

SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES
The Sullivan, Rock Hill, NY, December 2, 2015

Present: Roberta Byron-Lockwood, Herb Clark, Alan Rosenblatt, Richard Glisson, Stacy Cohen, Elaine Fettig, Rick Lander, Paul Carlucci, Sonja Hedlund, Elaine Giguere, Matt Wein, Steve Vegliante, Franklin Trapp, Jennifer Grimes

Absent: Scott Conley, Darlene Fedun

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 by Co-Chair Elain Fettig at 4:35 p.m.

Minutes: The minutes of the October meeting were emailed & attached. A motion to accept the October Board minutes was made by Lander and seconded by Trapp. Approved.

Financial Report: The Financial Report was attached. The financial report was reviewed with R. Glisson responding to questions about the timing of bed tax revenues. R. Lockwood reported that the county treasurer's office has been very responsive to room tax collection and regular payments. A motion to accept the financial report was made by Grimes and seconded by Lander. Approved.

The 2015 annual report was distributed and reviewed. Highlighted were the marketing and promotion strategies including social media statistics, digital billboard initiative and tourism's economic impact. The auditors are currently working on the year-end financials which are expected next week.

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

ACTION ITEMS

Travel Guide – The 2016 Travel Guide cover, which had been approved by a working committee of staff and board members working with Fisher Mears, was revealed to the Board. The cover will be revealed to the membership following the Board Meeting at the Annual Meeting. The guide will be ready for the early January travel shows.

Retreat – The Board Retreat will be held in February. Jennifer Grimes will research a location.

Board Election Results - Elaine Giguere, Richard Glisson and Rick Lander were returned to the board. New Board members elected were Sims Foster and Danielle Gaebel. The Executive Committee will be elected by the Board at the January 26th

meeting.

Grants – Announcements for the state's Regional Economic Development grants and the URI will be announced on December 10th.

Awards Received – Roberta Byron-Lockwood was congratulated on her awards from both the Sullivan County Partnership for Economic Development and the New York State Tourism Industry Association (NYSTIA).

Casino Update – NYS Gaming Commission will announce gaming licensing approval on December 22.

County Legislature - All of the newly elected county legislators have been in touch with the office and most would be attending the Annual Meeting/Holiday Party that is to follow the Board meeting.

SCVA Awards - Alan Rosenblatt thanked the Board and membership for the SCVA Business Award.

Next Meeting – January 26, 2016 2 at 8:30 a.m. at the SCVA Conference Room.

Adjournment – The meeting was adjourned at 5:15 p.m.