

SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES
100 Sullivan Ave., Ferndale, NY, February 24, 2015

Present: Roberta Byron-Lockwood, Herb Clark, Phyllis Andrews, Rick Lander, Elaine Fettig, Sonja Hedlund, Elaine Giguere, Stacy Cohen, Jennifer Grimes, Steve Vegliante, Paul Carlucci, Richard Glisson

Absent: Ivan Weinger, Jean Tulp, Darlene Fedun, Franklin Trapp, Alan Rosenblatt,

The meeting was called to order at 9:05 a.m.

There were introductions for new Board Member, Jennifer Grimes.

Minutes: The minutes of the January meeting were emailed & attached. A motion to accept the corrected January Board minutes was made by Glisson and seconded by Fettig. Approved.

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

Membership Report: The membership report was attached. A motion to accept the new members was made by Fettig and seconded by Glisson. Approved.

COMMITTEES:

Executive Board – The Executive Board met to begin preparing the agenda for the Retreat: growth associated with the casino & how to handle it. We will need to keep on point during the Retreat with just a few minutes on the Mission & Vision statements.

ACTION ITEMS

Legislative Action Day – Legislative Action Day will be held in Albany on March 10. Tourism related issues will be addressed/discussed with our state legislators. One issue is the conus per diem rate which should be in effect by the time the casino opens.

Disney – Through collaboration with SUNY Sullivan, we are in receipt of a grant for hospitality training. Roberta and Cathy Paty from the Chamber will be attending the Disney Institute's training program to become certified. On May 6 Disney will be presenting a training seminar at SUNY Sullivan. The attendance will be limited to 150 people at a cost of \$75 each. It will be a full day of quality service training. On May 7, in conjunction with our Literature Exchange, we will offer our own free training session.

Regional Tourism Roundtable – Legislature Chairman, Scott Samuelson, and Roberta will be chairing a roundtable discussion in April for all county tourism and government representatives within casino region 1.

Casino Construction Lodging – The engineering team came to us for accommodation information to house construction workers. We will be sending out a request to our members today. Contracts for accommodations will be for 89 days each and will be subject to renewal. These contracts will be made between the accommodation and the construction company.

County Contract – A resolution authorizing the execution of our 2015 contract was presented, voted upon and approved. We will be working with them and the treasurer to develop a plan to identify accommodations not paying bed tax and bring them into compliance.

Brew, Spirit, Wine Trail - We are moving forward/gathering info for a trail map.

Membership Drive – This should be a discussion at the retreat. Need incentives, volunteers, etc. Need to show examples of success stories. Hedlund suggested going to town board meetings. Giguere suggested we could host a get-together for businesses in her area. Would others do the same?

UPDATES

Sportsman Expo – This year’s Sportsman & Outdoor Expo is scheduled for March 21, 2015 at SUNY Sullivan from 8am-6pm. Last year was well attended with over 3,000 people in attendance. We are looking for more booths selling things this year..

Board Retreat – The retreat will be held at Trout River in Livingston Manor on March 18 from 10am-4pm.

State Grant – The state is offering \$1.5 billion (\$500 million for each of 3 chosen regions). The Mid-Hudson/Catskill region will be putting in a CFA for bricks & mortar projects.

Casino Update – Everything has been submitted to the state. Waiting for final legislation and licensing which may take a couple months.

County Contract – We are “good” now but may need to do and RFP again. We need to have a multi-year contract in order to be able to move forward with marketing (casino, etc.). A committee needs to sit down again with Scott Samuelson and Ira Steingart to discuss perhaps an RFP tied with a multi-year (3 year) contract. Hedlund requested that we not lose focus of what we currently do.

Membership Communications – We are not having everyone open up our emails to them.

NEW BUSINESS

1) Lockwood and Fettig met with the County Treasurer, Nancy Buck. She is working on ways to bring in bed tax dollars from those that should be paying but are not.

2) WJFF is celebrating its 25th year. They will be at a NYC event on April 13. They are also up for an award at a non-profit seminar on March 4.

Next Meeting – Retreat, March 18 at 10 a.m.-4 p.m. at Trout River in Livingston Manor. Directions will be sent.

Adjournment – The meeting was adjourned at 10:50 a.m. with a motion by Lander and a second by Fettig. Approved.