

SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES
Piccolo Paese, 2071 NY-52, Liberty, NY 12754
Tuesday, June 25, 2019

Present: Paul Carlucci, Elaine Giguere, Paul Ciliberto, Stacy Cohen, Brian Facquet, Sims Foster, Jennifer Grimes (via phone), Tanya Hahn, Rick Lander, Emily Casey, Dan Paradiso (via phone), Alan Rosenblatt, Brian Rourke, Franklin Trapp (via phone), Phil Vallone, Kevin Kline, Donna Hemmer, Jay Quaintance, Josh Potossek, Glenn Pontier, Roberta Byron-Lockwood, Herb Clark, Holly Gassler

Absent:

Excused: Ira Steingart

Alan Rosenblatt called the meeting to order at 8:34am

Minutes: The minutes from the May 2019 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.

Financial Report: The Financial Report was attached. A motion to accept the financial report was made by Phil Vallone and seconded by Paul Ciliberto, all in favor. Motion carries.

Finance Team/Tanya:

The refund form the Peck property should be removed from the "income" line as it is not income but a reimbursement.

Cooper Arias & the SCVA bookkeeper are working on the categories within the profit & loss report. (Example: the property is under promotion)

Expenses for the Dove Trail will be offset by the Grant income for the Dove Trail.

Brian Rourke will be drawing up a letter for the SCVA regarding communications about the New Visitor's Center as well as SCVA bed tax spending.

The Finance Team is planning a meeting for July.

Strategic Plan: Alan Rosenblatt thanked everyone for participating in the Strategic Plan. Alan is working to update the strategic plan from the Board Retreat.

Marketing Team: Now that the Doves are all revealed, they are getting a great deal of attention on social media and beyond. The plaques for the doves are ordered. The Dove Trail Brochure and web page are coming in July.

SCVA is re-doing local brochures; Antiques Trail, Arts & Culture Trail, Diner Trail & Farm Fresh Brochure.

The SCVA is looking for partners whom would like to team up on co-op commercials; Roscoe Beer Co., Rolling V & Bethel Woods Center for the Arts have expressed interest in this project. There are four different ads' as well as different times; example: 15 seconds & 30 seconds. The Finance Committee will meet to determine the budget availability for the co-op buys.

Nominating Committee: The SCVA is looking for future Board Candidates and the needs of the organization.

Building Team: Brian Rourke has passed out a draft of a letter he prepared for the SCVA regarding communications about the New Visitor's Center as well as SCVA bed tax spending. All Board members are encouraged to email Brian Rourke & Roberta Byron-Lockwood with any questions or comments regarding the letter by July 2. Roberta Byron-Lockwood would like a fast-fact sheet with bullet points as well so that the information is palatable & understandable from all angles. Glenn Pontier is willing to assist with this project.

Trade & Travel Shows: Roberta Byron-Lockwood is working with the State regarding 2-3 individuals who desire a visit to the Sullivan Catskills. There is a lot of interest around Woodstock Weekend.

There is a receptive operator marketplace event in NYC next month, SCVA will have representation there.

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

Cases: 1931

Total Travel Guides: 61,792

Daily Average: 315

New Business: Bethel Woods Center for the Arts is exploring keeping the monument open during Woodstock Weekend. SCVA and Sullivan County are trying to arrange transportation to from the monument.

Next Meeting: July 23, 2019 at The Kartrite Resort & Indoor Waterpark.

Adjournment: The meeting was adjourned at 9:51 am with a motion by Paul Ciliberto and a second by Stacy Cohen, all in favor. Motion carries.

Respectfully Submitted,
Holly Gassler