

**SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES**  
**100 Sullivan Ave., Ferndale, NY, July 24, 2012**

**Present:** Roberta Byron-Lockwood, Herb Clark, Phyllis Andrews, Paul Carlucci, Norman Duttweiler, Rick Lander, Darlene Fedun, Richard Glisson, Stacy Cohen, Winston Clark, Anne Hart, Elaine Giguere

**Absent:** Alan Rosenblatt, Jeanne Tulp, Elaine Fettig, Sonja Hedlund, Steve Vegliante

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

A Board of Directors binder was distributed. The binder includes: Mission & Vision Statements, Glossary of SCVA Memberships, Scheduled 2012 Board Meeting Dates, List of SCVA Board Members and SCVA Executive Board Members, Most Current Bylaws, Minutes of all 2012 Board Meetings, and SCVA Tourism Presentation. Future packets handed out at Board meetings will come 3-hole punched to accommodate adding to the binders.

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

**Financial Report:** The auditing process has begun and should be completed in the next couple of weeks. The financial report was attached. A motion to accept the financial report was made by Giguere and seconded by Clark. Approved.

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

**Committees:**

Strategic Planning Committee – Fedun, Fettig and Lockwood have been working on the Strategic Plan.

Finance Committee – Per a newspaper article, the county's mortgage and bed tax receipts are down. Fedun reported that she has spoken to the Chairman of the Legislature to ask if it is possible for her to sit down with the Treasurer to discuss collection of the bed tax. Mr. Samuelson gave his approval for the meeting.

Nomination Committee – Sonja Hedlund (Apple Pond Farm) and Steve Vegliante (The Sullivan) have been approved by the county legislature to fill vacated slots on the Board.

**UPDATES:**

**PROPOSAL** – A proposal (marketing & public relations) by Media Solstice as submitted and briefly discussed. There are different levels which we could contract with

them for. Everyone was asked to review it and call Herb with any questions. The company also presented us with an SEO analysis report of our website. It determined that our website is good with only minor “background” adjustments that need to be done.

**Web Stats & Book Direct** – The recent web stats were distributed and reviewed. We have been asked why we are using Book Direct instead of others such as Travelosity. The reason is because of cost: the others require deep discounts from participating accommodations. They also do not collect bed tax/deliver bed tax receipts to the county. Book Direct is a program which we purchased as a free offering to the county’s accommodation businesses. No discounts are necessary in order to be in the program. Bed tax is collected and distributed to the county.

**RFP** – As yet there has been no RFP directive. However, we do believe one will be issued in the near future. It was asked if we should ask for support from the industry before, during or after the RFP process. It was pointed out that we will need letters of support for the RFP and should go ahead and start to request them.

**Travel Writer** – We have one, Liz Hamburg, coming through the area (for 1 day) on Thursday for fly fishing, hiking, biking, and hopefully on the river.

**I Love NY** – A cease and desist order has been issued against I Love Fracking.

**NYS Media Showcase** – We will be attending this showcase in New York City tomorrow.

**Farm to Table** – We have been contacted by someone in Rockland County who wants to combine our farms with their country clubs for farm to table dinners.

**CONY (Campground Owners of NY)** – CONY has asked us to submit a picture for the front cover of the next issue of their directory. We will need submissions to be of a high resolution.

**American Pickers** – The American Pickers show is interested in coming to NYS and is looking for ideas.

**Pig Mountain** – Pig Mountain will be held in Narrowsburg on August 11. There will also be a Post Pig Mountain brunch at Hills Inn on the 12<sup>th</sup>. It was suggested that we put a “hot button” on the home page of our website which will take you to a page listing all the activities in the county during that weekend.

**Video** – Cohen suggested that we create a video of Sullivan County. It could be individual pictures with a narrative or a splicing together of existing video from various people/ businesses in the county. It was also suggested that maybe we could offer it up as a contest.

**Adjournment** – The meeting was adjourned at 10:00 a.m. with a motion by Hart and a second by Duttweiler. Approved.

**Next Meeting** – Tuesday, August 28, 2012 at 9 a.m. in our conference room.