

SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES
Sullivan County BOCES, 6 Wierk Ave., Liberty, NY 12754
Tuesday, May 28, 2019

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

Via Phone: Franklin Trapp

Absent: Kevin Kline

Excused: Brian Rourke, Abhishek Sahai, Glenn Pontier,

Alan Rosenblatt called the meeting to order at 8:34am

Minutes: The minutes from the March 2019 Board Meeting were attached. A motion to accept the minutes was made by Stacy Cohen and seconded by Brian Facquet, all in favor. Motion carries.

The minutes from the April 2019 Board Meeting were attached. A motion to accept the minutes was made by Stacy Cohen and seconded by Jennifer Grimes, 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 Rick Lander, all in favor. Motion carries.

Finance Team/Tanya: The promotional line is up due to the Dove Project; the Finance Team suggests adding a line for the 2019 Dove Project into QuickBooks. The SCVA has secured a loan from Catskill Hudson in the amount of \$425,000 for the purchase of a piece of property for the New Visitor's Center. The property is set to close in mid-July. The SCVA is doing due diligence; including Water Testing, Environmental & Wetlands Delineation.

Brian Rourke will be drawing up a letter for the SCVA regarding communications about the New Visitor's Center as well as SCVA bed tax spending.

Strategic Plan: Alan Rosenblatt thanked everyone for participating in the Strategic Plan. Alan is working to update the strategic plan from the Board Retreat.

Marketing Team: As the reveals continue, the Doves are getting a great deal of attention on social media and beyond. The plaques for the doves will be ordered next month. The Dove Trail Brochure and web page are coming soon!

The responses from the AARP ad have been overwhelming, 4421 travel guide inquiries alone!

Our Media Night in NYC at the Tagliatella Galleries was a huge success. We had many partners that participated including Bashakill Vineyards, Bethel Woods Center for the Arts, Catskill Brewery, Catskill Distilling, Catskill Institute @ SUNY Sullivan, Catskill Provisions, The Stickett Inn, Forestburgh Playhouse, Foster Supply Hospitality, Henning's Local, The Heron,

Java Love, The Kartrite Resort & Indoor Water Park, Party Master, Prohibition Distillery, Resorts World Catskills, Roscoe Beer, Scancarello & Sons and The Villa Roma Resort & Conference Center. Overall the event brought in over 50 writers, bloggers & Media Outlets! To date there have been three articles written as a result, with more to come!

The SCVA's held its annual Brochure Exchange & Hospitality Training at The Kartrite Resort & Indoor Waterpark. The Brochure Exchange yielded 160 businesses in attendance & the Hospitality Training yielded over 70 frontline staff & managers in attendance - a record high for this annual event.

Trade & Travel Shows: IPW is coming up; May 20-25, Roberta & Herb will be in attendance.

This year the Sullivan Catskills was selected for the North East region Brand USA Mega FAM Tour, which was one of seven. This was a huge success; we had tour operators from the UK & Ireland who were hosted by The Kartrite Resort & Indoor Waterpark. They experienced White Water Rafting at Lander's River Trips, Resorts World Catskills, Bethel Woods Center for the Arts, Top Golf at Dos Gatos, and dined at The North Branch Inn. They also enjoyed a portion of our Sullivan Catskills Craft Beverage Trail.

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

Cases: 969

Total Travel Guides: 42,278

Daily Average: 246

New Business: The Sullivan County Treasurer has reached out to the SCVA regarding investing in Host Compliance. This is a software that organizes data on short term rentals. This company/software ensures quality control on all short-term rentals regarding Sullivan County's Bed Tax Law. The SCVA is looking further into this prior to investing.

Next Meeting: July 23, 2019

Adjournment: The meeting was adjourned at 9:40 am with a motion by Stacy Cohen and a second by Dan Paradiso, all in favor. Motion carries.

Respectfully Submitted,
Holly Gassler