

SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES
100 Sullivan Ave., Ferndale, NY, November 27, 2012

Present: Roberta Byron-Lockwood, Herb Clark, Phyllis Andrews, Paul Carlucci, Rick Lander, Richard Glisson, Stacy Cohen, Elaine Giguere, Alan Rosenblatt, Elaine Fettig, Sonja Hedlund, Anne Hart

Absent: Darlene Fedun, Norman Duttweiler, Winston Clark, Jeanne Tulp, Steve Vegliante

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

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

Financial Report: The financial report was attached. Office operations are down due to usage of bulk mail. Advertising costs are down due to a decrease in county funding. A motion to accept the financial report was made by Giguere and seconded by Hart. Approved.

Membership: The membership report was attached. In all, there have been 24 new members this year. A list of some of the member benefits were explained. A motion to accept new members (Quickway Diner, Gayle's Vintage Goodes, Swan Lake Camplands, Town & Country Realty) was made by Hedlund and seconded by Hart. Approved.

Committees:

Nominating Committee – Directors who have been missing many meetings will be contact to see if they are still interested in being on the Board. An email requesting nominations was sent to the membership. There was a short discussion on whether we should seek directors for other industries (real estate, media, health care). It was decided that, for now, it would remain within the tourism industry.

Annual Meeting Committee – There isn't enough time to plan a Member Annual Meeting/Holiday Party for December. We will instead hold our Membership Annual Meeting in early 2013. The bylaws require the Board of Directors to hold an Annual Meeting before the end of the year. That will be conducted at the December meeting.

Strengths – There was a hand-out from the Strategic Plan Committee which, among other things, detailed committees and committee members. The hand-out was not complete and will be emailed to Board members.

UPDATES:

Travel Guide – The guide is needed in early 2013 (preferably January). The layout was discussed. The current travel guide cost was \$80,000. Some felt there should be one

image on the cover while others liked the multiple images as are on the current guide. There should be a bingo card included to get visitor feed-back. We should keep it the same size but decrease the number of categories and limit listings to one category per business unless they actually have separate businesses (accommodation & restaurant, etc.). Some felt that we should do 4 separate brochures too (rack cards or tri-folds). A collateral committee was formed: Richard Glisson, Stacy Cohen, Paul Carlucci.

Budget – There is at least \$45,000 more that was collected by the county from the bed tax in 2012 which we have been told we will not get until April of 2013. That money is needed in order to get a start on promotion for next year. The following committees were formed: **Contract Committee:** Carlucci, Fettig, Vegliante and **Budget Committee:** Carlucci, Fettig, Rosenblatt.

Adjournment – The meeting was adjourned at 10:20 a.m. with a motion by Hedlund and a second by Glisson. Approved.

Next Meeting – Tuesday, December 18, 2012 at 9 a.m. in our conference room.