

SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES
100 Sullivan Ave., Ferndale, NY, Tuesday, May 23, 2017

Present: Alan Rosenblatt, Brian Rourke, Diane Riegal, Donna Hemmer, Doug Fettig, Franklin Trapp, Jennifer Grimes, Rick Lander, Stacy Cohen, Tanya Hahn, Roberta Byron-Lockwood, Herb Clark, Holly Gassler

Absent/Excused: Paul Carlucci, Elaine Giguere, Laurette Pitts, Paul Ciliberto, Randy Resnick, Sims Foster

Roberta called the meeting to order at 8:41am

Financial Report: The Financial Report was attached. A motion to accept the financial report was made by Jennifer Grimes and seconded by Alan Rosenblatt, all in favor. Motion carries.

Doug recommends that the SCVA creates a cash disclosure system so that an available funds report is easily accessed at any time.

Minutes: The minutes from the April 2017 Board Meeting were attached.

There will be an amendment made to the March Board Retreat Minutes from Alan: "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 BOD meeting. Unfortunately, those updates have not been submitted to date."

Unfortunatly, those updates have not been submitted to date."

A motion to accept the minutes was made by Stacy Cohen and seconded by Brian Rourke, all in favor. Motion carries.

Membership Report: The New & Renewing membership report was attached. There are twenty-six Renewing Memberships and seven new Memberships. A motion to accept the New & Renewing Membership's was made by Rick Lander and seconded by Stacy Cohen, all in favor. Motion carries.

Committee Teams

Building Team:

A next step is to have a presentation with key elements, specs, facts and solutions ready to present to the legislature; along with the SCVA's site of desire. Danielle Gaebel & Karen Fisher will work together to put the presentation together for SCVA. At the last BOD meeting, the Board discussed choosing the top two sites that would service SCVA's needs the best to move forward with the new Visitors Center. A vote proceeded, with Exit 106 and Emerald Corporate Park as the top two contenders.

Strategic Plan: Alan Rosenblatt needs updates from the committee teams ASAP.

Nominating: Nothing to report.

Marketing Team: Our Corporate print ads hit newsstands they were in Meredith Publications; Family Fun, Better Homes, Family Circle, Midwest Living, Travel Meredith, Oprah and Yankee Magazine. These ads resulted in nearly 5000 travel guide requests! All Board members are encouraged to look at their own listings and photos to ensure that they are not outdated, if they would like to update their description, logo or photo they can send all changes to Holly at hlg@scva.net

All BOD Members are asked to send in a head shot for the new website ASAP.

Updates:

Travel Guide – Travel Guides are being shipped out upon request.

Next Meeting – June 27, 2017

Adjournment – The meeting was adjourned at 9:53am with a motion by Stacy Cohen and a second by Doug Fettig, all in favor. Motion carries.

Respectfully Submitted,
Holly Gassler