

SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES
100 Sullivan Ave., Ferndale, NY, Tuesday, August 28, 2018

Present: Paul Carlucci, Paul Ciliberto, Stacy Cohen, Sims Foster, Elaine Giguere, Tanya Hahn, Rick Lander, Shannon McSweeney, Brian Rourke, Alan Rosenblatt, Franklin Trapp (via phone), Phil Vallone, Donna Hemmer, Roberta Byron-Lockwood, Herb Clark, Holly Gassler

Absent: Jennifer Grimes,

Excused: Abhay Jain, Charlie Degliomini, Diane Riegal

Alan called the meeting to order at 8:31am

Financial Report: The Financial Report was attached. A motion to accept the financial report was made by Elaine Giguere and seconded by Paul Ciliberto, all in favor. Motion carries.

Finance Team/Tanya: Profit & Losses look good with an increase in advertising. At this time some funds were set aside for the new Visitors Center.

Minutes: The minutes from the June 2018 Board Meeting were attached. A motion to accept the minutes was made by Rick Lander and seconded by Stacy Cohen, all in favor. Motion carries.

Membership Report: The New & Renewing membership report was attached. There are twelve new memberships and twenty-six renewing Memberships. A motion to accept the New & Renewing Membership's was made by Shannon McSweeney, and seconded by Rick Lander, all in favor. Motion carries.

Visitor's Center Committee:

Roberta & Tanya have been working with the County. No updates at this time.

Strategic Plan: The By-Laws went to the Executive Committee for review, after that it will go to the County for review.

Marketing Team: SCVA is collecting videography from Nick Piatek for Twitter & Facebook. Samples will be emailed to Board Members. A Board member suggested SCVA explore TV advertising & gather pricing for team buys as well as cooperatives, to present at the next BOD Meeting. SCVA has been in talks with the local radio station and is going to look into programming to assist our local businesses & current members.

Oxford 2017's study came out the Sullivan Catskills is up over 30 million. The board members have requested a summary of just the highlights from the Oxford study to be presented at the next BOD meeting.

SCVA is currently working on the creation of a Dove Trail with the Sullivan County Anniversary Team.

Digital Billboards will be up at New York Stewart Airport hopefully by November. There are two boards, fourteen spots to be sold.

Nominating Team: The Nominating Committee has presented a slate of five individuals (with four positions available) Brian Facquet, Prohibition Distillery, incumbent Sims Foster, Foster Supply Hospitality, incumbent Tanya Hahn, Jeff Bank, incumbent Rick Lander, Lander's River Trips and Colleen Osterhout, Wayne Bank. A motion to accept the slate as presented was made by Brian Rourke, and seconded by Shannon McSweeney, all in favor. Motion carries.

Phil Vallone expressed his concerns regarding his nomination of Shannon Feeney (who currently sits on SCVA's marketing committee); he expressed that each company should be able to nominate representation from each of their businesses if they pay separate membership dues.

The census of the BOD was that "commonly controlled" businesses are not allowed to have more than one seat on the BOD. SCVA gets dollars from Sullivan County's bed tax therefore looking at the balance of the BOD, accommodations should weigh heavily with at least 50% or more of the make-up.

Alan Rosenblatt has suggested that a policy be put in place with specific criteria to appoint Ex-Officio's.

Abhay Jain & his wife have returned to India. SCVA will hold the seat for the new CEO of Yo1 Luxury Nature Cure Catskills.

Updates:

Travel Guide: To date, 86% of our printed travel guides have been requested & shipped out. The process of the 2019 Travel Guide has begun. Please ensure that you have all of your properties information submitted by September 15, 2018.

New Business: SCVA has hired a new Administrative Assistant, Karen Boatman, she will start September 4th. Sims Foster has requested a breakdown of all staff as well as a list of their responsibilities.

SCVA is working with The Catskill Wine & Food Festival, they have paired with Resorts World Catskills for the opening dinner.

Next Meeting: September 25, 2018

Adjournment: The meeting was adjourned at 9:42am with a motion by Paul Ciliberto and a second by Tanya Hahn, all in favor. Motion carries. An Executive session was requested, with session ending at 10:35am

Respectfully Submitted,
Holly Gassler