

SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES
100 Sullivan Ave., Ferndale, NY February 18, 2010

Present: Roberta Byron-Lockwood, Herb Clark, Phyllis Andrews, Joe Tinari, Anne Hart, Paul Carlucci, Deborah Schott, Richard Delia, Norman Duttweiler, Jim Rafferty

Absent: Cliff Ehrlich, Lori Jahn, Rick Lander, Jill Wiener, Darlene Fedun, Michele Caltabellotta, Barbara Gref, Elaine Giguere

The meeting to order at 9:10 a.m. without a quorum.

MINUTES – The minutes of the January meeting were emailed, attached and reviewed.

FINANCIAL REPORT – The financial report for January was attached and reviewed.

MEMBERSHIP – The Membership Report was attached and reviewed.

UPDATES

2010 Travel Guide – The guide is currently at the printer and will be ready for the NY Times Show at the end of the month.

Website – Our new site should be up and running today. The stats are continuing to do good.

2010 Co-op Marketing – We will be having up a couple of meetings (group related member businesses, local co-op advertising, “outer” co-op advertising). Local marketing will enhance our properties while benefiting our local media who have stood by us through the last couple of years when funds were cut.

Budget – The county portion of our budget is set and OK for 2010. We will have dollars available for advertising in the local media. We will be receiving a \$7500 member item from Senator Bonacic. We are still in the “running” for a \$50,000 capital improvement request through the state.

CATS Region – Visit The Catskills has an Iphone app. The region will go on hiatus for the year. The 800# will remain in use.

Sullivan County Discovery Card – The Discovery Card will be discussed at the marketing meetings. Bethel Woods has already expressed an interest in participating.

Charrette Discussions - All county marketing/branding will reflect one consistent image. Charrette representatives will be going to each community and meeting with supervisors, mayors, etc. to determine an inventory of businesses.

Matching Funds – State Matching Funds letters are supposed to be sent out in April.

New York State Tourism Conference – Members of the state legislature expressed their intent of not letting matching funds program dollars go to ESD.

NY Times Show – The show is scheduled for February 27 & 28 at the Javits Center in NYC. They are allotting us some stage time (15 min.) each day. Norman Duttweiler will try to put something together.

Maple Syrup Poker Run – The event, to benefit the Federation for the Homeless, is tentatively scheduled for March 20. It will incorporate approximately 5 stops along the Neversink area. Participants would get a card and to each stop culminating in an event at the end.

New Business – We will have a new business joining soon: Sonoma Falls. They will feature cider and maple syrup making, an indoor farmers market, and much more.

Bold Gold is developing a donut for use with co-op radio ads. They presented a jingle narrated by Cousin Brucie (the most listened to DJ during the 60's). The jingle, or one similar to it, would be used for the intro and outro for 30 or 60 second radio spots.

Adjournment – The meeting was adjourned at 10:00 a.m.

Next Meeting – Tuesday, March 16 at 9 a.m. in the SCVA Conference Room in Ferndale.