

SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES
100 Sullivan Ave., Ferndale, NY, Tuesday, January 23, 2018

Present: Paul Carlucci, Elaine Giguere, Paul Ciliberto, Stacy Cohen, Jennifer Grimes, Tanya Hahn, Abhay Jain, Shannon McSweeney, Alan Rosenblatt, Brian Rourke, Franklin Trapp, Phil Vallone, Donna Hemmer, Roberta Byron-Lockwood, Herb Clark, Holly Gassler

Absent: Randy Resnick, Rick Lander, Rob Victoria

Excused: Sims Foster, Diane Riegal

Roberta called the meeting to order at 8:38am

Financial Report: The Financial Report was attached. A motion to accept the financial report was made by Donna Hemmer and seconded by Alan Rosenblatt all in favor. Motion carries.

Finance Team/Tanya: SCVA will increase marketing & promotions budget for 2018. The accountants should be coming for their annual audit within the next month.

Minutes: The minutes from the December 2017 Board Meeting were attached. A motion to accept the minutes was made by Brian Rourke and seconded by Franklin Trapp, all in favor. Motion carries.

Membership Report: The New & Renewing membership report was attached. There are three new memberships and twenty-seven renewing Memberships. A motion to accept the New & Renewing Membership's was made by Paul Ciliberto and seconded by Franklin Trapp, all in favor. Motion carries.

Building Team:

The owner of the property adjacent to the EPR property has agreed to sell to SCVA, we are currently in a financial contingency holding pattern per the bank.

Strategic Plan: The strategic plan started in 2016. Alan handed out an updated revised, mid-year strategic plan to all. Alan asks that any changes and or updates get sent to him by Feb 1st to be included in the one presented at the Board Retreat in March. The By Laws should be completed by the Board Retreat.

Nominating: The new Slate of Officers was presented to the Board: Co- Chairperson Elaine Giguere; Arts Consultant, Co-Chairperson Alan Rosenblatt; ECCE B&B, Vice Chairperson Paul Carlucci; Villa Roma Resort, Treasurer Tanya Hahn; Jeff Bank, Secretary Brian Rourke; Oscar Brown's / Downtown Barn / Sullivan County Golf & Country Club, Executive Board Member Rick Lander; Lander's Campground & River Trips and Executive Board Member Paul Ciliberto; Bold Gold Media Group. A motion to accept the Slate of Officers as presented was made by Jennifer Grimes seconded by Franklin Trapp, all in favor. Motion carries.

Marketing Team: SCVA has increased Instagram posts from one per day to three, Facebook posts from two per day to six and Twitter from two per day to five. I Love NY has dubbed SCVA's Social Media as "Exceptional". The SCVA is upping on the digital front to include a Media Press Kit (with member access). SCVA is also adding additional Blog content, allocating funds for new photography & videography.

Updates:

Travel Guide: 2018 Travel Guide is here! They are being shipped out to Distribution Centers this week.

Next Meeting: February 27, 2018

Adjournment: The meeting was adjourned at 10:02am with a motion by Franklin Trapp and a second by Stacy Cohen, all in favor. Motion carries.

Respectfully Submitted,
Holly Gassler