

SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES
100 Sullivan Ave., Ferndale, NY, May 5, 2015

Present: Roberta Byron-Lockwood, Herb Clark, Phyllis Andrews, Rick Lander, Elaine Fettig, Sonja Hedlund, Elaine Giguere, Stacy Cohen, Jennifer Grimes, Steve Vegliante, Paul Carlucci, Richard Glisson, Franklin Trapp, Matt Wein, Alan Rosenblatt (via phone)

Absent: Darlene Fedun

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

Minutes: The minutes of the February meeting and March Board Retreat were emailed & attached. A motion to accept the February Board minutes was made by Hedlund and seconded by Carlucci. Approved. A motion to accept the March Board Retreat minutes was made by Cohen and seconded by Fettig. Approved.

Financial Report: The Financial Report was attached. It was noted that membership receipts are up this year over last year. A motion to accept the financial report was made by Glisson and seconded by Giguere. Approved

Membership Report: The membership report was attached. A motion to accept the new members was made by Trapp and seconded by Cohen. Approved.

COMMITTEES:

Executive Board

The roles & responsibilities of Board members was reviewed. A motion to accept them was made by Cohen and seconded by Carlucci. Approved. Trapp looked into non-profit law as it pertains to attendance. It states that attendance can be done via conference call with all votes being accepted.

Attendance requirements for Board members will be reviewed.

A job description for a bookkeeper position was reviewed. A motion to approve the addition of a part-time bookkeeper to be added to staff was made by Lander and seconded by Carlucci. Approved. There was discussion as to whether this should be put out in an RFP. This position is for a person, not a company, and we need someone ASAP so an RFP is not necessary.

We have 2 intern possibilities. They would both be minimum wage for 20 hrs./week. Prospects interviewed have stated that they would be willing to do membership calling and staff shows as well as pick up some of the office work. We also may have an intern from the University of Tampa for 100 hours this summer. She has a PR background. A motion to bring in these 3 summer interns was made by Fettig and seconded by Giguere.

Approved.

ACTION ITEMS

Disney – Through collaboration with SUNY Sullivan, Roberta and Cathy Paty from the Chamber attended the Disney Institute’s training program and became certified. On May 6, Disney will be presenting a training seminar at SUNY Sullivan. The attendance was limited to 150 people at a cost of \$75 each. It is now filled. It will be a full day of quality service training. On May 7 at 9 a.m. there will be a Leadership training session which our Board members are invited to attend. And, in conjunction with our Literature Exchange, we will offer our own free training session at 3 p.m.

County Contract – A resolution authorizing the execution of our 2015 contract was presented, voted upon and approved. We will be working with them and the treasurer to develop a plan to identify accommodations not paying bed tax and bring them into compliance.

Artisan Beverage Trail Map - We are moving forward with a trail map and have been working with the IDA.

Literature Exchange – The Literature Exchange will be this Thursday at 5 p.m. in the SUNY Sullivan Fieldhouse parking lot.

Board Member Updates – Appointment for new Board members:

- 1) Matt Wein to fill out the term of Ivan Weinger
- 2) Scott Conley to fill out the term of Jean Tulp

A motion to approve the above replacements was made by Hedlund and seconded by Cohen. Approved

It was also suggested that we approach Sims Foster to see if he would be interested in returning to the Board.

UPDATES

Legislative Action Day – Legislative Action Day was successful. We discussed issues as well as the CFA process.

Casino Construction Lodging – The engineering team came to us for accommodation information to house construction workers. We have provided them with this information.

Regional Tourism Roundtable – The roundtable was held with visiting counties including: Delaware, Greene, Dutchess, Ulster, Orange and Columbia along with Sullivan County and representatives from Montreign and Adelaar. Legislature Chairman, Scott Samuelson, and Roberta chaired the roundtable. It is expected that people will

come not only to gamble at the casino but also to stay, attend conferences and visit our neighboring county's attractions. The group will continue to meet.

Sportsman Expo – This year's Sportsman & Outdoor Expo did well with sponsorships this year. There has not been a follow-up meeting yet. We will do it again next year, but possibly at another site.

Casino Update – Preliminary work is already being done at the casino site. They are waiting for their licensing before building of the casino can begin. Once it does begin, the casino will be open within 2 years followed by development of the rest of the site (Adelaar & waterpark resort, etc.). Outreach to the county's businesses has been consistent.

Veria Lifestyles – Veria is planning to have 125 rooms and suites. Their soft opening is projected to be next May with the hard opening being held next June.

Taste of New York – We attended the event with several of our businesses. Very well received.

Media Night – We recently attended a media night and encouraged more visitation and stories on Sullivan County.

Haunted History Trail – We have one site in the Haunted History Trail brochure. Halloween and paranormal can also be included in the future. We need these items in order to have them included.

Air B&B – We are working with the Treasurer's office to determine how to obtain bed tax & sales tax from these properties.

NEW BUSINESS

Newsletter – Hedlund suggested that we send a brief overview of what was discussed at the Retreat. Grimes believes that the members are only interested in projects, etc. Hedlund will work with Phyllis to determine how to accomplish this.

Next Meeting – June 23 at 9 a.m. in the SCVA conference room. This date has since been changed to May 26 at 9 a.m. in the SCVA conference room located downstairs at the back of the building.

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