

SULLIVAN CATSKILLS VISITORS ASSOCIATION

Place: SCVA Conference Call

Present: Sims Foster, Paul Carlucci, Tanya Hahn, Elaine Giguere, Emily Casey, Stacy Cohen, Brian Facquet, Jennifer Grimes, Shawn Lang, Dan Paradiso, Ariel Shanberg, Phil Vallone, Donna Hemmer, Johnny Pizzolato, Jay Quaintance, Roberta Byron-Lockwood, Herb Clark, Holly Gassler

Excused: Brian Rourke, Paul Ciliberto, Rick Lander, Anthony Bruno, Franklin Trapp, Josh Potosek, Ira Steingart

Sims Foster called the meeting to order at 8:33am

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

Financial Report: The Financials were attached. A motion to accept the financials was made by Stacy Cohen and seconded by Jennifer Grimes, all in favor. Motion carries.

Tanya will set up a Financial Committee Meeting to approve 2020 Budget Amendments due to COVID-19.

Membership Report: The New & Renewing membership report was attached. There are no new memberships to report.

Executive Board: Update: SCVA received a letter from Sullivan County, as per their contract they are performing an audit of the SCVA. We are gathering the necessary documents to send over to the county.

Marketing Team: The SCVA has contracted to begin using a new social media agency on May 1; Awestruck. They have been acclimated to our systems and getting everything ready to push forward.

Messaging & Tone, Marketing Survey, Social Media, SEO, Influencers and the menu of available co-op opportunities. Influencers are going to be very instrumental in the revitalization of the Sullivan Catskills. SCVA had a call with The Door PR Firm, regarding outside social distancing activities and stays. Looked at Media Plans to try to get some good co-op buys with SCVA Members and putting together a price sheet.

The App is on hold temporarily. The SCVA website is now fully ADA compliant.

Strategic Plan: The SCVA continues the discussions with Berkeley Young, the outline & framework are being laid out. Everything that he has been doing will likely be one month behind due to the pandemic.

Office Relocation Team: The SCVA is moving forward with the renovation of the new SCVA Office, the walls are going up & the floors are going down. Kristt Kelly Office Systems has come in to do a walk through – they will provide the SCVA with a quote for furniture needed. Looking to move into the new office at the end of May.

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. Answering all requests from The Door & Finn & Partners.

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

Next Meeting: Tuesday, May 26, 2020.

Adjournment: The meeting was adjourned at 9:29am with a motion by Elaine Giguere and seconded by Shawn Lang, all in favor. Motion carries.

Respectfully Submitted,
Holly Gassler