

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

Present: Roberta Byron-Lockwood, Herb Clark, Phyllis Andrews, Rick Lander, Elaine Giguere, Anne Hart, Ivan Weinger, Sonja Hedlund, Paul Carlucci, Jean Tulp, Richard Glisson, Darlene Fedun

Absent: Norman Duttweiler, Steve Vegliante, Stacy Cohen, Elaine Fettig, Alan Rosenblatt

The meeting was called to order at 9:00 a.m.

Minutes: The minutes from the February 2013 meeting were attached. A motion to accept the minutes was made by Hart and seconded by Lander. Approved.

Financial Report: The financial report was attached. We had previously received \$104,000 of the county's 1st quarter payment. The remainder of the 1st quarter was received in March as well as the Matching Funds amount. A motion to accept the financial report was made by Giguere and seconded by Fedun. Approved.

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

Committees:

The Ag Committee met. They are in the planning stages to produce a farm map. The map would include interested farms that either have a product to show or sell (honey, maple syrup, etc). They are also tackling the problem of how to pay for it. An Excel data base will be created for committee members to add suggested/interested farms to.

The Arts Committee is scheduled to meet on April 12 to wrap up contact information and sites for their map. Barry will be working on some writing for the piece.

River – Lander will be trying to get together the UDC, Upper Delaware Scenic Byway, National Parks Service, town supervisors along the river and possibly Congressman Gibson to determine funding that may be available for promoting that area.

ACTION ITEMS

2013 County Contract – The contract has been received, signed, and returned to the county. We are still waiting for a reconciliation of what bed tax dollars were received last year. We watched a webinar yesterday from CGI for the county's relocation (type) video. Our portion would be "quality of life".

2013 Marketing Plan – The marketing plan and co-op ad options will be discussed at the April forum.

Media Solstice – Per the Board’s request, the company resubmitted their proposal with the additions and renegotiated price. A motion to enter into an agreement with them was made by Giguere and seconded by Hart. Approved.

April Member Forum – We will be meeting with Large Media later this week as they will be presenting one of the workshops. Media Solstice will also present a workshop. There will be an intro that we will do letting the attendees know some of the things we have planned for 2013. Workshops will follow. The date was set for April 23 at (approx) 1-6pm at The Sullivan in Rock Hill. A committee to assist with the forum was created: Alan Rosenblatt, Anne Hart, Richard Glisson and Darlene Fedun.

Literature Exchange – The Exchange will be held on May 16. Location is yet TBD.

UPDATES

Matching Funds – The county sent this year’s dollars. The state is still in the budget process so we are not certain what the end amount will be.

Travel Guide – The guide is at the printer. It looks great. We will begin collecting information for the next guide this summer and it will be out in January of 2014.

Sportsman’s Expo – The expo was held last weekend at the Villa. There were approximately 600-700 attendees which is less than last year. Mostly locals with some 2nd home owners and PA residents attended. We will consider moving it to a different time of year. One suggestion was to partner with a big sports name (Gander Mtn., Dick’s Sporting Goods, a sports related magazine, etc.)

Shows – We participated in a NY Times show, a golf show and a GLBT show recently. Will be attending a GLBT conference tomorrow followed by a meeting planner reception in the evening. We will be attending Pow Wow in June.

NEW BUSINESS

Fedun suggested that we develop relationships with NY Times publication writers. They rarely mention Sullivan County (ex: a list of John Mayer concerts did not include his Bethel Woods concert). Large Media will help with this. Herb will also talk with I Love New York’s agency.

There is a Bagel Fest in Monticello on August 17.

Brandenburg Bakery needs to find a new home; preferably in Jeffersonville.

Weinger suggested we have thumb nail click-on photos next to listings on our website. We do offer that at a cost of \$75. He also described a program he offers to his visitors

whereby his hotel will reimburse them for up to half their hotel cost if they present vacation receipts of equal value.

Hedlund asked if we support casinos coming to the county. Yes, we had decided that some time ago. She asked that we discuss it again. We will put it on the agenda for next meeting.

Adjournment – Lander motion to adjourn the meeting at 10:35pm and seconded by Hart. Approved.

Next Meeting –TBD