

SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES
Red Cottage Rental Property: Spruce Haven; 7775 State Route 55, Neversink, NY 12766
Wednesday, April 10, 2019

Present: Paul Carlucci, Elaine Giguere, Paul Ciliberto, Stacy Cohen, Brian Facquet, Sims Foster, Jennifer Grimes, Tanya Hahn, Rick Lander, Shannon McSweeney, Dan Paradiso, Alan Rosenblatt, Brian Rourke, Franklin Trapp, Phil Vallone, Donna Hemmer, Glenn Pontier, Jay Quaintance, Ira Steingart, Josh Potosek, Roberta Byron-Lockwood, Herb Clark, Holly Gassler

Absent:

Excused: Abhishek Sahai

AGENDA

Introductions:

Alan Rosenblatt called the meeting to order at 9:20am starting with introductions. He introduced Jerry Cohen; SCVA Photographer he also thanked Jennifer Grimes for securing Spruce Haven.

Little Bit of Context:

Roberta announced that all Board & SCVA staff should see Jerry Cohen for their photos as well as checking in with Danielle upstairs to record a small vignette on “why tourism matters”

Financial:

Tanya & Herb presented a budget for 2020-2025 with the current & anticipated income and expenses, as well as eight full time staff.

The financials will be modified to add the reserve account.

The Audit for 2018 will be completed much sooner than prior years, looking to wrap up in May.

Facilities:

Ira Steingart, Legislator & Josh Potosek relayed to the board that negotiations are in the works for the New SCVA Visitor’s Center.

Marketing:

Roberta announced that Holly has created new brochures for the Craft Beverage Trail, Arts & Culture Trail, Antiques Trail & The Pottery Trail. Holly is currently working on the Dove Trail Map Brochure.

Roberta announced that the success of the 2019 Travel Guide; the print cost was a wash for SCVA through all of the advertisers.

The SCVA is working with Fisher Mears on gathering pricing for co-op television buys.

The Dove Project: Plaques are coming – they will have the number of the dove, the location, the artist name, QR code and the hashtag #SullivanCatskillsDoveTrail. All the doves will be perched on their forever home platforms by Memorial Day. The SCVA will be creating a landing page for all 50 Doves.

One Year in Review: SCVA website is up 85% in new users and 65% in page views, the female to male ratio is 55% / 45%.

SCVA Logo reciprocity: Holly will send out the SCVA logo for the purposes of reciprocity. If you would like to link the SCVA website from your website, you can do so with that logo.

Social Status: The SCVA social media is in the lead with all ten counties in the Catskills Region with over 38,000 followers! Holly will send out the list of hashtags to tag The Sullivan Catskills in, to all board.

National Travel and Tourism Week 2019, will take place on May 5-11. On May 7, to kick off the week, the SCVA will be hosting a Media Night in Chelsea, NY and on May 8, the SCVA will be hosting its Annual Hospitality Training & Brochure Swap/Tailgate BBQ at The Kartrite Resort & Indoor Waterpark.

The two-sided digital billboard is done and ready to be installed at NY Stewart International Airport. There will be seven spots per minute, in the advertising rotation. SCVA Members will receive a discounted rate.

The Door, SCVA's PR Firm, showed a power point presentation on the growth of their reach. They have announced that they will be doing seasonal pitches for summer & the Woodstock 50th – if you have any special happenings or the likes please email them to Roberta.

Karen Fisher & Anne Dubrovsky of Fisher Mears Associates presented the Board Members with “Sullivan Catskills: Carrying the Brand Forward” incorporating a bolder approach utilizing stronger colors in our ad's as well as the new banners.

International Spending is approximately \$30,000

We will be switching from Pixie Set to Smug Mug to house the SCVA video & photo library.

Next Meeting: May 28, 2019

Adjournment: The meeting was adjourned at 3:14pm with a motion by Stacy Cohen and a second by Paul Ciliberto, all in favor. Motion carries.

Respectfully Submitted,
Holly Gassler