

SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES
100 Sullivan Ave., Ferndale, NY April 19, 2011

Present: Roberta Byron-Lockwood, Herb Clark, Rita Simon, Michele Caltabellotta, Anne Hart, Rick Lander, Paul Carlucci, Jill Wiener, Richard Delia, Darlene Fedun, Norman Duttweiler, Jean Tulp, Richard Gleason, Winston Clark.

Absent: Alan Rosenblatt, Elaine Giguere, Larry Steiger.

The meeting was called to order at 9:04 AM.

MINUTES: The minutes of the March meeting were e-mailed and attached. A motion to accept the minutes was made by Duttweiler and seconded by Delia. Approved.

FINANCIAL: The financial report was attached. Both the short and expanded versions were presented. A motion to accept the financial report was made by Lander and seconded by Hart. Approved.

MEMBERSHIP: The Membership Report was attached. A motion to accept the new members was made by Wiener and seconded by Caltabellotta. Approved pending Bethel Flea Market receiving its permit.

UPDATES:

Presentation by Darcy Gerbarg, DVI – Darcy is a consultant working with Luiz Aragon She is working on the Sullivan County Broadband and Mobile Communications Infrastructure Study. DVI is coordinating data collection and outreach to industry reps and key stakeholders, including input from County businesses, institutions and economic development organizations. Ms. Gerbarg is meeting with AT&T, TW and Verizon regarding towers with the objective to beef up various locations. SCVA members will be able to provide input as to where there's no coverage via e-blast and then Survey Monkey. The present survey will be re-vamped.

Opening Day of Trout Season – The weather was good and everyone had a good time. There will be photos on SCVA website.

Phish Concert – A request was made again for value added packages to capture all available dollars coming into the County during the weekend. Matt and Denise from BW will be handing out 8 ½ X 11 fliers to everyone attending the concerts as well as to visitors in the County. SCVA needs all value added packages to be submitted no later than April 22nd. BW requested that as many buses as possible should be used in lieu of private cars. Shortline will continue its regular routes. Fedun stated that there will be five to six more shows announced for the season which will run through the middle of September. Smaller venues will run through the middle of November. The Holiday Market will be held the first weekend in December. BW will

attempt to team up the September shows with the Harvest Festival. The Wine Festival will be held the last Sunday in August.

Website – Duttweiler will be the voice of Larry the Llama. There have been requests that Larry appear live at various events.

State Matching Funds – SCVA is still waiting for the dollars to be received from the State.

2011 Matching Funds – The local matching funds program is closed down. The out of county funds are still open. USA Today Travel Guide dropped its advertising price by \$1,500. Korean News is also interested in participating.

Social Networking – SCVA has gone with Vibrant and it will be 4-6 weeks build out on Catskillconnect.com.

Reservation Proposal – Jackrabbit Book Direct will be active shortly and available to all member accommodations. If they do not have a reservation system in place, Jackrabbit will set one up.

SCVA will look into the ability to also set up restaurant reservations (Open Table) on the same site.

NEW BUSINESS

Wiener had two requests: SCVA to have a permanent sign outside of the building and look into legislation to extend 90 day stays further out and have the leases by individual and not companies.

OLD BUSINESS

Request to continue voting on line for Roscoe as the Fishing Center. Suggested that school district get involved with their students to vote.

New Antiques Trail Map will be available next week.

Literature Exchange will be held on Wednesday, May 11 at 4 PM (Raindate: Thursday, May 12) at Sonoma Falls. WSUL will be broadcasting live.

Adjournment – The regular meeting was adjourned at 10:40 AM with a motion by Wiener and a second by Duttweiler. Approved. The Board then went into Executive Session.

Next Meeting – Wednesday, May 11th, 4 PM at Sonoma Falls Literature Exchange.