

SULLIVAN CATSKILLS VISITORS ASSOCIATION BOARD MINUTES
BOCES, 6 Wierk Avenue, Liberty, NY 12754
Tuesday, August 27, 2019

Present: Elaine Giguere, Paul Ciliberto, Stacy Cohen, Brian Facquet, Sims Foster, Jennifer Grimes, Tanya Hahn, Rick Lander, Emily Casey, Dan Paradiso, Brian Rourke, Phil Vallone, Donna Hemmer, Glenn Pontier, Jay Quaintance, Roberta Byron-Lockwood, Herb Clark, Holly Gassler

Excused: Paul Carlucci, Alan Rosenblatt, Abhishek Sahai, Franklin Trapp, Kevin Kline, Josh Potosek, Ira Steingart

Tanya Hahn called the meeting to order at 8:35am

Minutes: The minutes from the July 2019 Board Meeting were attached. A motion to accept the minutes was made by Brian Rourke and seconded by Rick Lander, all in favor. Motion carries.

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/Herb Clark: Tanya Hahn went through the financial report for the Board. Bed tax is up \$300,000 from 2018. The SCVA advertising expenses are up considerably. Most of the Dove project expenses should be reimbursed with the Dove Grant. The draft of the audit has arrived; the management letter will come next week. Tanya will schedule a Finance Committee meeting upon receipt.

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

Strategic Plan: Tanya Hahn handed out & went over the 2016-2019 Strategic Plan in with the Board Members. She asked them to review the document and bring any questions/concerns to the Strategic Planning Committee. It was noted by Sims Foster & Tanya Hahn that the goals were met. Chairman Alan Rosenblatt wanted the Board Members to recognize that we did attain our strategic goals and the process we have put in place has demonstrated success.

Marketing Team: The Marketing team met on August 27th; an update will be given at the next Board Meeting on September 25th. NYSAC is coming to Resorts World Catskills September 16-18. This could serve as a route to more state conferences being held in the Sullivan Catskills. The Kartrite Resort & Indoor Waterpark will be hosting a cocktail party for the Board Members of NYSAC and Bethel Woods Center for the Arts will be hosting a dinner for all attendees. The SCVA will have a welcome booth at the Maker's Market in Callicoon August 31 & September 1, 2019.

The Dove Trail enthusiast continues to grow daily. A press event will be held at The Kartrite Resort & Indoor Waterpark next month for the winners of the Dove Trail Contest.

Nominating Committee: A meeting with the Nominating Committee will be set up to discuss whose Board Members' terms are up this year and how many available spots there are to fill.

Visitor's Center: Tanya Hahn, Herb Clark, Josh Potosek, William Rieber, John Brust & Jim Bates had a meeting regarding the new VC location. The DEC walked the property and have come up with the following findings: The buffer zone in the footprint will have to be addressed as well as the preservation of the wetlands. Another meeting with the SC Legislature will be needed for them to give their blessing.

Trade & Travel Shows: The SCVA is doing the buys now for 2020. SCVA did not attend the IMEX show in 2019, felt it was too pricy and not worth it at this time.

Travel Guide: Total 2019 Travel Guide's sent to date:

Cases: 2383 • Total Travel Guides: 76, 261 • Daily Average: 292

New Business: The Transportation project with Rolling V, Bethel Woods Center for the Arts, Sullivan County Government & the Sullivan Catskills Visitors Association, on Woodstock Weekend was a huge success, it yielded nearly 250 guests that were able to visit the Woodstock Monument during the 50th Anniversary. Emily Casey thanked everyone for their help & support during the 50th Anniversary Weekend of Woodstock, she was happy to report that they had received rave reviews from the events guests.

Phil Vallone would like to discuss the possibility of county wide a Singer/Songwriter Festival.

Next Meeting: Wednesday, September 25, 2019, at: Piccolo Paese, located at 2071 NY-52, Liberty, NY 12754

Adjournment: The meeting was adjourned at 10:08am with a motion by Elaine Giguere and a second by Stacy Cohen all in favor. Motion carries.

Respectfully Submitted,
Holly Gassler