

**SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES**  
**100 Sullivan Ave., Ferndale, NY August 17, 2010**

**Present:** Roberta Byron-Lockwood, Herb Clark, Phyllis Andrews, Paul Carlucci, Elaine Giguere, Jill Wiener, Rick Lander, Barbara Gref, Joe Tinari, Michele Caltabellotta, Jim Rafferty, Norman Duttweiler, Darlene Fedun

**Absent:** Deborah Schott, Richard Delia, Anne Hart

The meeting to order at 9:15 a.m.

**MINUTES** – The minutes of the August meeting were emailed and attached. A motion to accept the minutes was made by Duttweiler and seconded by Tinari. Approved.

**FINANCIAL REPORT** – The financial report through the end of July was attached. A motion to accept the financial report was made by Caltabellotta and seconded Tinari. Approved. Copies of the audit were distributed at the last meeting for Board members to review. A motion to accept the was made by Tinari and seconded by Caltabellotta.

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

**Nominating Committee** – Lori Jahn and Cliff Ehrlich were sent letters terminating their status on the Board due to non-attendance. A motion to appoint Jim Rafferty to the Board was made by Carlucci and seconded by Tinari. Approved.

## **UPDATES**

**2010 Travel Guide** – The guide has been distributed at a phenomenal rate. The Flip-Book is available on our website to view and/or download the guide. Tinari had picked up guides from neighboring county's and says ours is the most informative and easiest to navigate. We will soon be mailing out information for inclusion in next year's guide.

**Web Stats** – Page views are up 60% over 2009 figures..

**Budget** – We are asking for the same amount from the county. No increases will be requested this year due to the current economic trends. The NYS Matching Funds program is anticipated in this budget. We will let everyone know when we will be making our presentation to the county and will request Board member attendance.

**Web Updates** – Catskillshop.com should be up within the next couple months. Visitors to the site will be able to shop/buy overnights, tickets and product with payments made onsite through authorize.com.

**Co-op Marketing** – This year we received 100% of the bed tax dollars collected instead of the 85% received in past years. The additional dollars were used for a local matching funds advertising program. These funds have all been spoken for. Our small business members felt that this advertising program has helped them immensely.

**EDC/Virtual Portal** – Work has been very active on uploading information to the site.

**Bus Wrap** – The wrap will be on both sides of one bus which will travel from Manhattan to our area. The cost will be distributed co-operative between participating businesses and the SCVA. It will remain on the bus as long as we want.

**Sullivan County Cultural Map** – The will be ready in time for the Bethel Woods Harvest Festival's Explore the Arts Day on September 26. It will also be available for viewing/downloading on our website.

**Board Retreat** – The retreat will be held at Bethel Woods on October 4. Alan Rosenblatt will be the facilitator.

## **NEW BUSINESS**

The Borderline Films crew is currently filming in our area. They are mostly in Livingston Manor with some filming being done in Skinners Falls, at the Liberty Diner and the bus station in Monticello, etc.

## **OLD BUSINESS**

A proposal for the information center at Fort Delaware has been chosen and the project will be moving forward.

## **DISCUSSION**

**Natural Gas Drilling** - A paper with possible language for a statement on this issue was emailed and distributed. There was much discussion on both sides of the gas drilling issue. Many ways to reword the language were talked about. In the end, it was pointed out that we were no closer to coming to an agreement. It was also pointed out that we were too polarized on the issue to come to an agreement. A motion to not issue a statement at this time was made by Duttweiler and seconded by Lander. There were seven votes in favor of the motion (Rafferty, Fedun, Duttweiler, Tinari, Gref, Lander and Carlucci) and three votes not in favor of the motion (Wiener, Caltebellotta and Giguere). With a majority votes, the motion was approved.

**Adjournment** – The meeting was adjourned at 10:25 a.m. with a motion by Fedun and a second by Caltebellotta. Approved.

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