

SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES
100 Sullivan Ave., Ferndale, NY, Wednesday, January 25, 2017

Present: Paul Carlucci, Paul Ciliberto, Stacy Cohen, Sims Foster, Danielle Gaebel (via phone), Elaine Giguere, Jennifer Grimes (via phone), Tanya Hahn, Rick Lander, Randy Resnick, Alan Rosenblatt, Brian Rourke, Franklin Trapp (via phone), Roberta Byron-Lockwood, Herb Clark, Holly Gassler, Representatives from PR Firm, The Door; Liz, Addy, Caroline & Lois.

Absent/Excused: Elaine Fettig, Richard Glisson, Donna Hemmer, Diane Riegal

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.

Paul Carlucci called the to order at 8:34 A.M.

Financial Report: The Financial Report was attached. A motion to accept the financial report was made by Sims Foster and seconded by Elaine Giguere, all in favor. Motion carries.

Minutes: The minutes from the October 2016 meeting were attached. A motion to accept the minutes was made by Paul Carlucci and seconded by Alan Rosenblatt, all in favor. Motion carries.

Membership Report: The membership report was attached. A motion to accept the new members was made by Alan Rosenblatt and seconded by Sims Foster, all in favor. Motion carries.

COMMITTEE TEAMS:

Building Team: The plans are underway, everyone present received conceptual site plan provided by: Delaware Engineering, D.P.C.

Strategic Plan: Alan Rosenblatt stated that we will be having another annual retreat and in lieu of a March BOD meeting the annual retreat can be held. All present thought this was a good substitution. Roberta encouraged all BOD members to gather their goals and thoughts for the coming year and come prepared with them to the March BOD retreat. Jennifer Grimes will look for a venue and report back to Roberta.

Roberta prepared a DRAFT BOD Contract for the BOD to look at, it is set for discussion at the February BOD meeting.

Nominating: Nothing to report.

Marketing Team: The website remains priority. The new website will be launched in March. The page will be very clean, neat and easy to navigate. It will also be mobile responsive. Roberta will also have the capability of editing the website in house via word press versus having to wait for an IT professional to make the changes. There are approximately ten applications that are being reviewed for the Social Media Position. Alan & Roberta will be meeting with a few of these potential candidates today.

SCVA's PR Firm, The Door, was in attendance. They spoke on behalf of two very exciting upcoming events that will be held in the Sullivan Catskills; Fly Fishing Launch in April & the 30th Anniversary of Dirty Dancing. Roberta encouraged everyone to let their thoughts and ideas flourish and she will arrange a conference call to discuss the of these two events.

UPDATES

Travel Guide – DONE!!!! A little over 71 cases are out the door to distribution centers today!

Next Meeting – February 28th at 8:30 A.M. in the SCVA conference room.

Adjournment – The meeting was adjourned at 10:34 A.M. with a motion by Paul Carlucci and a second by Stacy Cohen, all in favor. Motion carries.

Respectfully Submitted,
Holly Gassler