

SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES
100 Sullivan Ave., Ferndale, NY, September 20, 2011

Present: Roberta Byron-Lockwood, Herb Clark, Phyllis Andrews, Anne Hart, Rick Lander, Larry Steiger, Jill Wiener, Darlene Fedun, Paul Carlucci, Alan Rosenblatt, Winston Clark, Rich Delia

Absent – Norman Duttweiler, Jeanne Tulp, Elaine Giguere

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

MINUTES – The minutes of the August meeting were emailed and attached. Wiener said her name was spelled incorrectly. A motion to accept the minutes with the corrected spelling was made by Fedun and seconded by Delia. Approved.

FINANCIAL REPORT – The 2010 audit was previously distributed. It will be tabled until the next meeting as some Board members didn't have a chance to review it. The financial report was attached. A motion to accept the financial report was made by Clark and seconded by Delia. Approved.

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

ANNUAL MEETING – The Annual Meeting is tentatively set for Mr. Willy's on Dec. 1. Will check with Bill Sipos to confirm the date. Byron-Lockwood and Hart are on the Annual Meeting committee.

COMMITTEE UPDATES

The Nominating Committee (Duttweiler, Lander, Hart) needs to meet.

UPDATES

2012 Travel Guide – New cover ideas were discussed and include something showing the four seasons; focus on one image with seasons in background. Committee: Wiener, Fedun and Hart. We need to cut down on the number of pages. If we consolidate the "Green" section in some way, we could cut back on the number of pages. Incorporating a Wedding Section to include wedding sites/planners/etc. was discussed. Wiener has a mailing list she will give the Board.

EDC – We have been working as a team with the EDC. Roberta is co-chair of the tourism & marketing subcommittee. They are working on a foliage marketing plan for 9/30-10/2 weekend. Promotion will be strictly through the web. They are also planning marketing promotions for the Thanksgiving and Holiday seasons. The committee is also looking at new ideas: runes, peace sign, Sullivan County scavenger "hunt", postcard to second homeowners using/purchasing a bulk mail stamp.

EDC – Lodging Committee – Committee Co-Chair Fedun is looking into doing a tourism summit in the Spring.

NYS Regional Economic Development – Byron-Lockwood stated that Sullivan County is in the same Region with numerous Hudson Valley counties. We are trying to be sure Sullivan County is adequately represented.

CatskillConnect.com – We are offering contests to increase visits to site.

Oxford Study – The 2010 study is done. It showed an 8% increase statewide. We will share it with everyone when we get the complete study.

Web-Site – May-August we are up about 3,000 visits from last year. There are approximately 7,000 new mobile phone users over the last year.

Made In Website – The site is up and running with a few listings from those that have given us their information.

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

2011 Matching Funds – This year's state matching funds program resulted in a phenomenal inquiry response.

NEW BUSINESS

There was a moment of silence in memory of Michele Caltabellotta who recently passed away.

Steiger suggested that we have a booth at next year's farmers markets. Fedun said we could just drop off our literature for the Harvest Festival. We will check in to the possibility of dropping off brochures to each of the farm markets.

Wiener gave a run-down on the upcoming Pig Mountain pig roast scheduled October 15 at Bridle Hill Farm. There will be 8 local pigs, plenty of vegetarian food and 4 chefs.

Fedun stated that Bethel Woods started "Sullivan County is Bethel Woods Country" on billboards along Route 17.

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

Next Meeting – Tuesday, October 18, at 9 a.m. in the SCVA Conference Room in Ferndale.