

**SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES**  
**100 Sullivan Ave., Ferndale, NY, Tuesday, June 27, 2017**

**Present:** Alan Rosenblatt, Donna Hemmer, Elaine Giguere (via phone), Franklin Trapp (via phone), Jennifer Grimes, Paul Ciliberto, Rick Lander, Stacy Cohen, Tanya Hahn, Roberta Byron-Lockwood, Herb Clark, Holly Gassler

**Absent/Excused:** Brian Rourke, Diane Riegel, Doug Fettig, Rob Victoria, Paul Carlucci, Randy Resnick, Sims Foster,

Roberta called the meeting to order at 8:49am

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

**Minutes:** The minutes from the June 2017 Board Meeting were attached. A motion to accept the minutes was made by Rick Lander and seconded by Paul Ciliberto, all in favor. Motion carries.

**Membership Report:** The New & Renewing membership report was attached. There are seven renewing Memberships and twelve new memberships. An amendment has been made to add Barrio Kitchen to the new members list. A motion to accept the New & Renewing Membership's was made by Stacy Cohen and seconded by Jennifer Grimes, all in favor. Motion carries.

#### **Committee Teams**

##### **Building Team:**

SCVA is currently working on a presentation with the assistance of our marketing team and Delaware Engineering. The presentation will have key elements, specs, facts and solutions ready to present to the legislature. There is a possibility of having other businesses rent space in the new visitor's center to offset some of the operational costs.

**Strategic Plan:** Strategic Planning Committee awaits updates from the Committee Presenters at the March Board Retreat.

**Nominating:** Nothing to report.

##### **Marketing Team:**

The Catskill Challenge will be returning for 2017. Discussions are leaning towards October. We are currently hosting familiarization tours as well as writers; as well as upcoming.

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

##### **Updates:**

**Contract -** SCVA contract is moving along in a positive direction.

**Travel Guide** – Travel Guides are going out upon request over 9862 individual requests to date. Average of 49 individual requests daily.

There have been 858 cases of travel guides shipped to travel centers upon request, picked up from Travel & Trade Shows & shipped to local businesses upon request; total of 41184 guides. Grand total of 51046 Travel Guides Requested. Average of 251 guides picked up daily.

**Next Meeting** – July 25, 2017

**Adjournment** – The meeting was adjourned at 9:50am with a motion by Paul Ciliberto and a second by Rick Lander, all in favor. Motion carries.

Respectfully Submitted,  
Holly Gassler