brand USA.

**Bethel Woods Concerts** – Fedun suggested that the SCVA have a table at all shows. We will need assistance from the Board to staff it.

**Next Meeting** – July 22 at 9 a.m. in the SCVA Conference Room.

**Adjournment** – The meeting was adjourned at 10:30 a.m. with a motion by Fettig and a second by Cohen. Approved.