

SULLIVAN CATSKILLS VISITORS ASSOCIATION BOARD MINUTES
Piccolo Paese, located at 2071 NY-52, Liberty, NY 12754
Wednesday, September 25, 2019

Present: Elaine Giguere, Paul Ciliberto, Stacy Cohen, Brian Facquet, Sims Foster, Jennifer Grimes, Emily Casey, Alan Rosenblatt, Franklin Trapp, Phil Vallone, Glenn Pontier, Jay Quaintance, Herb Clark, Holly Gassler

Excused: Paul Carlucci, Tanya Hahn, Rick Lander, Dan Paradiso, Brian Rourke, Donna Hemmer, Josh Potosek, Ira Steingart, Roberta Byron-Lockwood

Alan Rosenblatt called the meeting to order at 8:32am

Minutes: The minutes from the August 2019 Board Meeting were attached. A motion to accept the minutes was made by Sims Foster and seconded by Elaine Giguere, all in favor. Motion carries.

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

Finance Team/Herb Clark: Colleen Osterhout, from Wayne Bank, who sat on our Financial Committee has moved away from the area, therefore removing herself from the Financial Committee. Herb Clark went through the financial report for the Board. The SCVA has received the audit draft and are currently awaiting the letter from Cooper Arias.

Membership Report: The New & Renewing membership report was attached. There are four new memberships and thirty-five 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: Board Chair Alan Rosenblatt will be sending the first draft of the strategic plan to the board. He is hoping to have a strategic planning committee meeting in October.

Marketing Team: The Marketing team met in August. They discussed the positive performance of outside vendors, Main Street & True Food Collective and have determined that no changes are necessary and the SCVA will continue with both in the upcoming year.

The Dove Trail continues to catch fire, the SCVA is exploring adding to the current 50 Doves, allowing room for an additional 10 Doves to hatch in the Sullivan Catskills.

Board member, Phil Vallone expressed that he'd like to partner with some businesses in the County on the Singer Song Writer Festival that he puts on Annually in Roscoe, NY. He'd like the festival to be much larger than its current state. Board Member Emily Casey expressed interest in the project. One Board Member expressed that an event planner would be needed for an event of such magnitude.

There are currently three movies being shot in the Sullivan Catskills, SCVA Member Matt Lare of Signal 10 Food Truck has caught fire. He catered for one of the movies and inadvertently ended up with a role in the movie as well as flying with Tom Hanks & his wife on their private jet to cater on another movie set.

The final version of the video's for PBS, involving the SCVA & SUNY Sullivan will be sent to SCVA as soon as they are completed.

Nominating Committee: A meeting with the Nominating Committee will be set up to discuss whose Board Members' terms are up this year and how many available spots there are to fill. The SCVA is seeking an additional finance person. Anyone with ideas for Board Member spots should email Elaine Giguere at egiguere@frontiernet.net.

Visitor's Center: All assurances have been made with the DEC and the property located in Rock Hill. The County is on board and will be doing a resolution for the upcoming legislative meeting to purchase the land. The new Visitors Center is likely not exceed 8000sf.

Trade & Travel Shows: The SCVA is doing the buys now for 2020 to include the NY Times Show, Outdoor Show, Fly Fishing Show, Golf Show & Camping Show.

The SCVA has just finished up with a FAM Tour from China; they were graciously hosted by The Kartrite Resort & Indoor Waterpark & visited The Villa Roma Resort & Conference Center & Cunningham Farms.

Travel Guide: Total 2019 Travel Guide's sent to date:
Cases: 2512 • Total Travel Guides: 80,377 • Daily Average: 310

New Business: The NYSAC Conference that was held at Resorts World Catskills was the most attended to date. Though there were some minor issues with delays & registration. The reception that was held at The Kartrite Resort & Indoor Waterpark was a success as was the dinner held at Bethel Woods Center for the Arts. Excellent reviews all around.

Some Board members expressed the dissatisfaction with the dates of Sneak Peak Sullivan; there was a suggestion to move the date(s) to April instead of May - with no more than one to two days and no more than twenty venues participating.

The Big Eddy Film Festival was a huge success!

Next Meeting: Tuesday, October 22, 2019, at: Sullivan County BOCES, 6 Wierk Ave., Liberty, NY 12754.

Adjournment: The meeting was adjourned at 9:30am with a motion by Jennifer Grimes and a second by Phil Vallone all in favor. Motion carries.

Respectfully Submitted,
Holly Gassler