

**SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES**  
**100 Sullivan Ave., Ferndale, NY, Tuesday, July 24, 2018**

**Present:** Paul Ciliberto, Stacy Cohen, Sims Foster, Elaine Giguere, Jennifer Grimes, Tanya Hahn, Rick Lander, Brian Rourke, Alan Rosenblatt, Phil Vallone, Joshua Potosek, Roberta Byron-Lockwood, Herb Clark, Holly Gassler

**Absent:**

**Excused:** Paul Carlucci, Abhay Jain, Shannon McSweeney, Franklin Trapp, Charlie Degliomini, Donna Hemmer, Diane Riegel,

Alan called the meeting to order at 8:27am

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

**Finance Team/Tanya:** The SCVA will be establishing a Line of Credit for upcoming expenses with the new Visitors Center with Jeff Bank proceeding a motion at the April 2018 BOD Meeting. Brian Rourke, BOD secretary needs to sign a resolution from Jeff Bank. The two parties that can access the funds are the President/CEO of SCVA & the BOD Treasurer. A motion to accept and allow Brian Rourke to sign the Resolution put forth by Jeff Bank was made by Paul Ciliberto and seconded by Elaine Giguere, all in favor. Motion carries.

**Minutes:** The minutes from the April 2018 Board Meeting were attached. A motion to accept the minutes with an amendment by Phil Vallone was made by Stacy Cohen and seconded by Tanya Hahn, all in favor. Motion carries.

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

**Visitor's Center:**

Tanya & SCVA staff will meet next week with John Brust, John Bishop, Josh Potosek & Dan Depew to discuss the budget and the scale of the new visitor's center.

**Strategic Plan:** The By-Laws are done, Elaine Giguere will send them to Josh Potosek as well as our outside council.

On October 23<sup>rd</sup> the Strategic Planning Committee will meet after the October 23<sup>rd</sup> BOD meeting therefore the BOD meeting for October 23<sup>rd</sup> should be kept to a 60 minimum.

**Marketing Team:** The report from The Door was gone over, all is moving in a good direction, Sullivan Catskills is #1 on google, Sullivan Catskills Motorcoach Tours & Group Activities are also both #1 on google. Group Activities is up 21%! Nick Piatek has started the video's and has reached out to members to schedule a time, please keep your scheduled times as to not have repeat visits to the same member properties. Sims suggests that the marketing team continues to watch this closely so that Sullivan County stays at the top, this will make it more difficult for others to knock Sullivan County out of the #1 spot. More domain traffic is needed like "Great Northern Catskills".

**Nominating Team:** The Nominating Committee will meet regarding the nominees for the Board seats.

**Updates:**

**Travel Guide:** To date, 81% of our printed travel guides have been requested & shipped out. Prep for the 2019 Travel Guide has begun, we are looking for new imagery for the guide. All members are encouraged to send in high-res photos touting their properties.

**New Business:** The SCVA/Sullivan County Partnership Attractions Event at The Kartrite is this evening. Kutchers is now open with 9-holes available. Room tax went up 30% (approximately \$150,000.). Sales tax went up 30%.

**Next Meeting:** August 28, 2018

**Adjournment:** The meeting was adjourned at 9:38am with a motion by Elaine Giguere and a second by Stacy Cohen, all in favor. Motion carries.

Respectfully Submitted,  
Holly Gassler