

SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES
Sullivan County BOCES, 6 Wierk Ave., Liberty, NY 12754
Tuesday, February 26, 2019

Present: Paul Carlucci, Elaine Giguere, Paul Ciliberto, Stacy Cohen, Brian Facquet, Jennifer Grimes, Tanya Hahn, Rick Lander, Shannon McSweeney, Dan Paradiso, Alan Rosenblatt, Brian Rourke, Abhishek Sahai, Donna Hemmer, Glenn Pontier, Jay Quaintance, Ira Steingart, Roberta Byron-Lockwood, Herb Clark, Holly Gassler

Absent: Franklin Trapp

Excused: Phil Vallone, Sims Foster

Alan called the meeting to order at 8:34am

Minutes: The minutes from the January 2019 Board Meeting were attached. A motion to accept the minutes was made by Shannon McSweeney and seconded by Elaine Giguere, all in favor. Motion carries.

Financial Report: The Financial Report was attached. A motion to accept the financial report was made by Rick Lander and seconded by Elaine Giguere, all in favor. Motion carries.

Finance Team/Tanya:

Expenses are up due to new banners, the 2019 Travel Guide, The 2019 Dove Project & new marketing initiatives.

Membership Report: The New & Renewing membership report was attached. There are four new memberships and thirty-eight renewing Memberships. A motion to accept the New & Renewing Membership's was made by Abhishek Sahai and seconded by Paul Carlucci, all in favor. Motion carries.

Visitor's Center Committee: The property at exit 106 for the potential new visitor's center did not perk. Due to this, the SCVA has decided to pull out of the sale of that property and to scout out other feasible locations. The county has given the SCVA the green light to do the due diligence on potential new sites. The SCVA has been given permission to coordinate and carry out the appraisals, they do not have to go through the county.

A motion to allow the SCVA's Executive Committee, directly or through its professional representatives, are hereby authorized to pursue the purchase of a site in an amount not to exceed \$500,000.00, and subject to all contingencies necessary to ensure that the project can be successfully built at said site and also subject to confirmation of the support of the Sullivan County Legislature. Should the RHD site ultimately prove unsuitable for the project, the SCVA's Executive Committee is authorized to pursue the purchase of any further alternate site, under the same terms and conditions noted in the resolution dated February 26, 2019 provided that said alternate site has the support of the Sullivan County Legislature. The resolution drawn up by the Law Offices of Brian P. Rourke, Esq. was attached and read aloud by the

SCVA Chairman. A motion to accept the resolution was made by Stacy Cohen seconded by Paul Carlucci, all in favor. Motion carries. Unanimous with Board.

Strategic Plan: A Strategic Planning Meeting will commence on February 26, 2019.

Marketing Team: The Fifty Doves are all taken, the designs are being submitted & approved daily.

Social Media followers are up. The SCVA has some advertisements being placed in AARP, Family Fun, Martha Stewart, Real Simple & Meredith Publications. The SCVA is trying to get rates for Shape.

The Coach Bus Wrap is almost complete, the SCVA is waiting for the final design to come in.

The Billboards at NY Stewart International Airport will go live in April.

Our digital advertising market includes Edge Media, Cronogram, Gay Pride & Passport. Gay Pride has reached out to the SCVA for some interview prospects focusing on Gay Pride Week, they will be interviewing three members of the SCVA.

PBS marketing crew has already started marketing within the Sullivan Catskills. Oliver Harlow is potentially doing some videography & commercials.

The SCVA was offered a gallery in NYC to hold a media event, we are looking at early April to hold this event.

Trade & Travel Shows: This month the shows the SCVA is attending are: Times Show, News Day, The Golf Show.

Updates:

FAM Tours & Travel Trade Shows: There is a FAM Tour scheduled for May. The I LOVE NY German rep has reached out to Roberta to visit in the fall.

Travel Guide: Total 2019 Travel Guide's sent to date:

Cases: 433

Total Travel Guides: 13,835

Daily Average: 228

New Business: Alan extended a Thank You to Donna Hemmer & BOCES for providing a new (albeit temporary) home for our Board Meetings.

ADA Access Webinar to be sent to all members of SCVA.

The SCVA held a meeting with the County & Bethel Woods regarding transportation for the Woodstock Weekend. They are trying to work out the details cohesively.

Next Meeting: April 10, 2019 Board Retreat (Place: Red Cottage Rental Property: Spruce Haven: The address of the location is: 7775 State Route 55, Neversink, NY 12766)

Adjournment: The meeting was adjourned at 10:08am with a motion by Stacy Cohen and a second by Brian Facquet, all in favor. Motion carries.

Respectfully Submitted,

Holly Gassler