

**SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES**  
**100 Sullivan Ave., Ferndale, NY January 19, 2010**

**Present:** Roberta Byron-Lockwood, Herb Clark, Phyllis Andrews, Joe Tinari, Anne Hart, Michele Caltabellotta, Barbara Gref, Paul Carlucci, Elaine Giguere, Deborah Schott, Jim Rafferty

**Absent:** Cliff Ehrlich, Lori Jahn, Richard Delia, Rick Lander, Norman Duttweiler, Jill Wiener, Darlene Fedun

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

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

**FINANCIAL REPORT** – The financial report for December and the year to date were attached. A motion to accept the financial report was made by Caltabellotta and seconded by Tinari. Approved.

**MEMBERSHIP** – The Membership Report was attached. It was noted that there was an additional new member not included on the report: Rotate Black/Seneca Indian Nation. A motion to accept the new members, including Rotate Black, was made by Tinari and seconded by Schott. Approved

### **COMMITTEES**

A list of committees was handed out. Committees were requested to meet and report back to the Board. The list will be emailed to all Board members. Anyone wishing to be on another committee should contact the office.

### **UPDATES**

**ABA Marketplace** – The show was held this past weekend. We had some very good appointments with operators. They are looking for new attractions, etc. There was considerable interest in the Bethel Woods Museum, Forestburgh Playhouse, some of our villages, etc. Some operators have already stated they will be coming to see "Avenue Q" at the Forestburgh Playhouse and are looking for other things to package with it. Operators are also very interested in sample itineraries to sell to their customers. Leads from the Marketplace will be emailed by the end of the week. We will be setting up meetings with group applicable member businesses in the very near future. We will set up a group guide available online shortly.

**2010 Travel Guide** – We are currently editing the guide and plan to have it go to print by the end of the month.

**Website** – The website is being revamped. The 2010 guide will be available for download.

**2010 Co-op Marketing** – We will be setting up a couple of meetings (group related member businesses, local co-op advertising, "outer" co-op advertising) this month and early next month. We will be sending out an email requesting input on meeting dates and times.

**Member Benefits** – There was some discussion about members not being sure about some of our member benefits. We will ask for Board input regarding items that should be addressed. An email will then be sent to our members giving brief description of member benefits. It was suggested that this be done fairly regularly.

It was also suggested that we do a membership drive in March via radio (similar to Chamber and Partnership).

**Packaging Committee** – Members of this committee have to keep in mind that any pricing needs to be tiered: Operators get lowest cost followed by group leaders then followed by individual's cost.

**Budget** – The county portion of our budget is set and OK for 2010. The state portion (matching funds, member items, grants) is still up on the air. We may know more today due to the State of the State Address.

**CATS Region** – If there is no Matching Funds, the region will go on hiatus for the year but we will keep the 800# and will answer inquiries.

**My Cats Card** - The My Cats Card promotion is going well. We are looking into doing a similar promotion for the county's arts and restaurants businesses in the spring.

**SC Charrett** - There is a follow-up meeting today in the SCVA office for the steering committee. There will be a meeting with team captains on the 28<sup>th</sup>.

**Legislative Action Day** – Legislative Action Day is scheduled for March 2 in Albany. Board members were requested to attend.

**Adjournment** – The meeting was adjourned at 10:35 a.m. with a motion by Tinari and a second by Caltabellotta. Approved.

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