

SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES
100 Sullivan Ave., Ferndale, NY February 15, 2011

Present: Roberta Byron-Lockwood, Herb Clark, Phyllis Andrews, Michele Caltabellotta, Anne Hart, Rick Lander, Jim Rafferty, Larry Steiger, Paul Carlucci, Jill Wiener, Richard Delia, Elaine Giguere, Winston Clark, Alan Rosenblatt

Absent: Jean Tulp, Darlene Fedun, Norman Duttweiler

The meeting to order at 9:15 a.m.

Introductions were made.

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

FINANCIAL REPORT – The financial report was attached. Bed tax dollars have come in. We have vouchered for the NYS Matching Funds dollars and expect them to come within the next few weeks. A motion to accept the financial report was made by Giguere and seconded by Rosenblatt. Approved.

MEMBERSHIP – The Membership Report was attached. A motion to accept the new members was made by Lander and seconded by Hart. Approved

UPDATES

Budget 2011 Matching Funds – The Governor held the Matching Funds program at the same amount.

2011 Travel Guide – The 1st proof has been received after waiting for several weeks.

2011 Co-op Marketing – We will be doing both the local and NYS matching funds this year. Meetings for both will be scheduled in the near future.

Bus Wrap – We would like to obtain packages from each of the advertisers to offer to people responding to the ads on the wrap.

Social Networking Proposal – The Vibrant proposal is for \$10,000. There was some discussion on whether we should be spending more on this venue. A motion to proceed with the contract was made by Rafferty and seconded by Hart. Approved.

Eblast – There was discussion on whether to include all upcoming events in the eblast. It was decided that there are too many events in some months so we will continue on with the current eblast format but will add a button at the bottom for the viewer to be taken to the events section of our website.

Reservation Proposal – Jackrabbit Book Direct will cost \$2500 for set-up and \$3600 per year for the service. After some discussion, it was decided to have the Villa's IT person be in contact with them to see how it would work with their current system. If it will work out OK, then the company will be asked to come in and give a presentation on the system.

NEW BUSINESS

Larry stated that weekend visitors to his shop sometimes ask why we are not open. He suggested that we be open on Saturdays and closed on Mondays.

March 1 is lobby day in Albany. We have 8-10 member businesses attending with us. We will be addressing the issues drawn up by NYSHTA.

The Delaware River Basin is accepting comments on the natural gas drilling issue. Wiener requested that we send the comment paper originally submitted. We will email it to everyone for a vote.

It was requested that we have everyone “reply to all” when responding to one of our emails.

Adjournment – The meeting was adjourned at 10:45 a.m. with a motion by Lander and a second by Rafferty. Approved.

Next Meeting –Tuesday March 15, at 9 a.m. in the SCVA Conference Room in Ferndale.