

SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES
100 Sullivan Ave., Ferndale, NY, January 26, 2016

Present: Roberta Byron-Lockwood, Herb Clark, Phyllis Andrews, Richard Glisson, Stacy Cohen, Elaine Fettig, Rick Lander, Paul Carlucci, Sonja Hedlund, Elaine Giguere, Scott Conley, Danielle Gaebel, Jennifer Grimes (phone), Sims Foster (Phone)

Absent: Franklin Trapp, Darlene Fedun, Steve Vegliante, Alan Rosenblatt

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 8:34 a.m.

Minutes: The minutes of the December meeting were emailed & attached. A motion to accept the December Board minutes was made by Hedlund and seconded by Cohen. Approved.

Audit: The audit was mailed to everyone for their review. There were comments that this audit was better due to some improvements/changes made over previous years. A motion to accept the audit was made by Giguere and seconded by Cohen. Approved.

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

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

COMMITTEES:

Executive Board – The slate for the 2016 Executive Board was presented: Paul Carlucci & Elaine Fettig, Co-Chairs; Rick Lander, Vice Chairman; Richard Glisson, Treasurer; Elaine Giguere, Secretary; Darlene Fedun, Executive Board Appointee. A motion to accept the 2016 Executive Board slate was made by Giguere and seconded by Cohen. Approved.

It was determined to start up the Financial Committee. Nancy Buck (County Treasurer) and Anna Milucky (Jeff Bank) will be invited to participate. Jennifer Grimes will also help with review of marketing ideas. The committee will reach out to anyone that can help with things along the way.

We should start to consider having a lawyer on retention. Bring any recommendations to the Retreat.

ACTION ITEMS

Cooperative Extension Marketing Grant & AG Task Committee – Five RFPs came in. Over ½ of the grant would be for administration fees. The grant would be used to coordinate all seven farmers markets.

Board Retreat – The Retreat will be held on February 23 at Hidden Meadow. Directions will be sent to everyone prior to the meeting. Alan Rosenblatt will be the facilitator. Due to new/big things happening in the near future, we need to concentrate more on the immediate future. Hedlund suggested that we talk about ways to increase membership and the services they get. Fettig stated we also need to get members more involved. Ira Steingart, Luis Alvarez, Nancy Buck and Josh Potossek should be invited to the Retreat (for a specified time/not all day).

Contracting Agencies – We need to obtain year-end reports from our two current contracting agencies. We will be interviewing other agencies to see if they can offer more/better for same amount or same/better work for lesser amount, etc.

Governor's Catskill Challenge – The Governor will be here for 7 hours during his recently announced Catskill Challenge which will take place either in the latter weeks of June or July. The majority of the event will take place in Sullivan County and will feature white water rafting, bicycling, motorcycle, etc. Once we can determine the date, we should try to have other related events that expand it to a weeklong event that will incorporate businesses that are not directly involved in the main event.

UPDATES

Travel Guide – The 2016 guide was out the first week of January. It has been very well received at shows. Thus far it has been the first guide to be taken.

Nat Geo-tourism – Roberta is on the steering committee. We sent emails to members who should be included on the site so that they can input their information.

Shows – The shows we have or will be attending in the near future include: Garden State Sport Show, NY Times Show, NJ RV Show, Fly Fishing Show, Northeast RV Show, World Fishing Show. Please let us know if anyone has a suggestion on show(s) they wish to have us attend. We currently do 10-12 shows a year plus the NYS Fair and co-op shows with NYSTIA.

Catskill Film Commission – The commission is moving forward with the goal of highlighting and showcasing the Sullivan County Catskills for films, commercials, etc.

Bed Tax – The bed tax was up \$95,000 over what was collected in the previous year.

Visitors Center – We did not receive the grant. However, Tom Scaglione with the Governor's office is trying to find funding options for us. Tim Lies will supply the land. We have been in touch with Senator Gillibrand's office

to see if there are any federal funds available.

Casino – The license has been granted. The casino must be completed by March 2018 and the hotel will follow soon after. They have already begun pouring concrete. The water park should be completed 6 months after the casino. Other developers are now expressing interest in Sullivan County.

New Business – There will be a job fair at the end of February. A survey was sent by the Center for Workforce Development through us to all members. Please be sure to fill it out and return it to them.

Lobby Day in Albany will be held on March 1. We will present our local and state issues.

Next Meeting (Retreat) – February 23 at 8:30 a.m. at Hidden Meadow.

Adjournment – The meeting was adjourned at 10:02 a.m. with a motion by Cohen and a second by Carlucci. Approved.