

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

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

**Absent:** Charlie Degliomini,

**Excused:** Shannon McSweeney, 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 Franklin Trapp and seconded by Elaine Giguere, all in favor. Motion carries.

**Finance Team/Tanya:** Salaries have gone up on the P&L as two more staff have been added this year. Professional fees have gone up to cover attorney fees for the new Visitor's Center. The Finance Team would like the Line of Credit added on the balance sheet as well a more detailed outline in advertising & marketing. Would like to see annual audits done in a timely fashion as well as giving Cooper Arias a timeline with deadlines.

**Minutes:** The minutes from the August 2018 Board Meeting were attached. A motion to accept the minutes was made by Franklin Trapp and seconded by Brian Rourke, all in favor. Motion carries.

**Membership Report:** The New & Renewing membership report was attached. There are eight new memberships and sixteen renewing Memberships. A motion to accept the New & Renewing Membership's was made by Paul Ciliberto, and seconded by Stacy Cohen, all in favor. Motion carries.

**By Laws Committee:** The By Laws are completed and sent to the County Manager, Josh Potosek. They will also be going out to the full board this week for voting at the November BOD Meeting.

**Visitor's Center Committee:** The final version of the contract has gone to Henri Shawn (Mr. Peck's Lawyer). SCVA has outgrown the space in Ferndale, Elaine Giguere & Roberta will pull a few people together to look for an alternate place to rent until the new Visitor's Center is built.

**Strategic Plan:** Meeting 10.23.18 following the Board Meeting.

**Marketing Team:** In the 2019 budget the Marketing Team would like a certain percentage dedicated to marketing & promotions. A continued partnership with True Food Collective is desired for 2019, a proposal from TFC is required. Lonely Planet dropped at 7:02pm last night (10.22.18) that The Catskills, USA is the #2 destination to visit for 2019; the ONLY region in the

US! The SCVA is adding the logo to its website. If the members would like the logo, the SCVA office can email it to them upon request. Lonely Planet is known throughout the world and carries a lot of weight – The announcement has been featured on Lonely Planet, Fortune, USA Today, LA Times, CNN and other prestigious news outlets reaching over 30 million readers and a media value exceeding \$50 million and putting the worlds’ eyes on the Sullivan Catskills. Roberta has reached out to Meredith Publications & Ross Levi of I LOVE NY as a guest speaker at our Annual Meeting & Holiday Gathering. Escape Maker has reached out for “product only” sponsors for their Fulton Stahl Winter Market the first four Sunday’s in December. The SCVA will send out the information to all members this week.

**Trade & Travel Shows:** There is a China FAM Tour this week, from Brand USA. Herb will gather a full list of the shows that the SCVA attends annually  
Ride the Catskills is coming up on October 26<sup>th</sup> with a reception at Roscoe Beer Co after;  
Roberta will send all info to the Board.

**Nominating Team:** The SCVA Nominating Committee has sent out the official ballots, there has been an increase of 45% in member voting participation. The deadline for the voting to be at SCVA offices is November 15<sup>th</sup>

#### **Updates:**

**Travel Guide:** The process of the 2019 Travel Guide is well underway with all listing & ad’s sent to Fisher Mears. The Cover of the 2019 Travel Guide is being discussed with some ideas, nothing solidified.

**New Business:** The SCVA through BOD Member Franklin Trapp, has an opportunity to use a prestigious Art Gallery located in Chelsea, NY for a media night. Roberta will look in to dates to best use this space. SUNY Sullivan has reached out to Roberta for a potential partnership with them to advertise on PBS. For one year it hits 60 million households at \$27,400. The Marketing Team will discuss this opportunity. Thunder 102 will be doing its Country Cares for St. Jude radiothon on Nov 1 & 2. Sullivan Catskills is a sponsor therefore the SCVA logo will be on all boot cards. If any Board Members would like to come on & record during please reach out to Paul Ciliberto.

**Annual Meeting:** Will be held Dec 6<sup>th</sup> at The Hurleyville Arts Center, Randy Resnick to cater the event. We are currently looking for Beverage Sponsors to have at cocktail hour. Award letters for nominees will be going out this week.

**Chairman’s Report:** It is critical that we all have one voice as a Board of Directors. Please do not undermine the BOD voting process, respect the vote. New Board Members up to date regarding current & pending projects prior to a Board Meeting.  
In an attempt to educate the Town’s & Public a potential talking point to the public will be produced for Board Members when addressing the Visitors Center. It is important to recognize that the Legislature has passed a resolution for the proposed new Visitor’s Center.

**Next Meeting:** October 23, 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