

**SULLIVAN COUNTY VISITORS ASSOCIATION MINUTES**  
**The Kartrite Resort & Indoor Waterpark, 555 Resorts World Drive, Monticello, NY 12701**  
**Tuesday, July 23, 2019**

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

**Absent:** Kevin Kline

**Excused:** Paul Carlucci, Sims Foster, Tanya Hahn, Donna Hemmer

Alan Rosenblatt called the meeting to order at 8:37am

Dan Paradiso expressed his gratitude to the SCVA for allowing The Kartrite Resort & Indoor Waterpark to host this month's Board Meeting. Dan voiced that tours are welcome & will be available at the end of the Board Meeting upon request.

**Minutes:** The minutes from the June 2019 Board Meeting were attached. A motion to accept the minutes was made by Stacy Cohen and seconded by Rick Lander, all in favor. Motion carries.

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

**Finance Team/Herb Clark:** Herb Clark went through the financial report for the Board. The SCVA expected to have a draft audit by July 23, 2019, unfortunately Cooper Arias is running behind and a draft audit should be complete by the next board meeting. Two lines were added to the budget: Building & Dove project.

**Membership Report:** The New & Renewing membership report was attached. There are six new memberships and fifteen renewing Memberships. A motion to accept the New & Renewing Membership's was made by Paul Ciliberto and seconded by Stacy Cohen, all in favor. Motion carries.

**Strategic Plan:** Alan Rosenblatt will be holding a meeting in August to gather information for the next strategic plan. Alan also wants to take a look at the 2016 Strategic Plan and see how far the organization has come.

**Marketing Team:** The Dove Trail Brochures and promotional T-Shirts are done. The finance team attempted to meet in July with the Marketing team, unfortunately due to unfortunate happenings with Tanya Hahn's farm they were unable to do so. Herb did a dedicated email ad to Brooklyn Connecticut & Manhattan; this yielded nearly 15,000 Travel Guide requests. The SCVA is working on a Woodstock & Beyond handout to share Woodstock inspired events & more that are occurring throughout the County.

The SCVA is putting together a TV buy; the Finance Team & The Marketing Team will collaborate and come up with a budget for it. Board Members suggest that the SCVA do a press release to let the public know about the Ad Campaign.

The DVAA wants to feature our Dove Trail & do a two-page spread about the Doves & the artists in their next Arts Letter.

**Nominating Committee:** The SCVA Board would like to know whose term is up this year and how many available spots there are.

**Building Team:** Glenn Pontier will be joining Roberta at the SCVA to work on a fast-fact sheet with bullet points for the public.

The SCVA is in the final stage of phase one; next steps include a pre-approval process with the DEC to move ahead with the site.

**Trade & Travel Shows:** The SCVA is considering attending the California trade show.

Last week the SCVA attended the Annual Receptive Operators, in NYC.

Roberta encouraged all Board Members & SCVA Members alike to sign up for Via tour and Tour Mappers. Roberta will send out the paperwork to all the Members for signing up. Group Tours as well as Weddings have come out of these mechanisms.

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

Cases: 1970 • Total Travel Guides: 63,038 • Daily Average: 297

**New Business:** Bethel Woods Center for the Arts has agreed to let non-ticket holders to visit the monument during Woodstock Weekend, they must arrive by the SCVA/Sullivan County transportation bus to & from the monument. The SCVA is looking for volunteers to be at both bus stops (Swan Lake & Monticello) as well as volunteers to be aboard the busses. Frequently asked questions regarding the 50<sup>th</sup> Anniversary weekend can be found on bethel Woods website.

The County has reached out regarding the "Sneak Peak Sullivan" project. A motion to move ahead with further discussions was made by Dan Paradiso and seconded by Jennifer Grimes, all in favor. Motion carries.

The New York State Association of Counties Conference (NYSAC) will be held in the Sullivan Catskills at Resorts World Catskills, in September.

**Chairman's Report:** Board Member, Tanya Hahn suffered a devastating fire at her farm. A barn, four hundred chickens and 300 bales of hay were lost in the fire at Hilly Acres Farm. Please lend Tanya any support that you can as she does so much for the SCVA.

**Next Meeting:** August 27, 2019, at: Sullivan County BOCES, Wierk Ave., Liberty, NY 12754

**Adjournment:** The meeting was adjourned at 10:09am with a motion by Stacy Cohen and a second by Franklin Trapp, all in favor. Motion carries.

Respectfully Submitted,  
Holly Gassler