

SULLIVAN CATSKILLS VISITORS ASSOCIATION

Chairman Eric Frances called the meeting to order at 8:35 am

Present: Eric Frances, Mark McLewin, Roberta Byron-Lockwood, Herb Clark, Isabel Braverman

Joining by video: Anthony Bruno, Donna Hemmer, Talya Regan, Sims Foster, Ariel Shanberg, Matthew Orly, Rick Lander, John Pizzolato

Not In Attendance: Rocco Baldasarri, Paul Carlucci, Brian Facquet, Tanya Hahn, Shawn Lang, Richard Lowe, Jay Quaintance, Scott Samuelson, Lauren Seikaly, Franklin Trapp, Phile Vallone, Ira Steingart, Josh Potosek

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

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

Financial Report: A motion to accept the financials was made by Sims Foster and seconded by Mark McLewin, all in favor. Motion carries.

Executive Committee: No report

Finance Team: The finance team reported that the SCVA audit will begin in March.

Short-Term Rental Committee: There was discussion to re-initiate conversation and action on the Short-Term Rental Committee with board member Matthew Orly as Chair. Mark McLewin will also join the committee.

Marketing Committee: The Committee reported that the spring commercial was filmed and will air in mid-March with an expanded cable buy and a robust marketing roll-out.

Updates

Catskill Cuisine: The SCVA reported that celebrity chefs for Catskill Cuisine have been lined up, and outreach has begun to local vendors and restaurants to participate in the May 12 event at Bethel Woods. A save the date and teaser announcement would be scheduled in the coming week.

Restaurant Week: SCVA is a co-sponsor of Hudson Valley Restaurant Week to be held March 20 through April 2, with 17 Sullivan County restaurants participating. The Sullivan Catskills teamed with Ulster County on the event to generate momentum for the Catskill region. The SCVA to hold a press event on March 9.

Strategic Plan: A discussion was held on the roll-out of the Strategic Plan with board members to give input on when to present the plan to county and state legislators.

Chairman's Report: No report

A motion to adjourn was made by Mark McLewin and seconded by Sims Foster

Adjournment 9:34 am

Next meeting: March 28, 2023