

SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES
100 Sullivan Ave., Ferndale, NY September 21, 2010

Present: Roberta Byron-Lockwood, Herb Clark, Phyllis Andrews, Paul Carlucci, Elaine Giguere, Jill Wiener, Rick Lander, Joe Tinari, Michele Caltabellotta, Richard Delia, Anne Hart

Absent: Barbara Gref, Jim Rafferty, Norman Duttweiler, Darlene Fedun

The meeting to order at 9:06 a.m.

MINUTES – The minutes of the September meeting were emailed and attached. A motion to accept the minutes was made Delia and seconded by Tinari. Approved.

FINANCIAL REPORT – A question was asked about how accurate the bed tax (receipts) numbers are. We will know more on their accuracy when we receive them for the last quarter. The financial report through the end of August was attached. A motion to accept the financial report was made by Wiener and seconded Lander. Approved.

MEMBERSHIP – The Membership Report was attached. A motion to accept the new members was made by Tinari and seconded by Hart. Approved

NOMINATING COMMITTEE – A list of membership nominations and Board members whose terms are up will be emailed. Deborah Schott is resigning as she is not able to attend Tuesday meetings.

UPDATES

Travel Guide – The 2010 guide is continuing to be well distributed. Board members were asked to send in their profiles for the 2011 guide. It was suggested to find some way of including the previous year's listing(s) with each year's mailing of profile requests. We do send the current travel guide with the requests; however, we will try to find a way to do this (at least for the members).

Web Stats – Visits and unique visits are somewhat down but the length of stay has increased and page loyalty is still there. New visits are down; probably due to the lack of advertising (due to the lack of state matching funds dollars) in outlying areas.

Budget – We are hopeful that we will have our full request of county funding and full state matching funds dollars next year. We will let everyone know when the county presentation will be held.

Co-op Marketing – Our county co-op marketing was very successful. All billing has been sent out.

EDC/Virtual Portal – The portal website is an umbrella of all the county's economic development agencies (SCVA, Planning, SC Chamber of Commerce, Partnership). Its goal is to entice development and new business to the area (primarily large commercial business). It will identify "shovel ready" sites such as the Sullivan County Airport. The site will pull together the best parts of all our websites.

Bus Wrap – The wrap is currently in the design process at Fisher Mears.

Sullivan County Cultural Map – The completed map/guide should be her by Thursday. It will be available at the Harvest Festival's Arts Day this weekend.

Fall Foliage Reports – We are in week 3 of our fall foliage reports. They are updated and placed on our website's home page as well as being announced on WSUL. They are also available on the state's website. We email a foliage press release each week to all of the area's media.

Board Retreat – The retreat will be held at Bethel Woods on October 4. Coffee/breakfast will be served at 8:30 a.m. The retreat will begin at 9 a.m. in the downstairs classroom.

NEW BUSINESS

We are having a label made for water bottles which we will have available for giveaways at events, etc.

A British bridal magazine writer will be in the area on September 24 & 25.

An American Vacations writer will be in the area on October 11.

OLD BUSINESS

The mailing is going out for the Antiques Trail Map. The quantity will be cut down and the cost will also be decreased.

Question: How was everyone's summer?

Villa Roma – July was much better. August was a little better than last year and last August was great! September and October are so far looking good.

Holiday Mtn. – Just OK and that is due to visit from Hassidic groups.

DVAA – Visits and gift shop receipts are up for the summer. It is quiet so far for post-summer.

Landers River Trips – It was a great summer due to the weather and Hassidic groups but sales of other items (souvenirs, food, etc.) are down.

Ferndale Antiques – Sales are down 20% due to good weather and the economy.

Cutting Garden – It's been good with August reflecting a 60% increase. However, not many high ticket items were sold.

Earthgirl Pottery – The season started out slow but then evened out. The wedding business (flowers) was down.

Dog House – Business was great at the hot dog stand but the luncheons at the Forestburgh Playhouse were down and the numbers attending each luncheon were down.

Fosterdale Motor Lodge – Have been offering 10% discount to people with Bethel Woods concert tickets. Has been targeting "green" guests. The numbers have been up a bit but the dollars are down a bit.

Adjournment – The meeting was adjourned at 10:15 a.m. with a motion by Wiener and a second by Lander. Approved.

Next Meeting – Tuesday, October 19, at 9 a.m. in the SCVA Conference Room in Ferndale.