

SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES
100 Sullivan Ave., Ferndale, NY, February 21, 2012

Present: Roberta Byron-Lockwood, Herb Clark, Phyllis Andrews, Elaine Giguere, Paul Carlucci, Jill Wiener, Alan Rosenblatt, Elaine Fettig, Darlene Fedun, Anne Hart,

Absent: Jeanne Tulp, Norman Duttweiler, Rick Lander, Stacy Cohen, Winston Clark, Larry Steiger

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

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

Financial Report: The financial report was attached. We have received partial first quarter funding from the county in the amount of \$50,000. We still don't have a contract from the county but a resolution has been passed by the legislature to extend our contract for this year. A motion to accept the financial report was made by Giguere and seconded by Carlucci. Approved.

Membership: The membership report was attached. A motion to accept the new members was made by Hart and seconded by Wiener. Approved.

Committee Updates: We are waiting for travel guide cover options from Fisher Mears. The drawing which was to be used turned out to be too dark/drab/dreary. We will use the drawing for something else – perhaps a poster to sell.

Updates:

2012 Travel Guide – The travel guide is almost ready to send to the printer. We're just wading through the edits until it is all correct.

EDC Tourism & Marketing Committee – The Subcommittee on Tourism & Marketing has been meeting often and gathering information. It is working on an "Our Town" grant for 21 peace signs to be distributed throughout the county to towns and villages. Local artists will do the artwork on each. The grant is for \$150,000 plus a match which can be in-kind services.

Matching Funds – Herb stated that the NYS matching funds will be amount \$40,000 for 2012. We are waiting for the county's portion so that we can voucher the state for the matching grant amount. The total amount will be used for advertising outside the county as the state grant must be used in this way.

Sector Marketing – The Sector Meeting for the river corridor will be held on February 29 at 6pm at the DVAA offices in Narrowsburg.

Web Stats – We have had 126 click-throughs on Constant Contact. Catskill Social has had 1341 page views since the beginning in late fall. The various stats were passed around.

Bulk & Direct Mailing – The 2nd homeowner survey should be going out this week. A targeted zip code mailing is getting some interest from members who are looking to package together.

Budget & Co-op Marketing – The 15% (approx. \$100,000) is not included in the county's resolution for our contract. This money has been used in the past for local advertising which benefitted the smaller businesses and the local media.

New Initiatives – We currently have 2 requests in to Senator Bonacic's office 1 to Assemblywoman Gunther's office for additional funding in the form of state initiatives.

New Business – Larry Steiger has resigned from the Board.

Letter – A letter from County Legislator Gene Benson was reviewed and discussed.

Adjournment – The meeting was adjourned with a motion by Carlucci and a second by Giguere. Approved.

Next Meeting – Tuesday, March 20, 2012 at 9 a.m. in the SCVA Conference Room in Ferndale.