

SULLIVAN CATSKILLS VISITORS ASSOCIATION

Meeting called to order 8:32 am

Present: Scott Samuelson, Rick Lander, Phil Vallone, Jay Quaintance, Talya Regan, Mark McLewin, Paul Ciliberto, Shawn Lang, Sims Foster, John Pizzolato, Tanya Hahn, Ira Steingart, Roberta Byron-Lockwood, Herb Clark, Isabel Braverman

Joining by video: Lauren Seikaly, Eric Frances, Donna Hemmer, Anthony Bruno

Not In Attendance: Paul Carlucci, Brian Facquet, Jennifer Grimes, Brian Rourke, Ariel Shanberg, Franklin Trapp, Joshua Potosek

Minutes: The minutes from the April Board Meeting were attached. A motion to accept the minutes was made by Scott Samuelson and seconded by Mark McLewin, all in favor. Motion carries.

Membership Report: A motion to accept new members was made by Jay Quaintance and seconded by Rick Lander, all in favor. Motion carries.

Financial Report: Anthony Bruno gave an update on the financials. Sims Foster asked for next meeting to have a general breakdown of the marketing budget. Tanya Hahn reported the budget is on track this year. A motion to accept the financials was made by Phil Vallone and seconded by Scott Samuelson, all in favor. Motion carries.

Executive Board: Sims Foster reported that he met with Berkely Young of Young Strategies and encouraged other board members to meet with him. After a discussion about the Travel Guide, it was suggested to create a task force on the Travel Guide.

Finance Team: Tanya Hahn reported that the audit will be wrapped up shortly.

Marketing Team: Scott Samuelson joined the Marketing Team meeting with SCVA staff. Their focus will be on the shoulder season and mid-week stays to inspire travel during the ten-week period during winter.

Updates: Roberta Byron-Lockwood reported that travel shows are now back after being canceled due to Covid and SCVA staff are attending. She also reported that SCVA is working with Stewart Airport and PLAY Air to create travel packages.

Macaroni Kids will be visiting the Sullivan Catskills, bringing bloggers from across the U.S.

Catskill Cuisine is happening and the SCVA will create a task force to assist.

The SCVA Member Meetup will be held on Thursday, June 30 at The Eldred Preserve.

There will be new Doves added to the Sullivan Catskills Dove Trail this year.

New Business: Federal funds are available for member business trainings.

Adjournment 9:39 am

Next meeting: June 28, 2022 at 8:30 am