

SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES
100 Sullivan Ave., Ferndale, NY, June 25, 2013

Present: Roberta Byron-Lockwood, Herb Clark, Phyllis Andrews, Rick Lander, Norman Duttweiler, Stacy Cohen, Elaine Fettig, Sonja Hedlund

Absent: Steve Vegliante, Alan Rosenblatt, Elaine Giguere, Paul Carlucci, Anne Hart, Ivan Weinger, Jean Tulp, Richard Glisson, Darlene Fedun

The meeting was called to order at 9:15 a.m. without a quorum being present.

Minutes: The minutes from the May 2013 meeting were attached.

Financial Report: The financial report was attached.

Membership: The Membership Report was attached.

Discussion - In the absence of a quorum, the following were discussed:

Strength Committee – Lander met with the National Park Service. We need more national recognition in this county. Local towns are not supporting/using the National Park Service adequately. The Park Service needs to be asked before they can do anything for us. We need to take their agenda and match it with ours and then take to Congressman Gibson with ideas where we can work together.

CFA – We met with them yesterday. They need a lead agency and we want to put in for it. 7 counties for the mid-Hudson or 12 counties for the whole Catskill & Hudson Valley regions. Dollars are to be used as a mini matching funds grant of approximately \$1.5 million for whole state.

Bethel Woods – Hedlund feels that Bethel Woods should display/distribute brochures for non-profits and we need to find a way to discuss this with them. She requests that it be put on the agenda for the next meeting.

Ag Map Brochure – There are only a few listings received for each category in the brochure. A press release was put in the Sullivan County Democrat and the River Reporter. There was also an initial USPS mailing as well as 2 emails sent out regarding inclusion in the brochure.

I Love NY TV Ads – We got them to add “Catskills” to the Hudson Valley/I Love NY ad.

Oxford Study – The new Oxford Study shows that Sullivan County is up 4.3% with a \$400,000 increase in taxes due to tourism. A press release will be going out this week. Travel spending is up across the board.

Media Day – The SCVA will be participating in a media day in Manhattan on July 10. We will be bringing local product with us.

Red Chair – The Red Chair (redchairtravel.com) will be “staying” at ECCE and Inn at Lake Joseph during Fourth of July week. Only approximately 25% of those who request the Chair are approved. It will be taken around the county to various attractions and events.

NYS Museum – The NYS Museum wants a video of Sullivan County for the Visitor’s Center. We are looking for co-op partners to help offset the cost of production.

Facebook Contest – We will be offering a contest via Facebook and need donations for a package.

Next Meeting – July 23, 2013 at 9 a.m.