

**SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES**  
**100 Sullivan Ave., Ferndale, NY, April 17, 2012**

**Present:** Roberta Byron-Lockwood, Herb Clark, Phyllis Andrews, Paul Carlucci, Elaine Fettig, Norman Duttweiler, Rick Lander, Winston Clark, Elaine Giguere, Anne Hart

**Absent:** Jeanne Tulp, Alan Rosenblatt, Darlene Fedun, Richard Glisson, Stacy Cohen

The meeting was called to order at 9:00 a.m.

**Minutes:** The minutes from March 2012 meeting were attached. A motion to accept the minutes was made by Lander and seconded by Fettig. Approved.

**Financial Report:** The financial report was attached. It is possible there will be more state matching funds next year. 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 Duttweiler and seconded by Hart. Approved.

**Committees:**

Bylaws – Discussed, everything seems OK. Questions will be addressed at next meeting.

Finance – Set to meet on May 2 at 1 p.m.

Nominating – Set to meet on April 25 @ 12 p.m.

Community Relations – We have reached out to Mount St. Mary for an intern (135 hrs. throughout the summer)

**UPDATES:**

**Restaurant Week** – The event is scheduled for May 15-24. The media will help promote it for us.

**Golf Initiatives** – Would like to do a Play & Stay Golf promotion. Participants would present proof of their stay at a county accommodation and receive a discount at the golf course.

**Web** – Visitation to our sites is up 4%

**2012 Travel Guide** – The travel is available in our storage area for anyone wanting a supply. They will also be available in bulk supply at our literature exchange.

**Literature Exchange** – The exchange is scheduled for May 10 from 4-7 p.m. at Bethel Woods. The Board meeting will be held at 3 p.m. prior to the exchange.

**Sportsman Expo** – The Expo went very well with almost 1,000 people in attendance.

**Mailing** – We have been using bulk mail to send out our guides and have realized a huge savings already.

**UK Fishing Program** – They will be coming to Lake Ontario and Sullivan County in 2 weeks. They will be touring the area as well as fly fishing.

**New Business** – It was brought to our attention that some of the county legislators think there should be more narrative in the travel guide. This is something to think about for next year's guide

Casino Royale is set for this Saturday at the Villa Roma.

FoodStock is scheduled for May 5 at the Villa Roma.

DVAA restaurant promotion is April 21-29.

**Adjournment** – The meeting was adjourned with a motion by Hart and a second by Duttweiler. Approved.

**Next Meeting** – Thursday, May 10, 2012 at 3 p.m. prior to the Literature Exchange at Bethel Woods.