

**SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES**  
**100 Sullivan Ave., Ferndale, NY, February 26, 2013**

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

**Absent:** Norman Duttweiler, Jean Tulp, Richard Glisson, Darlene Fedun, Steve Vegliante,

The meeting was called to order at 8:30 a.m.

**Minutes:** The minutes from the January 2013 meeting were emailed and attached. A motion to accept the minutes was made by Rosenblatt and seconded by Hedlund. Approved.

**Financial Report:** The financial report was attached. The Jan. 2012 column for Net Ordinary Income is incorrect and will be changed. A motion to accept the financial report, with corrections as stated, was made by Fettig and seconded by Lander. Approved.

**Membership:** A motion to accept the new members was made by Giguere and seconded by Cohen. Approved.

**Committees:**

The Natural Resources Committee will meet soon.

The Arts Committee has met again and will be pulling together an arts calendar.

The Ag Committee will be meeting again. A Farmstock calendar is ready and will be included in the travel guide. The FoodFest will be held at the Villa Roma on May 11. It may include a cooking class.

**UPDATES**

**Meeting Planners Reception** – We are working with I Love NY on this.

**Film** – The office has been working with a film company that started with the intent to shoot 2 scenes here but now will be filming more.

**Media Showcase** - I Love NY is holding a media showcase in NYC on March 12. We will be bringing Sullivan County products (spirits, wine, farm products) to show media some of the items produced in the Sullivan County Catskills.

**Shows** – We will be at Pow Wow again this year after missing last year. The GLBT show is scheduled for March 9 & 10 in NYC. We are teaming with Delaware County to offset the cost. Ours will be the 2<sup>nd</sup> and 3<sup>rd</sup> booth upon entry. Our members will help to staff it.

## **ACTION ITEMS**

**2013 County Contract** – The contract is coming shortly. We are still waiting for a “settlement” for last year’s excess of bed tax dollars actually received vs. the county’s projected amount (which was less). They have sent us a portion of 2013’s 1<sup>st</sup> quarter.

**2013 Marketing Plan** – We have some “sale” options. We are looking at how we can tie into promotions that the state will be doing.

**Member Forum** – This will be held in April. Alan Rosenblatt offered to help with the content.

**Regional Roundtable** - The Catskill’s regional roundtable will be held in March at The Sullivan in Rock Hill. The Catskill Region will be co-sponsoring it with the NYS Hospitality & Tourism Assoc.

**Lobbying** – On March 5, we will be joining the state’s tourism industry in lobbying the NYS Legislature and presenting them with our concerns.

## **PRESENTATIONS**

**Large Media** – David Binkowski explained how his company use digital and social media to “drive” people to our county. He would manage and create new social media accounts for the SCVA via FaceBook, Twitter, Pinterest, Insagram, Tumblr. He will also make a presentation to the members at our Member Forum. He would send us monthly progress reports. \$1,000/month for the social media management option and/or \$7500/year for an added blogger & influencer relations program. A motion was made by Cohen and seconded by Lander to enter into an agreement with Large Media for the \$1,000/month ecommerce option. Approved.

**Media Solstice** – Jessica Gardner and Patrick Mullen explained how their company would provide search engine optimization and writing content, press release distribution and make recommendations about potential opportunities and manage/implement public relations efforts. The cost would be \$1500/month and would include up to 13 hours.

There was discussion on this proposal. Concern was addressed regarding their inability to reach outside a 4 county area. A motion/vote was withheld pending receipt of a sample of their writing and a revised proposal which will include webinars and a renegotiated price.

**Next Meeting** – March 26, 2013 at 9 a.m. in our conference room.