

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

Present: Roberta Byron-Lockwood, Herb Clark, Rita Simon, Rick Lander, Elaine Giguere, Paul Carlucci, Jill Wiener, Alan Rosenblatt, Stacy Cohen, Elaine Fetting, Darlene Fedun, Winston Clark, Larry Steiger

Absent: Jeanne Tulp, Anne Hart, Norman Duttweiler

Guest: Tony Staffieri

The meeting was called to order at 9 a.m. Paul Carlucci welcomed the new board members and re-elected board members. Announced that Anne Hart has been appointed, as secretary, to the executive committee.

Minutes: The minutes from December 2011 meeting were attached. A motion to accept the minutes was made by Cohen and seconded by Clark. Approved.

Financial Report: The financial report was attached. Carlucci reviewed the end of year financial report and went over some items for clarification and discussion. A motion to accept the financial report was made by Lander and seconded by Giguere. Approved.

Discussion: Possible partnership for back cover of travel guide. Also there is a possibility of a price reduction since page will be ½ former size.

Stewart Int'l Airport signage – the SCVA is looking for partners. The original wall sign approximately is \$8-9,000/year. Cohen suggested we have guides displayed by the sign in addition to being in the brochure racks.

Membership: The membership report was attached. A motion to accept the new members was made by Wiener and seconded by Fedun. Approved. Staffieri stated that Benji & Jakes in Kauneonga Lake will soon become a member.

Updates:

2012 Travel Guide – The travel guide cover is completed by Hannah Joy Hopkins of Cobalt Studios. SCVA will not use NYS matching funds for this year's travel guide. The cover will be framed and auctioned with proceeds for SCCF. In addition, postcards and posters of the cover will be made available. Map updates in travel guide have been completed. The table of contents has been completed and gone to Fisher Mears. A Wedding section is being added to travel guide. Green properties will be recognized w/green leaves within their listings. The agricultural and farm section will be expanded.

Board Meetings, etc. –

SCVA board meetings will be held on the third Tuesday of each month at 9 a.m. in the SCVA conference room. An email has been sent to board members with the meeting dates. With regard to inclement weather, SCVA will cancel the meeting and inform board members via e-mail and/or radio announcement on Thunder 102. Roberta will contact the Monticello Casino & Raceway regarding board representation. No representative has been present at board meetings for quite a while. A request was made by Cohen for the SCVA to work w/border states when considering matching funds.

EDC – The Subcommittee on Tourism & Marketing is discussing icons for towns and collecting info unique to Sullivan County. The committee will dovetail w/sector meetings to form sector tours. The subcommittee on hotels is working on a flyer with Jonathan Drapkin re: seminar on consolidating funding application. There will be another round of funding in February. Fedun e-mailed a survey to about 30,000 on Bethel Woods e-mail list. SCVA has prepared a second homeowner survey to be mailed by the end of January.

Matching Funds – Herb stated that the NYS matching funds will be \$40,700 for 2012. Roberta stated that the Governor's budget might be adjusted affording higher amounts to be distributed. Tourism Lobby Day in Albany is March 6th. Roberta requested Board members attend w/her and lobby the legislators.

Bethel Woods – Fedun stated that Weekend of Wineries will be part of the Harvest Festival to be held on October 5 & 6. Bethel Woods will also be moving the Arts & Culture Day to May.

Heart-A-Thon – Roberta and Carlucci are co-chairs for the 2012 Heart-A-Thon. They requested that Board members volunteer time on February 25, 2012 to work the phones for one hour at WSUL.

Adjournment – The meeting was adjourned at 10:25 a.m. with a motion by Carlucci and a second by Giguere. Approved.

Next Meeting – Tuesday, February 21, 2012 at 9 a.m. in the SCVA Conference Room in Ferndale.