

SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES
100 Sullivan Ave., Ferndale, NY, Tuesday, September 25, 2018

Present: Paul Ciliberto, Stacy Cohen, Elaine Giguere (via phone), Jennifer Grimes, Rick Lander, Shannon McSweeney, Brian Rourke, Alan Rosenblatt, Franklin Trapp (via phone), Phil Vallone, Roberta Byron-Lockwood, Herb Clark, Holly Gassler

Absent:

Excused: Paul Carlucci, Charlie Degliomini, Sims Foster, Tanya Hahn, Donna Hemmer, Diane Riegal

Alan called the meeting to order at 8:33am

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

Finance Team/Tanya: Plan to meet in October.

Minutes: The minutes from the August 2018 Board Meeting were attached. A motion to accept the minutes was made by Paul Ciliberto and seconded by Shannon McSweeney, all in favor. Motion carries.

Membership Report: The New & Renewing membership report was attached. There are sixteen new memberships and six renewing Memberships. A motion to accept the New & Renewing Membership's was made by Rick Lander, and seconded by Jennifer Grimes, all in favor. Motion carries.

Visitor's Center Committee:

The Board has requested some talking points to respond to the public concerns regarding the new Visitor's Center. It is imperative that the SCVA be consistent in its responses to the public. Phil Vallone has requested to be removed from the Visitor's Center Committee & to be placed where he would be of better use; Phil has agreed to join the Strategic Planning Team.

Strategic Plan: The Strategic Planning Committee will meet in October after the Board Meeting.

Marketing Team: SCVA is moving forward with videography, small vignettes will start to appear as part of our marketing campaign. Roberta & Herb will be attending IMEX this year in Las Vegas. SCVA is currently getting pricing on commercials in NYC area. In recognition of the Woodstock 50th Anniversary the Dove Project is well under-way. Each of the 15 towns in Sullivan County will be getting a Dove. Local businesses & properties will have the option to purchase a Dove.

Nominating Team: The SCVA Nominating Committee has presented the 2019 Board Nominee Candidates to the Sullivan County Manager & the Sullivan County Legislature. The official ballots will go out at the beginning of October to the Membership.

Updates:

Travel Guide: The process of the 2019 Travel Guide is well underway with 21/28 text sections sent to Fisher Mears & 38 Ad placements sold.

New Business: SCVA has reached out to our PR firm for a potential guest speaker for our Annual Meeting. SCVA is seeking out venue options for our Annual Meeting, the date will be December 6th. Board Co-Chairperson, Alan Rosenblatt reminded Board Members that it is vital to RSVP in a timely fashion to Board & Committee Meeting communications from the SCVA office to include Board Meeting invites.

Next Meeting: October 23, 2018

Adjournment: The meeting was adjourned at 9:33am with a motion by Stacy Cohen and a second by Jennifer Grimes, all in favor. Motion carries. An Executive Session was requested, with Executive Session ending at 10:36am

Respectfully Submitted,
Holly Gassler