

**SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES
Roscoe Beer Company, Roscoe NY, May 11, 2016**

Present: Roberta Byron-Lockwood, Herb Clark, Stacy Cohen, Rick Lander, Sonja Hedlund, Sims Foster, Steve Vegliante, Alan Rosenblatt, Franklin Trapp, Danielle Gaebel, Elaine Fettig, Elaine Giguere, Scott Conley

Absent: Richard Glisson, Paul Carlucci, Jennifer Grimes

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. This option was not available for the May meeting.

An abbreviated meeting (due to the Literature Exchange) was called to order at 3:06 p.m.

COMMITTEE TEAMS:

Finance Team: An updated budget is being put together.

Executive Board – No report.

Marketing Team: RFP from The Door was discussed, website redesign moving forward, social and digital marketing using the new domain name www.sullivancatskills.com

Strategic Plan: A draft of the strategic plan was presented. A motion to approve the strategic plan was made by E. Fettig and seconded by S. Cohen. Approved.

HR Team: A. Rosenblatt is looking for volunteers and examples of other employee handbooks

Visitors Center Building Team: Looking into funding opportunities from USDA loan program.

ACTION ITEMS

SCVA Attorney – We have hired Gary Schuster, an attorney with Jacobowitz and Gubits who gave us a presentation in March. There is no retainer fee at this time.

PR Firm RFP – The Door will become the PR firm with contract established by President/CEO

Digital & Social Media – website, photos, stories, #sullivancatskills A discussion to have member webinars later this year. We have secured the domain name sullivancatskill.com

Comp Room Discussion – Byron-Lockwood reported that comped rooms are still required to collect local taxes on rooms as well as local occupancy tax.

NYCON – It was decided to join NYCON to explore various programs available for not for profits

SASD – Discussion and approval of an SASD CFA application for EMV chargers in Sullivan County

New Business – Jeffersonville will have a Balloon Festival in the fall.

Next Meeting – June 28 at 8:30 in the SCVA conference room.

Adjournment – The meeting was adjourned at 3:34 p.m. with a motion by S. Cohen and a second by R. Lander. Approved.

Minutes by Herb Clark.