

**SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES**  
**100 Sullivan Ave., Ferndale, NY, December 18, 2012**

**Present:** Roberta Byron-Lockwood, Herb Clark, Phyllis Andrews, Paul Carlucci, Rick Lander, Richard Glisson, Stacy Cohen, Elaine Giguere, Elaine Fettig, Darlene Fedun, Jeanne Tulp

**Absent:** Norman Duttweiler, Winston Clark, Steve Vegliante, Alan Rosenblatt, Sonja Hedlund, Anne Hart

The meeting was called to order at 3:05 p.m.

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

**Financial Report:** The financial report was attached. There was discussion regarding the difference in bed tax dollars. The county withheld \$15,000/quarter for 3 quarters to ensure that they didn't make an overpayment. Also over \$3,000/quarter was withheld in order to accommodate overpayment last year and 7.5% was legislated to go to the Treasurer's Office. In 2013, the whole 15% legislated amount will go to the Treasurer's Office. Travel Guide advertisement dollars are beginning to be received. The rest will come in in early 2013. We as yet do not have a 2013 budget in place due to the fact that we do not yet have a contract from the county. We do have a proposed budget as was submitted with our RFP to the county. A proposed budget will be submitted to the Board for approval. A motion to accept the financial report was made by Fedun and seconded by Giguere. Approved.

**Membership:** A motion to accept new member, Bubby's Nook, was made by Lander and seconded by Glisson. Approved. A press release will be sent to the media every month listing new and renewing members.

**Committees:**

Nominating Committee – Ballots were mailed with a voting deadline of December 21 at 5p.m. Thus far, the incumbents and Ivan Weinger (Inn at Lake Joseph) are the front runners. The slate of officers was discussed and will be voted on after the Board elections have been finalized.

Annual Meeting Committee – We will hold a membership annual meeting in January which will outline the Strengths Committees and their forecasts for 2013 as well as ask for member sign-ups to each committee.

Strengths Committees – The Arts Group has met twice.

Collateral Committee – The committee members have been revised to include: Stacy Cohen, Richard Glisson, Paul Carlucci and Darlene Fedun.

## **ACTION ITEMS**

**2013 Contract** – Per the RFP decision, we have been awarded the contract for tourism promotion. We will wait until the beginning of 2013 to request it.

**2013 Marketing Plan** – We will be extracting items from the RFP in creating the plan. The 1st quarter plan and objectives will be forwarded to the Board members.

**January SCVA Forum** – See above under Annual Meeting Committee. It will most likely be held at the end of January.

**Objectives** – Carlucci and Fettig recently met with SC Legislature Chairman Samuelson. There are several areas that need to be address in the immediate future:

- 1) The association should not be in the “political arena”
- 2) We should attempt to bring together county entities under one roof (SCVA, SC Chamber, Partnership, Workforce Development) in a more accessible/centrally located area.
- 3) The travel guide should have some editorial content.
- 4) Our reports to the Legislature should be more understandable with no acronyms, statistics, graphs, etc.
- 5) We need to define a plan for the next few months and stick to it.

**Missed Opportunities** – Opportunities missed due to hold-back of county funding include: AAA Tour Book, NY Times Magazine as well as several shows. A list of all needs to be compiled and presented at the next Board meeting.

## **UPDATES:**

**Travel Guide** – There will be less categories, less pages and more editorial content. Some cover ideas were passed around. Carlucci suggested we us a local artist.

**Tourism Issues** – The NYS Hospitality & Travel Assoc. will be holding regional legislative receptions again. The one for the Catskills will be held in Sullivan County.

**Proposals** – 3 proposals were presented (from Green Door, Fisher Mears & Media Solstice). As they were somewhat incomplete, it was requested that more information be provided as well as perhaps some competing bids.

**Adjournment** – The meeting was adjourned at 4:20 p.m. with a motion by Fedun and a second by Lander. Approved.

**Next Meeting** – TBD