

SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES
100 Sullivan Ave., Ferndale, NY, October 22, 2013

Present: Roberta Byron-Lockwood, Herb Clark, Phyllis Andrews, Stacy Cohen, Elaine Fettig, Anne Hart, Jean Tulp, Rick Lander, Paul Carlucci, Darlene Fedun

Absent: Ivan Weinger, Sonja Hedlund, Norman Duttweiler, Richard Glisson, Steve Vegliante, Alan Rosenblatt, Elaine Giguere

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

Minutes: The minutes from the September 2013 meeting were emailed & attached. A motion to accept the minutes was made by Cohen and seconded by Lander. Approved.

Financial Report: The financial report was attached. Matching Funds dollars are down due to late start and a low response to “opportunities” mailed to member businesses. There was a question as to why we don’t get a report regarding bed tax and what’s been collected and what’s not collected (monthly or quarterly). The state is auditing the County’s contract with us. A motion to accept the financial report was made by Giguere and seconded by Lander. Approved.

Membership Report: A motion to accept the new member was made by Carlucci and seconded by Fettig. Approved. The new recruitment piece was distributed.

Committees:

Nominating Committee – Terms expiring are: Carlucci, Rosenblatt, Glisson, Vegliante, Hedlund and Tulp. Nominations from members are still rolling in. A representative from Ft. Delaware has addressed her concern regarding not being able to nominate and vote on Board members as they, as a county entity, are honorary members. The Chairman of the Legislature will be meeting with her regarding her concerns. Carlucci suggested giving them the membership brochure so that they can become dues paying members and have full membership benefits (including Board nominations, etc.).

Ag Committee - The Ag Map is available for distribution.

Culture & Arts Committee – A trail map is in the works. Some suggested covers were shown. It was suggested to remove the word trail from the brochure title.

ACTION ITEMS

CFA – We are still waiting on word regarding the CFA submission.

“Infoasis” Ambassador Program – The new “Infoasis” program is moving forward. Trail blazing signs will be made for each participating business.

Social Media Seminar – We are planning to hold a Social Media Seminar on November 12 at the Sullivan County Community College from 10am-3pm

Annual Meeting – Tentative Annual Meeting date is December 5 at Villa Roma's Clubhouse.

Broadband – We will be putting a broadband survey up on our website.

UPDATES

Apollo Plaza Visit – We went on a tour of the site with other contracting agencies. It was proposed that one of the front/side buildings be purchased and repaired by the agencies.

Media Solstice – Jessica and Patrick presented their progress report delineating website optimization and the various marketing projects they have assisted us in.

Casino Vote – The vote on the casino referendum is November 5.

NEW BUSINESS

Mysteryland – Bethel Woods is working through the process to gain approval for Mysteryland. There will be a Planning Board meeting in the near future. Fedun will let everyone know when it is scheduled and has asked for support. Once the event is permitted, Mysteryland will be in contact with our local accommodations to set up packages which will be offered to attendees.

Next Meeting – November 26, 2013 at 9 a.m.

Adjournment – The meeting was adjourned at 11:15 a.m. with a motion by Fettig and a second by Lander. Approved.