

SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES
100 Sullivan Ave., Ferndale, NY July 26, 2011

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

Absent: Michele Caltabellotta, Richard Delia, Alan Rosenblatt, Darlene Fedun, Jean Tulp

The meeting to order at 9:07 a.m.

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

FINANCIAL REPORT – The 2010 audit was distributed for Board members to take away. It will be discussed and voted at the next meeting. The financial report was attached. It was noted that the advertising expenses shown include bills as yet unpaid. After some discussion, it was decided that the unpaid bills should be removed from the expenses as they have not yet been incurred. Herb will check with the auditors about this. It was suggested that perhaps what we need is a balance sheet. A motion to accept the financial report was made by Elaine and seconded by Lander. Approved.

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

UPDATES

WFN (World Fishing Network) – The awards ceremony last week went well.

2011 Co-op Marketing – We have many of our members co-oping this year in our local matching funds program.

Opening Day of Trout Season – The first cast in Roscoe is scheduled for April 2. Marc Ruffalo will not be attending as previously planned.

Web Statistics – The Google analytics were passed around. We are up from last year.

Book Direct – Over 1900 clicked through to a private property's website. No bookings have been made directly from our website to BookIt as yet.

Made In Website – The site is almost ready to go. We need to have a handling fee added to purchases made directly from our website in order to offset the handling fee we would be charged from the credit card company. People clicking through to a member's website and purchasing there would not incur a fee from us.

Wedding Website – Wiener has been working on a wedding site from quite some time and would be willing to share the information she has on businesses so that we can work with them toward gay wedding packages.

Budget – The county said that we didn't need to submit a request but we will be doing it anyway.

Reservation Proposal – Jackrabbit Book Direct is a very flexible system that can link to any other reservation service. We would like to have it active by Memorial Day. Member businesses will be able to get a reservation system for the business if they don't already have one. A motion to proceed with this proposal was made by Rosenblatt and seconded by Carlucci. Approved.

Renaissance Project – We will be painting the building and have already planted most of the flowers. The cost of paint and supplies will be taken off our rent.

Sign – It was suggested that we call a sign maker for their suggestion on the size of a sign (out front) that would get people's attention. We would also need to check with the town to make sure we stay within their requirements. Norman will give us the number for Paul Keene.

NEW BUSINESS

A 35 page report on gas drilling was passed around.

OLD BUSINESS

Guidelines need to be developed for member events to be included in our eblast. Some guidelines discussed were: Only events will be allowed (No Sales); Members only, 14 advance notice, limit the number of words. We will put together some guidelines and email them to everyone so that they can be discussed at the next meeting.

Adjournment – The meeting was adjourned at 10:15 a.m. with a motion by Duttweiler and a second by Weiner. Approved.

Next Meeting –Tuesday, August 16, at 9 a.m. in the SCVA Conference Room in Ferndale.