

SULLIVAN CATSKILLS VISITORS ASSOCIATION

Present: Sims Foster, Paul Carlucci, Tanya Hahn, Rick Lander, Franklin Trapp, Anthony Bruno, Emily Casey, Brian Facquet, Shawn Lang, Mark McLewin, Ariel Shandberg, Roberta Byron-Lockwood, Herb Clark, Saraid Gonzalez

Excused: Phil Vallone

Sims Foster called the meeting to order at 8:32 a.m.
Call to order motion

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

Financial Report (Tanya Hahn): The Financial Report was attached. A motion to accept the financials was made by Emily Casey and seconded by Paul Carlucci.

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:

Tanya Hahn provided a summary:

- The SCVA expenses are down significantly from last year due to a decline in staffing.
- The SCVA cost is down in salaries, due to a decline in staffing.
- The SCVA professional fees have increased due to the hiring of an attorney for contract negotiations and accounting fees.
- The SCVA marketing and advertising costs are starting to fall in line with normal budgeted amounts.
- Tanya requested the need to make a motion to sign an engagement letter for Cooper Arias for the audit.

Motion to accept financials was by Emily Casey seconded by Paul Carlucci, all in favor. Motion carries.

Executive Committee:

Sims Foster shared that the Executive Board met with County Attorney Michael McGuire and Chairman Robert Doherty. The focus was the Earmark Bed Tax to be utilized for the creation of events. It was asked if SCVA would be the conduit for the organization that would oversee this new effort and department. Most of the Board concurred this would be good for SCVA but questioned the structure and oversight of the program.

Sims informed the Board can work out the logistics and structure by creating a sub-committee and create clear guidelines with measurable goals. Brian Rourke asked if a separate non-profit LLC subsidiary of SCVA could be formed.

Roberta stated that SCVA has a 501c3, the Sullivan County Catskills Cultural Fund. After an in-depth discussion, Sims proposed that he would reach out to Michael McGuire and Robert Doherty and inform them that SCVA is open to the possibility but have some concerns and will report back after the next Board meeting.

Marketing Team: Emily Casey provided a summary.

SCVA launched its E-Commerce site and have current sales of \$250 - \$300.

Social Media: 200 new page likes. Engagements, and impressions are up. Instagram is up 50%.

The Spring Contest is live and driving likes with great prizes for winners.

Google ads are consistent.

Updates:

- Roberta and Herb reported that we continue to do well with writers, FAM trips, travel media, and influencers.
- We have a series of writers lined up for the next couple of weeks and months.
- The Sullivan Catskills brand is very much doing its job in the marketplace with input from The Door, Finn Partners and I Love NY.
- We continue to create the best content to fit inquiries.

New Business:

Roberta asked members to share via email September dates for Board Retreat. Mark McLewin shared he will be away from September 27 – October 4.

Old Business:

Saraid Gonzalez shared an update on 10 new Dove Hosts:

- Annies Ruff Cut
- Callicoon Hills
- The Eldred Preserve
- Foster Supply Hospitality
- Happy Days Campground
- Neversink Agricultural Society
- Swiss Rose LLC
- Town of Liberty
- White Lake Homes
- WJFF Radio

Adjournment: 9:35 am

Motion Paul Carlucci and seconded Rick Landers, all in favor. Motion carries.

Next Meeting: July 27, 2021