

**SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES**  
**100 Sullivan Ave., Ferndale, NY, Tuesday, November 27, 2018**

**Present:** Paul Carlucci, Stacy Cohen, Elaine Giguere, Jennifer Grimes, Tanya Hahn, Alan Rosenblatt, Franklin Trapp, Phil Vallone, Donna Hemmer, Roberta Byron-Lockwood, Herb Clark, Holly Gassler, Dan Paradiso (guest – Kartrite Resort & Indoor Water Park)

**Absent:** Charlie Degliomini,

**Excused:** Paul Ciliberto, Sims Foster, Rick Lander, Shannon McSweeney, Brian Rourke, Diane Riegal

Alan called the meeting to order at 8:36am

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

**Finance Team/Tanya:** The Financials are in a healthy state – SCVA is doing well. The balance sheet has a reserve account with \$185k in funds for the new Visitor’s Center property. Tanya motioned that the SCVA should move \$45k to the operating account to cover the costs for the contract signed for the new Visitors Center. Alan Rosenblatt was in agreement with this transfer, the transaction will go ahead. Tanya Hahn went over the 2017 Audit. There was an internal control recommendation from Cooper Arias to establish a credit card policy. The SCVA & Finance Committee are working to put one in place. The Finance Committee agrees that the SCVA might have to search for a new bookkeeper. When the SCVA grows larger we may look to out source payroll to a payroll service. As we move forward the Finance Committee is going to request that the annual audits be done by June, the committee will add it into their engagement letter to Cooper Arias.

The 2017 Annual Audit Report was attached. A motion to accept the 2017 Annual Audit Report was made by Elaine Giguere, and seconded by Stacy Cohen, all in favor. Motion carries. The SCVA will request a breakdown in bed tax from the county i.e. Hotels, Motels, B&B’s, Home Rentals, etc.

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

**Membership Report:** The New & Renewing membership report was attached. There are six new memberships and eleven renewing Memberships. A motion to accept the New & Renewing Membership’s was made by Paul Carlucci, and seconded by Franklin Trapp, all in favor. Motion carries.

**By Laws Committee:** The By Laws are completed and have been sent to the full Board. A motion to accept the By Laws was made by Stacy Cohen, and seconded by Franklin Trapp, all in favor. Motion carries.

**Visitor's Center Committee:** SCVA is in contract with Henri Shawn (Mr. Peck's Attorney).

**Strategic Plan:** Met on October 23, to be conservative the Team drooped the estimated revenue by 2019 from 2.5 million to 1.8 million. The Team plans to meet prior to the Annual Board Retreat.

**Marketing Team:** The Marketing Team met November 23<sup>rd</sup>. They discussed moving several items in house such as the bi-weekly Member to Member email. SCVA is looking to strengthen digital postings on Facebook and Instagram postings. In the future the social media person may be contracted to be in house. SCVA will remain with The Door, True Food Collective & Fisher Mears for 2019. Roberta showed the potential 2019 Travel Guide cover. The Dove's (conjunction with the 50<sup>th</sup> Anniversary of Woodstock) will be delivered next week. The County is storing them for SCVA.

**Trade & Travel Shows:** There will an opportunity for SCVA Members to be at the Holiday Market in Chelsea selling their goods at no cost. This went out to the full membership.

**Nominating Team:** The SCVA Nominating is pleased to announce the returning Board Members Sims Foster, Tanya Hahn & Rick Lander; also, Brian Facquet from Prohibition Distillery will be joining the board, Dan Paradiso from The Kartrite Resort & Indoor Water Park in January 2019. Also, in an Ex-officio capacity Glenn Pontier from the Upper Delaware Scenic Byway will be joining the Board. The Slate for 2019 was presented to the Board as follows: Alan Rosenblatt; Chair, Paul Carlucci; Vice Chair, Tanya Hahn; Treasurer, Brian Rourke; Secretary and the Executive Committee: Paul Ciliberto, Rick Lander & Elaine Giguere. A motion to accept the Slate as presented was made by Elaine Giguere, and seconded by Stacy Cohen, all in favor. Motion carries.

## **Updates:**

**FAM Tours & Travel Trade Shows:** Stories are now coming out from the tours. All stories are added to our website upon receipt. Assistance is needed at Travel Shows: The NY Times Travel Show - Paul Carlucci (Villa Roma) expressed interest. The Outdoor Show – Phil Vallone (Roscoe Beer Company) expressed interest in covering. The Golf Show – Phil Vallone (Roscoe Beer Company) expressed interest in covering as well as Paul Carlucci (Villa Roma).

**Travel Guide:** The process of the 2019 Travel Guide is well underway. Both the listings & maps in the TG will have a different look to them. The Cover of the 2019 Travel Guide is being discussed with some ideas, nothing solidified.

**Annual Meeting:** The SCVA Annual Meeting & Holiday Gathering will be held on Thursday December 6, 5:30pm at the Hurleyville Arts Centre, with Randy Resnick catering and Party Master will provide the logistics as well as audio & video. At this event the SCVA has decided to "Go Green"! Guests will be provided plates made form bamboo & silver wear made from

sugar cane. The SCVA grateful to our Beverage Sponsors for providing cocktails; Prohibition, Roscoe Beer Company, Catskill Distilling Co & Shrewd Fox Brewery.

**Next Meeting:** January 22, 2019

**Adjournment:** The meeting was adjourned at 10:12am with a motion by Jennifer Grimes and a second by Franklin Trapp, all in favor. Motion carries.

Respectfully Submitted,  
Holly Gassler