

SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES
100 Sullivan Ave., Ferndale, NY, September 22, 2015

Present: Roberta Byron-Lockwood, Herb Clark, Phyllis Andrews, Alan Rosenblatt, Richard Glisson, Stacy Cohen, Elaine Fettig, Scott Conley, Rick Lander, Jennifer Grimes, Elaine Giguere, Franklin Trapp (Phone), Sonja Hedlund (Phone), Darlene Fedun (Phone)

Absent: Steve Vegliante, Matt Wein, Paul Carlucci

Call-In Number: Board members not able to attend a meeting may conference call in (712-432-1500 access code 778746#). Please let us know ahead of time if you will be using this option.

The meeting was called to order at 8:35 a.m.

Minutes: The minutes of the July meeting and August notes (no quorum) were emailed & attached. A motion to accept the August Board minutes was made by Glisson and seconded by Conley. Approved.

Financial Report: The Financial Report was attached. The final quarter's distribution from the county was down \$5000 due to last year's decrease in bed tax collections. Thus far this year, collections are up \$83,000 as of August this year which will be figured into next year's distributions if we end the year with an increase. Our requests to Air B&B members has brought in more dollars to the Treasurer's office. It was suggested that most realtors don't know that they should be collecting bed tax for vacation rentals and perhaps we should have a meeting to educate them. It was asked: what are special projects. They are things like the Sport/Outdoor Expo. A motion to accept the financial report was made by Conley and seconded by Fettig. Approved

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

COMMITTEES:

Executive Board – Roberta is being honored by the SC Partnership on the 8th. They are holding 2 tables for us. Anyone planning to attend needs to make their own ticket arrangements and to let them know that they will be sitting with us.

Membership Drive – We need to continue pushing for new members.

Annual Meeting – The Annual Meeting/Holiday Celebration will be held at The Sullivan in Rock Hill on December 2. We need a couple of Board members to help coordinate the evening. We will also be soliciting event sponsors and/or table sponsors. We also need to consider changing the awards to something other than the TOAST.

Nominating Committee – We need to start preparations for Board nominations. Nominating Committee members are: Elaine Fettig, Elaine Giguere and Richard Glisson. Fettig requested that we send the Nominating Committee a list of whose terms are up as well as meeting attendance.

ACTION ITEMS

Travel Guide – We need completed profiles as well as pictures and advertisements. The cover has not been chosen yet. It was suggested that we need a team to meet with Fisher Mears and assist with choosing the new cover. Pictures should be “fun”, events and outdoors.

Bagel Fest – Jeff Siegel reached out to see if others would take over the event. The Chamber and the Partnership have already declined. Discussion included the fact that we don’t run events. Our goal is to bring people in, have them spend overnight(s) and dollars in the county. We don’t run/oversee events for any of the villages in the county. A response will be prepared assuring him that we will continue supporting the event as we have in the past. It will then be submitted to the Executive Committee for approval.

Sportsman Expo – It will be in March or April. There will be a meeting coming up to discuss how the Expo will be handled next year. There were some difficulties last year. Should we look into holding it elsewhere? We need some place that can accommodate 65-80 vendors as well as visitors and still be easy to access for visitors.

Blippar – A business takes a picture and places it on Blippar...the user has the Blippar app on their phone & takes a picture of the business which brings up a video /web of the business. There is an annual fee of \$10,500. Do it for the 2016 travel guide? Board members are going to check out their website to learn more of what it is all about.

Travel & Trade Show – We are in the process of scheduling 2016 shows. Let Herb know if there are any new ones to be considered.

UPDATES

REDC-DFAS-URI – Our application is moving forward. Though it is not a priority, we are still confident we will obtain the 20 points needed. Tim Lies/Hart Howerton are still supporting it. The visitor center will be located at exit 106. Giguere asked if we don’t get the grant, will we still be able to forward with the center? Tentatively, yes.

Casino Update – Still waiting for licensing which is supposed to go on the books at the end of September. Construction would then begin in fall or early spring.

Social Media – There are over 11,000 followers on Facebook.

Maps – The Beverage Trail, Museum Trail and Arts Trail maps are in distribution.

Next Meeting – October 27 at 8:30 a.m. in the SCVA conference room.

Adjournment – The meeting was adjourned at 10:15 a.m. with a motion by Cohen and a second by Grimes. Approved.