

SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES
100 Sullivan Ave., Ferndale, NY, June 23, 2015

Present: Roberta Byron-Lockwood, Herb Clark, Phyllis Andrews, Elaine Fettig, Sonja Hedlund, Elaine Giguere, Alan Rosenblatt, Scott Conley, Darlene Fedun, Rick Lander, Stacy Cohen, Paul Carlucci, Franklin Trapp (via phone), Jennifer Grimes (via phone)

Absent: Steve Vegliante, Matt Wein, Richard Glisson

Call-In Number: Board members not able to attend a meeting may conference call in (712-432-1500 access code 778746#). Please let us know ahead of time if you will be using this option.

The meeting was called to order at 8:34 a.m.

Introductions: New Board member, Scott Conley, was introduced. His business affiliation is Roscoe Campsite Park, RC Outfitters, and RV dealership as well as campsite cabins & more. He is also deeply involved with biking/canoeing trips, a kayak fishing tournament, supplying bike racks for Roscoe businesses, etc.

Minutes: The minutes of the April meeting which was held in early May were emailed & attached. A motion to accept the April/early May Board minutes was made by Giguere and seconded by Fettig. Approved.

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

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

COMMITTEES:

Executive Board

- 1) Pay increases to staff – It was decided to hold on this item for the time being.
- 2) Membership Drive – What is the goal of the drive? We want quality members over quantity. A goal needs to be determined and then develop a plan. All Board members need to reach out to their community/area. A motion to have business cards made for each Board member was made by Grimes and Seconded by Fettig. The cards should have their names on the front and a call to action on the back: To Join Call 845-747-4449 or join online at www.scva.net/join-scva Member benefits and membership rates will be emailed to all Board members by the end of the week.

ACTION ITEMS

Interns – We have one intern coming in this week to set up her (Nicole) hours. She is a SUNY Sullivan graduate going to Binghamton in the Fall. There is a graphics person coming in today for an interview. There will also be a finance student from Monticello. All will be paid minimum wage.

We had two interviews for a bookkeeper. One won't work out as she wanted her hours to be after our regular hours. The other seemed promising as Fettig had a good experience with her but Grimes said she didn't work out good at all for them. Will check with Cooper Arias as they were one of her references.

Contracting Companies – The contracting companies should be asked to come in and present their progress reports to the Board.

Board Meeting Times – As there is much business to conduct, the Board meetings will be held from 8:30-10:00 each month.

UPDATES

IPW – The IPW Marketplace will be begin this weekend: Sunday-Thursday. 67 countries will be attending. Roberta will be taking appointments, and Herb will be working the media room. We need transportation for incoming international travelers from NYC. Conley stated that he is attempting to make a deal to get RV renters upper coming from NYC.

Eagle Express – The Eagle Express will be starting in June and will bring travelers from NYC to Delaware River towns. Grimes said that there also needs to be a transportation option from White Plains as many take the train there and need a wan up from there. Roberta asked if she could meet with Shortline on this issue.

Literature Exchange – The Literature Exchange was held at the beginning of the month and went very well. Brochures are needed from all those that weren't in attendance.

Disney Training – The Disney Training sessions were well received. Roberta went to Disney training in Florida and became certified. A large training session with Disney representatives was held at SUNY Sullivan the day before our Exchange. We held our own just before the Exchange for our members. We will be putting together a book for use in our own hospitality training at businesses throughout the county.

Regional Tourism Roundtable – The roundtable was held with representatives (County Execs., Chairman, tourism heads) from other Region 1 counties including: Delaware, Greene, Dutchess, Ulster, Orange and Columbia along with Sullivan County and representatives from Montreign and Adelaar. It went quite well .

Casino Update – Preliminary work is already being done at the casino site: Trees are down, working on roads and sewer lines, etc. Actual construction will begin when they receive their license which is expected to be in place by the fall.

Veria Lifestyles – Roberta went to their presentation. The blueprint is very exciting. All the rooms will face the lake. The projected opening date is 2016 for phase one. There will be 125 rooms & up to 60 suites. Phase two will include skeet and equestrian.

County Contract – All seems to be well at this time.

Brew Trail Map – We are moving forward getting the information for the brochure together. We are hoping to fund it with a Market NY Grant through our foundation. The “trail” will include transportation options, and sites will include businesses that serve any of the included products.

RED C/CFA – We are working with the Hudson Valley on a CFA featuring tourism as the primary driver (\$1 million for CATS and \$1 million for Hudson Valley. We will be making a full tourism presentation in June.

Information Center – We have been in communication with Tim Lies regarding placement of an information center for brochure distribution as well as our office. He did seem very positive. They would build it, and we would rent.

Farm Map – We are out of the Farm Maps. Melinda from Cornell Cooperative Extension will be contacting the farms on their list.

CED Meeting – Because Roberta will be at IPW next week, she needs someone to attend in her place.

NEW BUSINESS

The Eldred Preserve has been sold.

Hennings Local has moved to Cohecton and will be opening this week.

There is a group looking at Grossinger’s Country Club.

The Campbell Inn in Roscoe has been sold.

The Haunted Trail can now include paranormal activities, etc. We need stories, events, etc.

Next Meeting – June 23 at 8:30 a.m. in the SCVA conference room.

Adjournment – The meeting was adjourned at 10:35 a.m. with a motion by Fettig and a second by Wein. Approved.