

SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES
100 Sullivan Ave., Ferndale, NY, August 23, 2016

Present: Roberta Byron-Lockwood, Herb Clark, Phyllis Andrews, Scott Conley, Jennifer Grimes, Alan Rosenblatt, Elaine Fettig, Elaine Giguere, Stacy Cohen, Richard Glisson (phone)

Absent: Franklin Trapp, Steve Vegliante, Rick Lander, Sims Foster, Paul Carlucci, Sonja Hedlund, Danielle Gaebel

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 was emailed & attached. A motion to accept the minutes was made by Giguere and seconded by Cohen. Approved.

Financial Report: The Financial Report was attached. Payroll cost is up due to intern, etc. Travel guide cost is down due to donation from China City. There is currently a high balance which should be around \$44,000 at the end of the year and should be OK. We are currently trying to find out the status of the bed tax receipts thus far. A motion to accept the financial report was made by Giguere and seconded by Grimes. Approved.

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

COMMITTEE TEAMS:

Executive Board – Met with the county attorney and 3 legislators regarding our contract, budget, etc. 3 groups should be set up for various aspects to report back to the Executive Board. Giguere asked if we can make the contract be separate (promotion & administration). We need to do something toward what a budget will be after the casino and the projected increase in bed tax receipts. Will be calling/emailing soon to set up the 3 groups.

Building Team: We have had and will have another call today with our attorney regarding is it worth it to get the land (sewage, etc.) IDA funding – working with Ira & Walter Garigliano. The goal is to have a visitors center regardless of whether at/near the casino site or somewhere else.

Bylaws Team: The bylaws update is on the back burner for now.

Strategic Plan: Rosenblatt suggests waiting a couple months and having committees report their status.

Finance Team: Still working on the audit response letter.

Marketing Team: Have been working with The Door to create “quality copy” ready for multiple uses (different aspects of the county). Regarding travel writers: Should we supply comps for their companion’s expenses & transportation? We should invite The Door to one of our Board meetings. We should have them supply a monthly status report for the Board meeting.

UPDATES

Website – The site is moving forward. Current google analytics show our site is up 20% over last year. The new sit is not up yet but will go live all at one time.

Catskills Food Hub – It will be non-profit. The end user can buy local food from one source and have it delivered. Farms upload their product to the website and one van will make deliveries once or twice a week. The beta should be ready at the end of fall so that farmers can prepare/plant accordingly. Cornell Cooperative Extension is working on the producers side. They are looking for an operator on the transportation side; possibly existing one looking to expand. The SCVA is working on interested end-users list.

NEW BUSINESS

The Big Eddy Film Festival is scheduled for September 16-18.

Nominations – We will be sending info to each Board member whose term is expiring at the end of the year asking if they are interested in running again.

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

Adjournment – The meeting was adjourned at 9:55 a.m. with a motion by Cohen and a second by Grimes. Approved.