

**SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES**  
**100 Sullivan Ave., Ferndale, NY, Tuesday, December 7, 2017**

**Present:** Alan Rosenblatt, Brian Rourke, Diane Riegal, Donna Hemmer, Doug Fettig, Elaine Giguere, Franklin Trapp, Jennifer Grimes, Paul Carlucci, Paul Ciliberto, Sims Foster, Stacy Cohen, Tanya Hahn, Josh Potosek, Roberta Byron-Lockwood, Herb Clark, Holly Gassler

**Absent/Excused:** Rob Victoria, Randy Resnick, Rick Lander

Roberta called the meeting to order at 4:41pm

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

**Finance Team/Doug:** The P&L looks healthy. The expenses are in order. Let's keep going forward with separate invoices for 2017/2018.

**Minutes:** The minutes from the September 2017 Board Meeting were attached. 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 ten new memberships and nine renewing Memberships. A motion to accept the New & Renewing Membership's was made by Franklin Trapp and seconded by Stacy Cohen, all in favor. Motion carries.

**Building Team:**

The owner of the property adjacent to the EPR property has agreed to sell to SCVA, we are currently in a financial contingency holding pattern per the bank.

**Strategic Plan:** The strategic plan started in 2016. Alan handed out an updated revised, mid-year strategic plan to all. Alan asks that any changes and or updates get sent to him by Feb 1<sup>st</sup> to be included in the one presented at the Board Retreat in March.

**Nominating:** Regarding the By Laws, Franklin & Elaine met with Roberta they had some questions; they reached out to SCVA Attorney to review. Meeting scheduled for late December to discuss slate of officers and executive direction. Additional Board Members (as of January 1, 2018) Phil Vallone of Rolling V Transportation/Roscoe Beer Co./Creekside Ventures B&B, Shannon McSweeney of Bethel Woods Center for the Arts and Abhay Jain of Yo1 Wellness Center.

**Marketing Team:** The Marketing team met and reviewed the proposal from The Door. All agreed they are doing a good job and that we will continue with them for another year. We will also continue with Danielle and the social media side.

**Updates:**

**Travel Guide:** Travel Guide proofs are well under way for the 2018 Travel Guide.

**Next Meeting:** January 23, 2018

**Adjournment:** The meeting was adjourned at 5:13pm with a motion by Paul Carlucci and a second by Stacy Cohen, all in favor. Motion carries.

Respectfully Submitted,  
Holly Gassler