

SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES
100 Sullivan Ave., Ferndale, NY, March 22, 2016

Present: Roberta Byron-Lockwood, Herb Clark, Phyllis Andrews, Richard Glisson, Stacy Cohen, Elaine Fettig, Rick Lander, Paul Carlucci, Sonja Hedlund, Elaine Giguere, Scott Conley, Jennifer Grimes, Sims Foster, Steve Vegliante, Alan Rosenblatt

Absent: Franklin Trapp, Danielle Gaebel

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 8:32 a.m.

Minutes: The minutes of the February Retreat were emailed & attached. A motion to accept the minutes was made by Glisson and seconded by Fettig. Approved.

Financial Report: The Financial Report was attached. There has been much work done on the financial statement and budget with help from Doug Fettig. It was reviewed with the auditors and all is OK. There is a \$54,000 surplus. A motion to accept the financial report was made by Foster and seconded by Cohen. Approved.

Bed Tax: A very conservative review of projected bed tax increase (reflecting the opening of Veria and the Casino) was reviewed. Conservative projected occupancy receipts are: 2016=\$539,00; 2017=577,000; 2018=\$811,000; 2019=1,295,000; 2020=\$2,021,000; 2021=\$2,483,000.

Finance Team: The current Finance Team is Glisson, Fettig, Chrissy (bookkeeper), Doug Fettig, Herb, Roberta and a person from Cooper Arias (auditors).

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

The Membership Committee will re-evaluate the tiered dues scale. They will reach out to the Sullivan County Board of Realtors for membership. They will also evaluate member participation to find ways to encourage them to become more proactive. Also get members to use #SullivanCatskills

COMMITTEES:

Executive Board – Fedun has resigned due to her inability to make a commitment to attend Board meetings due to a conflict with an internal meeting held on the same day and time.

We have reached out to NYCON.

Gary Schuster, an attorney with Jacobowitz and Gubits, will be making a presentation to the Board at 9:15.

Much work has been done on the Financial Report.

Several options are being worked on in an effort to fund the new visitor's center.

Will be viewing the Adelaar site today and have a meeting with them on Thursday.

Marketing Committee: The Marketing Committee has met.

An RFP for a PR firm will be reviewed.

A full time digital & social media person is needed and is in the budget. A motion to hire a digital and social media person was made by Grimes and seconded by Glisson. All in favor. Motion carried.

Website redesign: The committee will review where adc Studios is in this process. We need to look at the site's design.

Strategic Plan: Has not been started yet

Visitors Center Building Team: The team will consist of: Carlucci, Conley, Fettig, Foster, Herb and Roberta. The Center has to be union built.

PRESENTATION

The lawyer from Jacobowitz and Gubits gave his presentation and handed out information on various duties, etc. of the Board of Directors.

ACTION ITEMS

Literature Exchange – The exchange will be held during National Tourism Week and will include the Nat GEO rollout. It will be held at a Nat GEO listed attraction.

Catskill Challenge – The event will be held June 29-30. The 29th will include a motorcycle ride. Most of the activities will be held in Sullivan County. Accommodations for State representatives and ESD will be at state rate. The 29th event will end at Roscoe Beer Company. It will include golf, fly fishing, canoeing, Bocce, bicycling, hiking and soccer.

Next Meeting (Retreat) – April 26 at 8:30 in the SCVA conference room.

Adjournment – The meeting was adjourned at 10:00 a.m. with a motion by Rosenblatt and a second by Lander. Approved.