

SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES
100 Sullivan Ave., Ferndale, NY, October 18, 2011

Present: Roberta Byron-Lockwood, Herb Clark, Phyllis Andrews, Anne Hart, Rick Lander, Larry Steiger, Rich Delia, Norman Duttweiler, Elaine Giguere, Paul Carlucci, Tony Staffieri

Absent –Jeanne Tulp, Jill Wiener, Darlene Fedun, Alan Rosenblatt, Winston Clark,

The meeting to order at 9:10 a.m.

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

FINANCIAL REPORT – The financial report was attached. A motion to accept the financial report was made by Delia and seconded by Lander. Approved.

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

ANNUAL MEETING – The Annual Meeting is set for Mr. Willy's on Dec. 1.

COMMITTEE UPDATES

Nominating Committee – There are 5 slots up for vote (3 prior directors will not be in the running).

UPDATES

2012 Travel Guide – The profile packets have gone out. It was noted that Cobalt Studios (located within the county) does incredible work. We will see if they might possibly be able to assist with the cover.

EDC –The tourism & marketing subcommittee ran a fall campaign for the county's tourism activities.

Oxford Study – The 2010 study showed a 10% increase for Sullivan County.

Catskill Connect – The Catskill Connect website is up and running.

Catskill Social – We need "product" for the site.

2011 Cooperative Marketing Report – A survey will be sent out shortly to all of this year's participants to get their feedback.

NEW BUSINESS

Tony Staffieri made a presentation to the Board.

Adjournment – The meeting was adjourned at 10:35 a.m. with a motion by Duttweiler and a second by Lander. Approved.

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