

SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES
100 Sullivan Ave., Ferndale, NY, October 25, 2016

Present: Roberta Byron-Lockwood, Herb Clark, Phyllis Andrews, Scott Conley, Alan Rosenblatt, Stacy Cohen, Rick Lander, Sims Foster, Paul Carlucci, Danielle Gaebel, Jennifer Grimes (phone), Elaine Fettig (phone), Elaine Giguere (phone)

Absent: Franklin Trapp, Steve Vegliante, Sonja Hedlund, 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 8:38 a.m.

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

Minutes: The minutes of the August & September meetings were emailed & attached. A motion to accept the minutes was made by Foster and seconded by Rosenblatt. Approved.

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

COMMITTEE TEAMS:

Building Team: The site is being review to see if it is a viable one. We should know in the next 2 weeks.

Strategic Plan: Rosenblatt stated that we need to have a meeting dedicated to the strategic plan with each committee reporting (5 minutes each) on their update for their part of the plan (financial, marketing, human relations, facilities, executive, membership). Each should write up their status reports. We will have a meeting on November 15 dedicated to this (Nov. 15). It will be a long meeting.

Nominating: Should Board members who do not attend meetings be allowed to re-run? A list of nominations was reviewed.

Marketing Team: #1 priority is the website. Discussion on how to get there. Gaebel gave a proposal this morning to be a vendor. She would take leadership to get us to the website finish line (end of year?). She would need to resign from the board. She has a developer in mind who does great work; everything from development to design. Timeline would depend on her deadlines. Foster would like a decision ASAP for website component.

Roberta stated that the Catskill Challenge is on again for next year.

Rosenblatt stated that the Door sent travel writers that brought an extra person, didn't ask any questions or take notes. Another brought 2 people with him and left after 7 minutes. Both groups were inexperienced. He is concerned that they are not giving a full view of what the county has to offer. Their monthly report did not show a wide selection of the county businesses. Foster said in his experience 80% gets coverage but may take time. He has worked with them for a year and is now seeing benefit. Gaebel thinks we should give them 5 story lines each month that we would like covered. We have done this already. Fettig said they have only been with us 4 months and they should be given more time. The consensus was that they need to know our concerns

as well as talk directly to those businesses with concerns. Address issues and expectations to them and do a review after 9 months.

UPDATES

Travel Guide – The travel guide is moving forward.

Annual Meeting – The Annual Meeting will be held at Mr. Willy's on December 1.

Next Meeting – November 15 at 8:30 a.m. in the SCVA conference room.

Adjournment – The meeting was adjourned at 10:25 a.m. with a motion by Carlucci and a second by Lander. Approved.