

**SULLIVAN CATSKILLS VISITORS ASSOCIATION**

*Place: SCVA Conference Call*

**Present:** Sims Foster, Paul Carlucci, Tanya Hahn, Elaine Giguere, Emily Casey, Brian Facquet, Jennifer Grimes, Shawn Lang, Dan Paradiso, Brian Rourke, Paul Ciliberto, Rick Lander, Anthony Bruno, Franklin Trapp, Phil Vallone, Johnny Pizzolato, Donna Hemmer, Roberta Byron-Lockwood, Herb Clark, Holly Gassler

**Excused:** Stacy Cohen, Ariel Shanberg, Josh Potosek, Ira Steingart, Jay Quaintance

Sims Foster called the meeting to order at 8:43am

**Minutes:** The minutes from the April Board Meeting were attached. A motion to accept the minutes was made by Dan Paradiso and seconded by Jennifer Grimes, all in favor. Motion carries.

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

**Finance Committee:** The SCVA is continuing to provide Sullivan County with the requested documents for their audit process.

Cooper Arias has begun the process of the 2019 SCVA Annual Audit.

The SCVA was a recipient of a PPE Loan.

**Marketing Team:**

- The SCVA continues to grow in popularity, the activity on the SCVA website has grown organically; the activity is 1 to 4000 users coming to our site on a weekly basis.
- E-News subscriptions are up.
- Facebook & Instagram have also increased followers.
- The SCVA PR Firm has put together 32 boxes to send out to Travel Writers and Social Media Influencers who are unable to travel at this time due to the pandemic. These "Sullivan Catskills in a Box" boxes include a sampling of items from SCVA Member businesses.
- The SCVA has created a COVID-19 link on their website with all the appropriate links & guidance that members & public need. They also prepared & sent out their Member to Member e-news updates via email 3 X's a week since March and will continue as long as it is necessary.
- The SCVA is actively participating in weekly travel webinars and as well as working one on one with travel businesses.

- The SCVA is creating a digital marketing campaign “Catskill Confidence” which will launch in June.
- The SCVA gift certificate program has been wildly successful with over 190 gift certificates sold.
- The SCVA is putting together a viral contest along with their social media team.

**New Business:**

- Phil Vallone announced that the Trout Town Inn, in Roscoe has permanently closed and will be going up for sale.

**Office Relocation Team:** The SCVA is moving forward with the renovation of the new SCVA Offices.

Construction on the location is almost done, Herb is meeting with Kristt Kelly Co. to do the final rundown on furnishings & electronics. SCVA is hoping to move into the new office by the end of June.

**Writers & Fam Trips:** SCVA & The Door PR Team is putting together a campaign. They are reaching out to past writers & bloggers to ask them to share some of their favorite memories & stories with us. The SCVA continues answering all requests from The Door & Finn & Partners.

**Trade & Travel Shows:** Most have cancelled & the SCVA will be refunded.

**Next Meeting:** June 23, 2020.

**Adjournment:** The meeting was adjourned at 9:20am with a motion by Elaine Giguere and seconded by Franklin Trapp, all in favor. Motion carries.

Respectfully Submitted,  
Holly Gassler