

SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES
100 Sullivan Ave., Ferndale, NY, September 24, 2013

Present: Roberta Byron-Lockwood, Herb Clark, Phyllis Andrews, Richard Glisson, Stacy Cohen, Steve Vegliante, Elaine Fettig, Alan Rosenblatt, Anne Hart, Elaine Giguere

Absent: Jean Tulp, Rick Lander, Ivan Weinger, Sonja Hedlund, Paul Carlucci, Darlene Fedun, Norman Duttweiler

The meeting was called to order at 9:10 a.m.

Minutes: The minutes from the August 2013 meeting were mailed & attached. A motion to accept the minutes was made by Glisson and seconded by Giguere. Approved.

Financial Report: The financial report was attached. A motion to accept the financial report was made by Glisson and seconded by Hart. Approved.

Membership: A motion to accept the new members was made by Rosenblatt and seconded by Fettig. Approved. We are putting together a new recruitment piece for a new membership drive. Cohen will get us a list of new businesses in her area and says that all Board members should do the same.

Committees:

Nominating Committee – Terms expiring are: Carlucci, Rosenblatt, Glisson, Vegliante, Hedlund and Tulp. The first four have stated that they are interested in running for another term. We will check with Hedlund. Jean Tulp has not been able to attend many meetings.

Strengths – Roberta has been working with Wadley Donovan steering committee with the county.

Ag Committee - The Ag Map has been printed and is available for distribution. A supply has already been sent to our paid Thruway rest areas.

Culture & Arts Committee – A trail map is in the works. It was suggested to add businesses that are not galleries but do sell/display art. It may be better to include these businesses within editorial content in the piece.

Discussion – There is concern on the Board regarding the big events being held at Kutsher's and the amount of bed tax dollars that are not being collected. It was suggested that a couple of Board members should meet with Acting County Manager, Josh, and Treasurer, Ira Cohen.

ACTION ITEMS

Trail Maps – Cohen suggested having matching signs for each trail for the businesses to display at the entrance to their properties.

Spirit Trail Map – We will be producing a spirit trail map.

CFA – We crafted a CFA with Orange County for the Mid-Hudson Valley region. Co-op partners have already been lined up.

“Infoasis” Ambassador Program – The new “Infoasis” program was described. The Delaware Valley Arts Alliance volunteered to join the ranks of other member businesses agreeing to distribute literature and be available to visitors searching for information on the county. Signs will be made which will be displayed at each participating site.

Video – We are still looking for any B-roll video from county businesses that we can edit together for a county video which can be used for various purposes. ND Pro Media is also offering a discounted rate (\$700) to SCVA member businesses. They have a drone that can be used for areal filming.

Digital Marketing – Watch our emailings through Constant Contact on Fridays for updates & offers.

UPDATES

Travel Shows – Herb will be putting together a list of upcoming shows; some of which we will be co-opping with Delaware County.

Go West – The Go West show (scheduled at The Sullivan) has been cancelled. We met with Gala Catskills and Passport Magazine to plan a GLBT show on March 29 at Studio 454 West in NYC.

Web – Web stats were distributed and discussed.

Matching Funds – We submitted a resolution to the County for 2014 Matching Funds TPA designation. The Legislature passed it 9-0.

Travel Collateral – We still have member businesses who have not sent in their profile forms.

Next Meeting – October 22, 2013 at 9 a.m.

Adjournment – The meeting was adjourned at 10:30 a.m. with a motion by Rosenblatt and a second by Cohen. Approved.