

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

Present: Roberta Byron-Lockwood, Herb Clark, Phyllis Andrews, Richard Glisson, Stacy Cohen, Rick Lander, Paul Carlucci, Sonja Hedlund, Scott Conley, Jennifer Grimes, Sims Foster, Steve Vegliante, Alan Rosenblatt, Franklin Trapp, Danielle Gaebel

Absent: Elaine Fettig, Elaine Giguere

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 March meeting were emailed & attached. A motion to accept the minutes was made by Cohen and seconded by Grimes. Approved.

Financial Report: The Financial Report was attached. There was a request to include the previous year's numbers with the report. The Audit may be ready for the May meeting. The county reconciled the 2015 bed tax receipts. There should be a check coming for the difference paid out (\$125-127,000) soon. A motion to accept the financial report was made by Cohen and seconded by Rosenblatt. Approved.

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

COMMITTEE TEAMS:

Finance Team: A new format for the finance report was developed. Dough Fettig helped with it and with the budget but is no longer on the Finance Team. We should do something for him (perhaps a gift certificate).

Executive Board – Most of their meetings/communication involved the marketing committee. We should sign a contract with lawyers Jacobowitz & Gubits. There is no up-front retainer to be paid. Their fee will be \$275-350/hour if/when needed. A motion to sign the contract was made by Cohen and seconded by Rosenblatt.

Marketing Team: Jonathan Schlosser has been hired to fill the Digital & Social Media Director position. He will be meeting with the Marketing team. His official start date is May 2.

We have put out RFPs to multiple PR agencies and expect proposals by April 28. We should have them for the next Board meeting. Cohen stated that there's \$100,000 through grants gateway (up to \$7,500 per entity) for payroll assistance. She will send us the information.

The committee will be meeting with Chris (adc Studio) after today's Board meeting to review the status of our website update.

Strategic Plan: A draft of the strategic plan will be sent out to the entire Board next week with a return requested by May 15. It will be a 3 year plan which will be reviewed/revisited periodically to address changes.

Visitors Center Building Team: The team (Fettig, Carlucci, Foster and Vegliante) met with the builder (Mike Watkins). They reviewed the plans and walked the site. They will continue to meet with him as the project progresses.

Funding – The USDA bond rate is currently very low. We are working with Hart Howerton as well as Mike Watkins. The building will be 10,000 square feet and unique.

By-Laws Team – Preliminary revisions were presented at the Retreat. They will be sent to Herb to have them reviewed by NYCON.

Membership: The team will reevaluate the dues tier system currently in use as well as the member benefits and enticement. The emphasis should be on social media. Marketing membership needs to be much more personal.

The Sullivan County Board of Realtors is holding a vendor expo at the Eagles Nest on May 17. Grimes, Vegilante and Cohen will be attending. It was also suggested that our new social media person be there as well.

Grimes suggested that we offer a membership discount (\$50) to members of the S. C. Board of Realtors for a limited time. Others suggested that the discount be offered to all businesses. Perhaps we should send a survey to members and non-members and all responders would get the price break.

ACTION ITEMS

Literature Exchange – The exchange will be held on Wednesday, May 11, at the Roscoe Beer Company and will include Hospitality updates, a tour of the Roscoe Beer Company as well as the Exchange. Sponsorship information will be sent to Empire Resorts.

SASD – SASD is putting in a CFA (consolidated funding application) and has asked us to team with them (no cost to us). It will include charging stations. A motion to send them a letter of support was made by Foster and seconded by Vegliante.

Nat Geo – There will be a rollout event for the Nat Geo interaction MapGuide website on May 5 at 3:30 at the Narrowsburg Union.

Catskill Challenge – The challenge is tentatively scheduled for June 29-30. Day one will be mostly in Sullivan County and will include a motorcycle ride which will end at the Roscoe NY Beer Company. The evening event (still working on) will be on the river. The second day will end at Bethel Woods. It is expected to include 800-1000 participants.

New Business – Jeffersonville will have a Balloon Festival in the fall.

Next Meeting (Retreat) – May 11 at 3-3:30 at the Literature Exchange (Roscoe Beer Company)

Adjournment – The meeting was adjourned at 9:30 a.m. with a motion by Lander and a second by Cohen. Approved.