

SULLIVAN CATSKILLS VISITORS ASSOCIATION BOARD MINUTES
SC BOCES, located at 6 Wierk Avenue, Liberty, NY 12754
Tuesday, October 22, 2019

Present: Paul Carlucci, Elaine Giguere, Paul Ciliberto, Brian Facquet, Sims Foster, Jennifer Grimes, Tanya Hahn, Anthony Bruno, Rick Lander, Emily Casey, Dan Paradiso, Franklin Trapp, Phil Vallone, Donna Hemmer, Glenn Pontier, Roberta Byron-Lockwood, Herb Clark, Holly Gassler

Excused: Stacy Cohen, Alan Rosenblatt, Brian Rourke, Jay Quaintance, Josh Potossek, Ira Steingart

Tanya Hahn called the meeting to order at 8:35am

Minutes: The minutes from the September 2019 Board Meeting were attached. A motion to accept the minutes was made by Sims Foster 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 Franklin Trapp, all in favor. Motion carries.

Finance Team/Herb Clark: Tanya Hahn went through the financial report for the Board and has suggested that the SCVA move \$50,000. from the operating account to the reserve account. A motion to accept the move of \$50,000. from the operating account to the reserve account was made by Sims Foster and seconded by Elaine Giguere, all in favor. Motion carries.

There are still some pending transactions in QuickBooks from the 2017 & 2018 Travel Guides that need to be cleaned up.

There were two audit findings: a travel and expense policy as well as a credit card policy needs to be in place.

Membership Report: The New & Renewing membership report was attached. There are eleven new memberships and thirty-two renewing Memberships. A motion to accept the New & Renewing Membership's was made by Franklin Trapp and seconded by Anthony Bruno, all in favor. Motion carries.

Strategic Plan: Tanya Hahn handed out & went over the 2016-2019 Strategic Plan in with the Board Members. She asked them to review the document and bring any questions/concerns to the Strategic Planning Committee. It was noted by Sims Foster & Tanya Hahn that the goals were met. Chairman Alan Rosenblatt wanted the Board Members to recognize that we did attain our strategic goals and the process we have put in place has demonstrated success.

The Board Members have asked to have a breakdown of the expenses in marketing & advertising once per calendar quarter. Also, to have the marketing budget at the next board meeting.

Marketing Team: Due to the growing popularity of the doves, there will be an additional 10 doves added next year to the original 50.

Sims has been following True Food Collective reports & watching the growth in followers and likes. The committee would like to get a proposal from both The Door & True Food Collective to grow followers & likes.

Nominating Committee: There are six board seats whose term is up; Franklin Trapp, Abhisek Sahai, Paul Ciliberto, Paul Carlucci, Brian Rourke & Alan Rosenblatt. Alan has made a personal decision and will not be returning to the board. The SCVA is seeking an additional people for the Board or to sit on a Committee, anyone with considerations for Board Member spots should email Elaine Giguere at egiguere@frontiernet.net.

Anthony Bruno was introduced to the board; he has taken the seat of Kevin Kline. Anthony has graciously offered Resorts World Catskills board meeting room should we need to utilize it for a board meeting.

Visitor's Center: The Sullivan County Legislature has passed a resolution to purchase the property in Rock Hill for the visitor's center, 6 to 3.

Trade & Travel Shows: The SCVA is doing the buys now for 2020. Everything is on target.

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

Cases: 2619 • Total Travel Guides: 83,816 • Daily Average: 257

New Business: Suggestion: Present the guests at our Annual Meeting & Holiday Gathering with video vignettes of members saying what tourism means to them & their business.

The SCVA will be featuring Berkeley Young of Young Strategies Inc. as their keynote speaker at their Annual Meeting & Holiday Gathering and will further look to partner with the company on a Strategic Plan.

Next Meeting: Wednesday, November 26, 2019, at: SC BOCES, 6 Wierk Avenue, Liberty, NY 12754

Adjournment: The meeting was adjourned at 10:09am with a motion by Rick Lander and seconded by Emily Casey, all in favor. Motion carries.

Respectfully Submitted,
Holly Gassler