

SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES
100 Sullivan Ave., Ferndale, NY, June 28, 2016

Present: Roberta Byron-Lockwood, Herb Clark, Phyllis Andrews, Jonathan Schlosser, Richard Glisson, Rick Lander, Scott Conley, Jennifer Grimes, Sims Foster, Steve Vegliante, Alan Rosenblatt, Elaine Fetting, Elaine Giguere, Danielle Gaebel (Phone)

Absent: Stacy Cohen, Paul Carlucci, Sonja Hedlund, Franklin Trapp,

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 8:35 a.m.

Minutes: The minutes of the April and May meetings were emailed & attached. A motion to accept the minutes was made by Lander and seconded by Giguere. Approved.

Financial Report: The Financial Report was attached. Payroll is up due to the hiring of Jonathan, our Social Media person. The bed tax payments are up this year due to an increase in last year's bed tax receipts. A motion to accept the financial report was made by Giguere and seconded by Lander. Approved.

Audit: Copies of the audit were distributed. The remainder will be sent to Board members who are not in attendance. The audit was positive reflecting our hiring of a bookkeeper as was suggested in previous years. We need to make some adjustments to the budget. A letter will be crafted in response to the audit which will include a conflict of interest policy and formalize the Simple IRA. Anyone with specific questions or ideas should send them to the Treasurer, Richard Glisson. The audit will be voted on at the next meeting.

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

Grimes reviewed a recent Sullivan County Board of Realtors meeting. She suggested that welcome letters should include links to SCVA pages and an introduction to the SCVA. Jonathan stated that he will be working on streamlining the whole process. It was also suggested that we think about offering other groups (restaurants, etc.) a similar limited time dues discount as was offered to the realtors.

COMMITTEE TEAMS:

Finance Team: Request to all to send their questions/ideas for the audit response letter to Richard Glisson.

Executive Board – There is an empty slot on the Board recently vacated by Darlene Fedun. We need someone with a strong finance background. George Kinne (Jeff Bank) was suggested. Fetting will reach out to him to see if he would be interested in being appointed to fill out Fedun's term. We need to look at other "areas" of need for future Board members.

Marketing Team: The Door is our new PR firm. They are already very familiar with the area. They were also taken around the county during a recent visit to our office. They will be returning soon to present their strategy document. Roberta would like them to concentrate on accommodations to increase "heads on beds".

The new website will be adding new features: 1) Events from facebook will automatically go onto our website 2) new/attractive picture will be featured on the site 3) the site will create an interactive experience. We are

working on it as quickly as possible. We want a visual by the next meeting...get it up and continue to work on it as needed. Foster requested that Jonathan summarize the progress and send it to the committee. The summary should include what's improved, what can be done, etc.

Bylaws Team: Trapp has been putting together suggestions for changes to the bylaws.

Strategic Plan: The strategic plan will be sent with the next meeting notice. Committees are instructed to review those areas that they are responsible for.

HR Team: 1) Organizational Chart – a couple have been set up (employee & functional) to keep us organized. 2) An employee handbook is in the works. 3) make sure descriptions are correct and have set employee review.

Visitors Center Building Team: We want the new facility to be “turn key”. We are working with USDA for a low rate loan which would have to go through the SCVA. We are looking at the Center being an ultra contemporary design. Rosenblatt asked who would own the land & building. We (SCVA) will at the end. Our goal is to be open before the casino is ready.

Funding – The USDA bond rate is currently very low. We are working with Hart Howerton as well as Mike Watkins. The building will be 10,000 square feet and unique.

ACTION ITEMS

Catskill Challenge – The motorcycle ride will take place tomorrow. We have a team riding with them. It will be traveling from Windham to arrive at Roscoe Beer Company around 3/3:15. Everyone is to meet at Roscoe Beer at 3 p.m. The challenge continues on Thursday at the Villa Roma where several of the activities will take place. There are also events happening at Mongaup Park, Catskill Fly Fishing Center, Sullivan West High School and Landers Minisink. All events officially begin at 11 a.m. A Taste of New York Reception will be held at Bethel Woods following Thursday's events.

Next Meeting – July 26 at 8:30 a.m. in the SCVA conference room.

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