

**SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES**  
**100 Sullivan Ave., Ferndale, NY, Tuesday, March 28, 2017**

**Present:** Paul Carlucci, Paul Ciliberto, Stacy Cohen, Sims Foster, Danielle Gaebel, Elaine Giguere, Jennifer Grimes, Tanya Hahn, Rick Lander, Randy Resnick, Alan Rosenblatt, Brian Rourke, Joshua Potosek, Ira Steingart, Lisa Wisely, Karen Fisher, Roberta Byron-Lockwood, Herb Clark, Holly Gassler.

**Absent/Excused:** Franklin Trapp, Diane Riegal, Donna Hemmer

Roberta Byron-Lockwood called the to order at 9:23 A.M.

Introductions were made. A thank you was extended to Jennifer Grimes for securing Bush Kill Park for the day and to Alan Rosenblatt for being our facilitator.

A packet including the Agenda, mock-up New Membership Brochure, Draft Performance Measurements and Strategic Five Year Plan were given to all attendees.

**Updates: Paul Carlucci**

Paul stressed to the Board of Directors the importance of their commitment and noted that everyone needs to be more active within their roles. Everyone on the BOD has skill sets that we desire, we are graphically diverse. BOD vacancies: Paul has appointed Laurette Pitts from Empire Resorts to join the Board. Paul along with SCVA staff will make inquiry regarding the interest of Doug Fettig of Roscoe Beer to join the Board. The new building location(s) possibilities are exit 106, exit 113, exit 112 and two possible locations at exit 109. If derived from the original site plan of exit 106, all new site tests will be required (water, sewer). If we are awarded exit 106, Delaware Highlands Conservancy has expressed joint interest. Thoughts: Open a “All Things Sullivan Catskills” shop where there will be a sampling of the current SCVA member’s local products, for other or more items from that member, they would be directed to visit that business.

**Financial Report:** The Financial Report was attached. A motion to accept the financial report was made by Stacy Cohen and seconded by Brian Rourke, all in favor. Motion carries. Tanya Hahn has been appointed the new Treasurer. Herb handed out the preliminary Profit & Loss Overview for 2017-2022. A realistic goal by 2019 is \$1.5 Million. The audit should be done within two weeks, should be completed by the end of April or beginning of May. A bookkeeper comes in twice a month, to do payroll and cut checks for bills. The County treasurer has signed a contract with Airbnb to collect 5%. SCVA will continue to pursue grants and other funding opportunities. Signatories on the bank accounts need to be updated with Paul Carlucci, Tanya Hahn and Roberta Byron-Lockwood as signers. Expenses: Four Salaries are in the budget line and there are three people in house. The fourth was for the media position, which Danielle has filled. The fourth salary on the budget line will be moved to outside staff budget line.

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**Minutes:** The minutes from the February 2017 meeting were attached. A motion to accept the minutes was made by Elaine Giguere and seconded by Tanya Hahn, all in favor. Motion carries.

**Updates: Roberta**

Roberta thought the idea to possibly have a bench made and set in Roscoe to Honor the memory of Elaine Fettig, all BOD members are encouraged to send Roberta their ideas and/or thoughts. Danielle Gaebel has been working hard on the website, to avoid a conflict of interest, Danielle has formally resigned from the BOD effective today. A motion to accept was made by Roberta Byron-Lockwood and seconded by Elaine Giguere. Motion Carries. Danielle accepted the post as Coordinator of social media/website. A motion to accept was made by Elaine Giguere and seconded by Rick Lander. We are still in need of staff for shows and active at shows and meetings. Sales, knowledge of tourism trade, pleasant; possibly a college student. Roberta had a

meeting with the marketing team and the county regarding an interactive map that will belong to SCVA. There is a meeting set up with SCVA and Sullivan County Legislators to discuss contracts on April 6, 2017. Danielle Gaebel has resigned from the Board.

