

**SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES**  
**100 Sullivan Ave., Ferndale, NY, Tuesday, January 22, 2019**

**Present:** Paul Carlucci, Elaine Giguere, Brian Facquet, Tanya Hahn, Rick Lander, Shannon McSweeney, Dan Paradiso, Alan Rosenblatt, Franklin Trapp, Glenn Pontier, Jay Quaintance, Ira Steingart, Roberta Byron-Lockwood, Herb Clark, Holly Gassler

**Absent:**

**Excused:** Stacy Cohen, Paul Ciliberto, Sims Foster, Jennifer Grimes, Brian Rourke, Phil Vallone, Donna Hemmer, Josh Potosek

**Attendance Requirements:** Participation & attendance are critical beyond the basis of a quorum. Board Members are required to attend at least 75% of all scheduled meetings. Substitutions or representatives will not be accepted. Board Members may choose to utilize the conference call-in option however it is limited to three per year. The SCVA Board is comprised of many talents & backgrounds therefore it is imperative to participate.

Alan called the meeting to order at 8:41am

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

**Finance Team/Tanya:**

The SCVA has hired a new bookkeeper.

Bed tax continues to grow, the anticipated reconciliation shows approximately 200K; which will go into the SCVA marketing budget.

**Minutes:** The minutes from the November 2018 Board Meeting were attached. A motion to accept the minutes was made by Elaine Giguere and seconded by Dan Paradiso, all in favor. Motion carries.

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

**Visitor's Center Committee:** Nothing new to report.

**Strategic Plan:** Nothing new to report. Will schedule a meeting for the month of February immediately following the Board Meeting.

**Marketing Team:** Forty Doves are reserved for those that have committed to the project, there will be a second and final order of ten Doves for those who have requested. There is a grant offered by Sullivan Renaissance to help offset the cost of the artist to paint the dove. Instagram followers are up. We have expanded our digital advertising market to include Edge Media,

Cronogram & Passport. The SCVA is likely going to do a buy-in with AARP at the recommendation of the BOD. SCVA is partnering with SUNY Sullivan & PBS for advertising, the commercials will start to air in the summer of 2019.

**Trade & Travel Shows:** This year the Travel Shows include the Camping show, NY Times Show in NYC, Fly Fishing Show in Edison NJ & ABA Show in Kentucky. At the ABA show in Kentucky, the SCVA is sponsoring an operator only breakfast, with a Woodstock themed table setting. The SCVA also put together a basket with generous member additions to include: a two-night stay at Resorts World Catskills, Spirits from Prohibition Distillery & Catskill Distilling Co, Bethel Woods Center for the Arts Museum tickets & more to be raffled off at the ABA show.

**Nominating Team:** Elaine & Roberta will co-chair the Nominating Committee. The SCVA has held the seat for Yo1 with the term ending in December 2020 – the BOD has agreed to appoint the new General Manager of Yo1, Abhishek Sahai to fill that seat. Introductions were made for the newly appointed BOD Members: Dan Paradiso (The Kartrite Resort & Indoor Water Park), Brian Facquet (Prohibition Distillery), as well as Ex-Officio Members: Glenn Pontier (Upper Delaware Scenic Byway) & Jay Quaintance (SUNY Sullivan).

**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:** The 2019 Travel Guide is here! Stop by our administrative offices & pick some up.

**Next Meeting: February 26, 2019**

**Adjournment:** The meeting was adjourned at 9:53am with a motion by Elaine Giguere and a second by Brian Facquet, all in favor. Motion carries.

Respectfully Submitted,  
Holly Gassler