

SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES
100 Sullivan Ave., Ferndale, NY April 20, 2010

Present: Roberta Byron-Lockwood, Herb Clark, Phyllis Andrews, Joe Tinari, Anne Hart, Paul Carlucci, Elaine Giguere, Jill Wiener, Darlene Fedun, Richard Delia, Rick Lander, Norman Duttweiler, Michele Caltabellotta, Sarah Norris

Absent: Cliff Ehrlich, Lori Jahn, Deborah Schott, Barbara Gref

The meeting to order at 9:04 a.m. with introductions.

MINUTES – The minutes of the March meeting was attached. A motion to accept the minutes was made by Delia and seconded by Hart. Approved.

FINANCIAL REPORT – The financial report for March was attached. A motion to accept the financial report was made by Hart and seconded by Rick. Approved.

MEMBERSHIP – The Membership Report was attached. A motion to accept the new members was made by Caltabellotta and seconded by Wiener. Approved

COMMITTEES

Membership Campaign – The membership campaign will take place the first two weeks of May in our local media. It will feature testimonials from member businesses and Board members as well as some “did you know’s”. Lists of possible members for testimonials, did you know, and reasons to become a member were distributed. Darlene Fedun suggested that we include points regarding “buy local” customers. Thunder offered their studio for taping and we have a camera to make site visits to film testimonials as well.

UPDATES

2010 Travel Guide – The guide is in distribution and doing very well. We have had many people coming in to the office for cases. We are looking at 2 programs to decide which one is the best one to use to have our travel guide made available for viewing via our website.

Web Updates – The web analytics were distributed. Business profiles are now available on our website. We also are in the process of offering membership via our website.

Group Marketing Meeting– We recently held a group marketing meeting. Only 4 people attended. We hope to put up a meeting website shortly.

Local Matching Funds – The deadline was Friday but has been extended. It has also been expanded to include Wayne and Pike county papers (in addition to WSUL, WVOS, Thunder stations, Sullivan County Democrat, River Reporter.

NYS Tourism Roundtable – The roundtable is scheduled for May 4. Matching Funds issues will be addressed.

SC Charrette – We had a meeting recently regarding implementation. It is planned to release the Mountains of Opportunity theme, etc. via signs, a virtual portal and a media campaign all at the same time.

CATS Region – With no Matching Funds, the region will go on hiatus for the year.

Discount Cards – So far we only have one business that has expressed an interest. A meeting is planned to follow this Board meeting.

Literature Exchange – The Literature Exchange is scheduled for Wednesday, May 12 at 4 p.m. at Sonoma Falls.

International Pow Wow – This year's Pow Wow will be held the week of May 17. The state's booth will consist of county and region representatives.

Sullivan County Cultural Map – We are taking a look at how to address this. We want to have it out by the end of May/beginning of June.

Board Retreat – We will schedule the retreat for October.

NEW BUSINESS

Coach USA – Shortline/Coach will be bringing groups from NYC area and NJ to the Villa Roma and Fosterdale Motor Lodge for vacation weekends, etc. We will be working on a wrap around for the bus.

OLD BUSINESS – We have a Board member who has not been to meetings for a very long time. Duttweiler will send them a letter.

Adjournment – The meeting was adjourned at 10:15 a.m. with a motion by Tinari and a second by Delia. Approved.

Next Meeting – Wednesday, May 12, after the Literature Exchange (approx. 5:15 p.m.) at Sonoma Falls.