## **Committee Teams**

### **Strategic Plan; Goals & Tactics: Alan**

A goal for the summer is to have interns to help assist the members and the Board of Directors alike. Thoughts: perhaps this should be tested with the Board of Directors first. Diane Riegel & Donna Hemmer have joined the Board as ex-officio's to assist in the process to obtain interns with talent. Sullivan County has reached out to us to participate in several programs. Concerns: Sims; We (SCVA) must stick with what is right, we cannot shift focus from our core mission. Jennifer; What is the goal and how do we deliver? What is the number of interns requested and by what date? Will there be a place on the website for members to post jobs for interns? Are there set benchmarks or goals for interns and SCVA employees? Is there an annual review process in place for all staff and contracted employees?

The following summary provided by Alan Rosenblatt:

### **Formalize Human Resource function aligning it with growth projections**

- \*Update functional and organizational charts as needed

- \*Continue to identify and clarify roles and responsibilities (Position descriptions) for all job functions to support future growth

- Office support assistant
- Sales representative
- Facilities project manager

- \*Add positions or engage independent contractors to support future growth

- \*Continue to formalize employee policies and procedures as needed

- Implement performance appraisal process
- Implement annual review process

- \*Ensure compensation and benefits packages are competitive in the marketplace

- \*Support workforce development efforts to enhance tourism industry image

## **Marketing Team:**

The goal of room tax funds will be used for: Web based advertising, TV Ad's, be out in the marketplace, group sales and the possibility of teaming up with Stewart Airport to put our advertisements in the seat backs of the passengers. SCVA needs more web traffic and Visitors, hopefully with the new location this will come with ease. Ideas: Geofencing, set up a marketing strategy with restaurants and other businesses in the area. Try get advertising partners to cut costs. Stay goal focused on SCVA, focus on Sullivan Catskills businesses once the casino comes. Member Brochure, need to update and print. We are still under contract with PR firm, The Door. Social and digital media need to remain a high priority and treated as a living, breathing entity within SCVA. Danielle Gaebel and Karen Fisher (of FisherMears Associates) have all been working closely to ensure that the site will be up and running next week. Danielle and Karen showed a preview of the site and its contents to all in attendance. Everyone present had all positive feedback/reviews.

**Amendment:** (5.23.17) The Strategic Plan Committee has requested the responsible committees/individuals submit their strategic plan updates (from discussion at the retreat in March) by the end of the month (April). When that did not occur, a reminder was sent out to have them submit their strategic plan by May 20 to be included in the discussion for today's (5.23.17) BOD meeting. Unfortunately, those updates have not been submitted to date."

**Membership Team:**

Change wording to "Member Partners" rather than "Membership". Thought: Can SCVA and the Chamber possibly team up to do a Social Network workshop?

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**Travel Guide** – Travel Guides are being shipped out upon request. Nearly 3200 Travel Guides have been requested via online request in 2017.

**Next Meeting** – In lieu of a March BOD meeting the annual Literature Exchange will be held in its place, on Thursday, May 11, 2017 at The Forestburgh Playhouse. 3:00pm-7pm

**Adjournment** – The meeting was adjourned at 3:23 P.M. with a motion by Randy Resnick and a second by Stacy Cohen, all in favor. Motion carries.

Ira Steingart, Sullivan County Legislature & Josh Potosek, County Manager, arrived and reviewed/observed the day's activities/discussions.

**Committees:**

**Strategic planning Committee:**

Sims Foster  
Alan Rosenblatt  
Paul Carlucci

**Finance Committee:**

Tanya Hahn  
Doug Fettig  
Herb Clark

**Membership Committee:**

Jennifer Grimes  
Stacy Cohen

**Marketing Committee:**

Sims Foster  
Paul Ciliberto  
Franklin Trapp  
Paul Carlucci

**Executive Committee:**

Alan Rosenblatt  
(Interest Expressed in this committee: Brian Rourke, Tanya Hahn & Elaine Giguere)

Respectfully Submitted,  
Holly Gassler

\*Denotes No summary was provided by Committee.