

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

Present: Roberta Byron-Lockwood, Herb Clark, Phyllis Andrews, Paul Carlucci, Jill Wiener, Alan Rosenblatt, Elaine Fettig, Darlene Fedun, Richard Glisson, Norman Duttweiler, Rick Lander, Stacy Cohen, Ira Steingart

Absent: Jeanne Tulp, Winston Clark, Elaine Giguere, Anne Hart

The meeting was called to order at 9:05 a.m.

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

Financial Report: The financial report was attached. The matching funds income is down due to lesser co-op dollars. There was a question about where the 15% is that the county appropriated to us last year. The answer is that it won't show up until April or May as that is when the county would have sent it to us last year. The miscellaneous income is due to registration dollars for the upcoming Sportsman Expo. A motion to accept the financial report was made by Fedun and seconded by Rosenblatt. Approved.

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

Committees: The committees were reviewed and repopulated as follows:

Finance – Carlucci, Duttweiler, Fettig

Nominating – Duttweiler, Lander, Hart, Ira Steingart

Marketing – Carlucci, Lander, Rosenblatt, Glisson, Cohen, Fedun

Bylaws – Everyone will review the bylaws and submit suggestions to the office via email

Community Relations – Put on hold until after the Strategic Plan is set up

Media Relations – The Board will be cc'd in on all press releases and a concise report of what was sent out will be presented at Board meetings.

ACTION ITEMS:

Strategic Planning Process – Fedun & Carlucci. Do we need a retreat to create the Strategic Plan?

2012 Contract – A motion to sign the contract was made by Cohen and seconded by Duttweiler. Approved

15% Marketing Initiative – There was discussion regarding the county's stance on the 15% of the bed tax dollars that in past years was used for the smaller businesses to match and do local advertising. It was decided that we should address the legislature's concerns regarding past and future usage of these funds and again request that it be awarded to the

SCVA. It was pointed out that, should they decide in our favor, an addendum could be made to our contract.

Board Vacancies – We have one resignation and need to review the attendance of some of the Board members. It was decided that, since we have an appropriate number of Board members as per the bylaws, we would table it at this time.

UPDATES:

Survey – A proposed survey was passed around and discussed. The survey will be sent out in the near future.

2012 Travel Guide – The travel is at the printer and should be ready within a couple of weeks. It was suggested that we include a contest in the travel guide in an effort to obtain input from the visitor as well as their email addresses for future contact. It is too late to include this in the travel guide but we do have space on our website where we can put it. Carlucci offered to comp some overnights for the contest.

County Presentation – The presentation went well.

Matching Funds – The NYS matching funds will be amount \$40,727 for 2012. The total matched amount will be used for advertising outside the county as the state grant must be used in this way.

Sector Marketing – The sector meetings have gone well.

Web Stats – The various stats were passed around.

Bulk & Direct Mailing – Our response to inquiries will be sent via bulk mail in an effort to cut costs.

Literature Exchange – This year's Literature Exchange will take place on May 10 (during National Tourism Week) at Bethel Woods.

New Business – James Hunter will be performing on Friday at the Nutshell Arts Center in Lake Huntington.

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

Next Meeting – Tuesday, April 17, 2012 at 9 a.m. in the SCVA Conference Room in Ferndale.