

SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES
100 Sullivan Ave., Ferndale, NY, December 1, 2011

Present: Roberta Byron-Lockwood, Herb Clark, Phyllis Andrews, Anne Hart, Rick Lander, Norman Duttweiler, Elaine Giguere, Paul Carlucci, Jill Wiener, Alan Rosenblatt

Absent –Jeanne Tulp, Darlene Fedun, Winston Clark, Larry Steiger, Rich Delia,

The meeting to order at 3:20 p.m.

DISCUSSION – The county treasurer wants the 15% of the bed tax receipts back in the treasurers budget. With those dollars in our budget, we have it matched by the private sector and use it for a local advertising campaign this benefits the private businesses. If we lose the 15% that would mean the end of our local program.

MINUTES – The minutes of the October meeting were attached. A motion to accept the minutes was made by Lander and seconded by Hart. Approved.

FINANCIAL REPORT – The financial report was attached. 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 Weiner and seconded by Carlucci. Approved.

COMMITTEE UPDATES

Nominating Committee – The newly (membership) elected Board members are: Darlene Fedun, Anne Hart, Elaine Fettig and Stacy Cohen. The proposed slate for the Executive Board is Paul Carlucci, Chairman; Rick Lander, Vice Chairman; Norman Duttweiler, Treasurer; Anne Hart, Secretary and Elaine Giguere, General Membership Director. Lander moved the slate with Rosenblatt and Wiener motioning. Approved.

UPDATES

2012 Travel Guide – Cobalt Studios was in attendance to show ideas for the cover. There was discussion about what was shown and ideas were provided to them on changes to make. A meeting was scheduled between them, the SCVA office, Wiener and Hart for Wednesday at 4 p.m. There was also some discussion on adding a wedding section and moving the accommodations closer to the front of the book.

EDC –The tourism & marketing subcommittee has been meeting regularly to discuss new ideas on how to bring more visitors to the area as well as advertising.

Web Stats – Our web statistics have continued to rise.

Adjournment – The meeting was adjourned at 5:00 p.m. with a motion by Lander and a second by Rosenblatt. Approved.

Next Meeting –Tuesday, January 17, at 9 a.m. in the SCVA Conference Room in Ferndale.