

**SULLIVAN CATSKILLS VISITORS ASSOCIATION**

**Present:** Sims Foster, Tanya Hahn, Paul Carlucci (via phone), Brian Rourke (via phone), Paul Ciliberto (via phone), Rick Lander, Elaine Giguere (via phone), Anthony Bruno, Emily Casey (via phone), Stacy Cohen, Brian Facquet, Dan Paradiso (via phone), Ariel Shanberg, Franklin Trapp, Phil Vallone (via phone), Donna Hemmer (via phone), Johnny Pizzolato (via phone), Roberta Byron-Lockwood, Herb Clark, Holly Gassler

**Excused:** Jennifer Grimes, Shawn Lang, Jay Quaintance

Sims Foster called the meeting to order at 8:32am

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

**Financial Report:** The Financial Report was attached. A motion to accept the financials was made by Paul Carlucci and seconded by Franklin Trapp, all in favor. Motion carries.

**Membership Report:** The New & Renewing membership report was attached. A motion to accept the New & Renewing Members was made by Paul Carlucci and seconded by Tanya Hahn, all in favor. Motion carries.

**Finance Committee:** The SCVA has obtained three grants to use for the New Visitors Center, no taxpayer dollars were used in acquiring the new space. Feasibility Study & Business Plan-Award \$99,038, Strategize and plan for our future. Technology-Adult Learning Award \$99,995, Educate and train our businesses and their frontline on trends, social media, hospitality and how to work with influencers and media. Business Incubator and Resource Center \$ 99,800, Provide a space for our businesses that will foster their growth and productivity. Goals for Grant: Are for the travel & tourism industry in the Sullivan Catskills to recover, rebuild and grow efficiently and effectively.

**Executive Committee:** The SCVA is searching for ideas to replace the Annual Meeting for 2020.

**Marketing Team:** SCVA has put out the following ads:

1. Newsday Fall Ad
2. Adventure Outdoors Fall Ad
3. Star Ledger Fall Ad w/accompanying editorial (will include an interview with RBL)
4. Catskills Confidence Summer and Fall ads
5. Visit Vortex Fall Ad
6. AARP Fall Ad
7. Route 17/86 Fall Editorial
8. The Republican Summer Ad (working on Fall series, too)

SCVA is currently working on:

1. Pre-planning stage for Winter Coop OTT TV Campaign
2. Member E-Blast to Communicate New Office Location
3. Member Eblast to promote virtual brochure swap

The SCVA continues to direct the brand's revamped messaging *"Always a Destination for Wellbeing"* (to position the Sullivan Catskills as a short drive away destination for safe, healthy, escape perfect for a

socially distant lifestyle) across owned and paid marketing channels including website, digital, and print. The campaign's theme is designed with flexibility and is adjustable to the season nature of our Sullivan Catskills.

Developed a series of branded COVID-19 safety protocol posters available for download by member businesses for use in their place of business

We are in pre-production stage (location and talent) in preparation to shoot two fall TV ads that promote Catskills Confidence through the eyes of tourism-business employees. Ads will run on TV (OTT, SCVA website, and SCVA social media channels).

Developed :15 script, sent B-roll and supervised edit of a :15 ever-green Sullivan Catskills pitch to be run on Season 2 of "Modern Pioneering" across the American Public Television network."

Redesigned and reposition messaging on the home page of [SullivanCatskills.com](http://SullivanCatskills.com) to provide "above the fold" access to key website elements including the "Book a Room" function, and Blog. Revamped "Membership & Services" section and created a new COVID-19 section with resources for member businesses.

#TakeOutSullivanCatskills continues to generate revenue for local restaurants.

New Facebook Page Likes: 42,864.

78% of visitors to the SCVA website are organic & direct.

Through our aggressive public relations outreach, we secured stories in major publications and with bloggers resulting in over 1.5 billion impressions since January 1, 2020.

The SCVA is once again an I LOVE NY Leaf Peeper, where weekly a report is sent to ILNY weekly. If you have fall foliage photos, send them to our email [info@scva.net](mailto:info@scva.net) for possible inclusion with our report.

The SCVA has three screens in the lobby of the Visitors Center, Roberta encouraged all members to send in videos & snippets that you have from your businesses. Also, a reminder, if you are sharing photos on social media hashtag #SullivanCatskills and it will feed into the lobby screen in real time.

**Writers & Fam Trips:** The SCVA continues answering all requests from The Door and Finn & Partners. Secured media this month: A blogger & influencer [@StrollerInTheCity](https://www.instagram.com/StrollerInTheCity/); A writer from the New York Times, Forbes & Family Traveler. Articles ran in Thrillist & Harper's Bazaar.

**Next Meeting:** September 22, 2020.

**Adjournment:** The meeting was adjourned at 9:28am with a motion by Brian Facquet and seconded by Anthony Bruno, all in favor. Motion carries.

Respectfully Submitted,  
Holly Gassler