

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

**Present:** Paul Carlucci, Elaine Giguere, Paul Ciliberto, Stacy Cohen, Brian Facquet, Sims Foster, Jennifer Grimes, Tanya Hahn, Rick Lander, Shannon McSweeney, Dan Paradiso, Brian Rourke, Franklin Trapp, Phil Vallone, Donna Hemmer, Glenn Pontier, Jay Quaintance, Roberta Byron-Lockwood, Herb Clark, Holly Gassler

**Absent:**

**Excused:** Alan Rosenblatt, Abhishek Sahai

Paul Carlucci called the meeting to order at 8:32am

**Minutes:** The minutes from the February 2019 Board Meeting were attached. A motion to accept the minutes was made by Dan Paradiso and seconded by Brian Facquet, 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 Stacy Cohen, all in favor. Motion carries.

**Finance Team/Tanya:**

The Finance Team suggests moving \$50,000 to the reserve account for the new Visitors Center. There is still a good amount of clean up left to do from the previous bookkeeper. The auditors are coming in April 8<sup>th</sup> to finish the 2018 audit. The finance team will have the tentative budget through 2023 ready for the Board Retreat.

**Membership Report:** The New & Renewing membership report was attached. There are nine new memberships and twenty-five renewing Memberships. A motion to accept the New & Renewing Membership's was made by Franklin Trapp and seconded by Stacy Cohen, all in favor. Motion carries.

**Visitor's Center Committee:** The SCVA is looking at 18 acres, 5 acres are usable acres - the remainder are wetlands which can be used for hiking trails & a picnic area. The SCVA is looking to obtain the Rock Hill Farmers' Market piece as well.

**Strategic Plan:** Paul Carlucci handed out the Preliminary Strategic Plan to all Board Members to look over for discussion at next week's Executive Committee Meeting.

**Marketing Team:** The Fifty Doves are all taken, the designs are being submitted & approved daily. Some are near completion and almost ready for installation. 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. The SCVA was offered a gallery in NYC to hold a press/media event, we are holding the event on May 7<sup>th</sup>.

Changes are happening within the county and we want to ensure that we are supporting such efforts. The SCVA spends about \$30,000 annually on international marketing. ROI stats was requested by the Marketing Team.

The SCVA is looking at new digital advertisements through Meredith.

May 8<sup>th</sup> is the Hospitality Training, Brochure Swap & BBQ at The Kartrite Resort & Indoor Waterpark.

May 9<sup>th</sup> is the ribbon cutting at The Kartrite Resort & Indoor Waterpark.

The SCVA is looking to have an interactive map on their website as well as a mobile app.

**Trade & Travel Shows:** There is on Travel Show left for the year; in April.

**Updates:**

**FAM Tours & Travel Trade Shows:** There is a Brand USA Mega FAM Tour scheduled for May. We continue to work with I LOVE NY for FAM trips, media tours & more!

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

Cases: 472

Total Travel Guides: 17,821

Daily Average: 190

**New Business:** 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 9:35am with a motion by Phil Vallone and a second by Paul Carlucci, all in favor. Motion carries.

Respectfully Submitted,

Holly Gassler