

**SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES**  
**100 Sullivan Ave., Ferndale, NY, October 28, 2014**

**Present:** Roberta Byron-Lockwood, Herb Clark, Phyllis Andrews, Franklin Trapp, Rick Lander, Richard Glisson, Anne Hart, Darlene Fedun, Alan Rosenblatt, Elaine Fetting, Sonja Hedlund

**Absent:** Ivan Weinger, Steve Vegliante, Jean Tulp, Elaine Giguere, Stacy Cohen, Paul Carlucci

The meeting was called to order at 9:02 a.m.

**Minutes:** The minutes of the September meeting were attached. A correction will be made to the adjournment motion as Hedlund was not in attendance to second the motion. A motion to accept the corrected September Board minutes was made by Glisson and seconded by Fedun. Approved.

**Financial Report:** We are in a healthier position year than last due to the full receipt of our 2014 county funding. There will also be a \$59,000 payment due to the reconciliation completed earlier this year. A motion to accept the financial report was made by Glisson and seconded by Lander. Approved.

**Annual Audit:** The audit was presented to the Board members at the two previous monthly Board meetings. A motion to accept the audit was made by Glisson and seconded by Lander. Approved

**Membership Report:** Rosenblatt questioned how membership from businesses outside of the county is handled. His concern is how it will be handled as we come closer to having a casino(s) sited here and the possible increase interest of outside entities becoming members. They are currently charged a one-time initiation fee of \$300 plus their annual dues. A committee was formed (Rosenblatt, Fedun, Lander and Hedlund) to study this issue and come up with some viable options. A motion to accept the new members was made by Fedun and seconded by Lander. Approved.

**Board Meetings:** Due to difficulties in bringing all the Board members together monthly, it was suggested that we have the committees (see below for suggest committee changes) meet regularly. The committees would then update the Board at Quarterly Board Meetings. The Board would meet monthly or every other month via a conference call and have physical Board meetings quarterly. If the Board meeting schedule is changed, there will need to be changes made to the Bylaws.

**Committees:**

**Strengths Committees** – The strength committees have not met. There was a discussion with suggestions of having committees based on themes (events, packaging, etc) instead of the strengths. It was also suggested that we have the committees presented at the

Annual Meeting and ask interested members to sign up for a committee. We should also make up a 2015 calendar of scheduled committee and Board meetings.

**Nominating Committee** – 4 terms are up this year. Fedun, Cohen and Fettig have expressed interest in continuing. Other interested members include Sims Foster (The Arnold House), Jeff Siegel (Spencer Daniels Agency) and Sean Zigmond (Rood 'n Roost Farm). The Committee also called current Board members who have not been attending meetings. A motion to accept the slate of nominations to be presented on the ballot was made by Lander and seconded by Rosenblatt. Approved. A motion to accept the 2015 slate of officers (Paul Carlucci, Co-chairman; Elaine Fettig, Co-Chairman; Rick Lander, Vice Chairman; Richard Glisson, Treasurer; Elaine Giguere, Secretary; and

**Sportsman Expo** – Meetings for next year's expo have begun. We are working with the college. The date is March 21, 2015

**Annual Meeting** – The Annual Meeting/Holiday Celebration will be held at Mr. Willy's on December 4. We are seeking sponsors to offset the costs of the evening. Both prospective Sullivan County casinos have committed to being sponsors.

## **ACTION ITEMS**

**County Contract** – The Executive Committee met with some of the legislators regarding the contract for tourism promotion. We requested a longer term of 3-5 years. There hasn't been any determination yet regarding this request.

**Snowmobile Trails** – We have been working with the snowmobile trail club. We are hoping that they will team up with the Delaware County club.

**Brew, Spirit, Wine Trail** - Working on putting together a brochure.

**Arts/Cultural Map** – This brochure is completed

**Ag Map, Motorcycle Trips** –The Ag Map and the Motorcycle Map will be ready for the spring shows.

**Bicycle Map** – We have several bike trips that we will be putting up online

**Pottery Map Update** – We are looking into updating the on-line version of the map.

**Membership Drive** – We need a committee to solicit membership. Rosenblatt stated it would be best to have Board members canvas their own areas.

## **UPDATES**

**Travel Guide** – The deadline for submissions is October 31. Any members who have not sent in new information will have their business represented with last year's information. We need a small committee to review possible covers.

**Social Media** – We are doing very well and will report on it at the Annual Meeting. We have had over 150 entries in our fall foliage photo contest.

**E-Commerce** – Good options for the site would be gift certificates and other gift items. We hope to have this up and running before the holidays. There is no charge to participate but 5% of sales will come back to SCVA to offset web and credit card fees.

**I Love NY Promotions** – We apologize for the short timeline for I Love NY offers. They get them to us late, and we send them out as soon as we get them.

**Casino Update** – We have been focusing our efforts on MO2 (2 casinos for Sullivan). There is a radio ad out as well as editorials.

**Simple View** – We will be integrating a new software program into our website which will enable everyone to enter their own information. Everything that goes live on our website will also automatically be sent to the I Love NY website. We are hoping to have it up and running by the first of the year.

## **NEW BUSINESS**

Lander suggested that we work on putting together a welcome package for new casino workers.

**Next Meeting** – December 4 @ the Annual/Holiday Meeting at Mr. Willy's.

**Adjournment** – The meeting was adjourned at 10:15 a.m. with a motion by Hedlund and a second by Lander. Approved.