

SULLIVAN CATSKILLS VISITORS ASSOCIATION BOARD MINUTES
SC BOCES, located at 6 Wierk Avenue, Liberty, NY 12754
Tuesday, November 26, 2019

Present: Paul Carlucci, Elaine Giguere, Paul Ciliberto, Stacy Cohen, Brian Facquet, Sims Foster, Tanya Hahn, Rick Lander, Emily Casey, Dan Paradiso, Alan Rosenblatt, Brian Rourke, Phil Vallone, Anthony Bruno, Glenn Pontier, John Liddle, Jay Quaintance, Roberta Byron-Lockwood, Herb Clark, Holly Gassler

Excused: Jennifer Grimes, Franklin Trapp, Donna Hemmer, Josh Potosek, Ira Steingart

Alan Rosenblatt called the meeting to order at 8:31am

Minutes: The minutes from the October 2019 Board Meeting were attached. A motion to accept the minutes was made by Sims Foster and seconded by Stacy Cohen, 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 Paul Carlucci, all in favor. Motion carries.

Finance Team/Herb Clark: Tanya Hahn went through the P&L report. There was an increase of 11% in advertising over the previous year within the Travel Guide. The SCVA shifted the design & production of the Travel Guide to Freeport Press.

Tanya went over the audit letter; it states that there are no difficulties with management, no disagreements & no misstatements. Any findings have all been corrected. A motion to accept the audit was made by Elaine Giguere and seconded by Paul Carlucci, all in favor. Motion carries.

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

Executive Board: There will be an executive session immediately following this board meeting.

Strategic Plan: Alan Rosenblatt handed out & went over the 2016-2019 Strategic Plan in with the Board Members. A motion to accept the Strategic Plan was made by Sims Foster and seconded by Paul Ciliberto, all in favor. Motion carries.

Marketing Team: The influencer numbers have plateaued, the SCVA will seek quotes from The Door & other influencer/PR marketing firms. Bethel Woods uses Ad Workshop and will share the information with the marketing team.

The SCVA attended the I LOVE NY Media Night in NYC. The SCVA is also looking into creating an app, the Board authorizes the SCVA staff to get proposals and pricing on apps.

A motion to allow the SCVA to create two, thirty second commercials showcasing all that the Sullivan Catskills has to offer in the winter season, calling it "Fire & Ice" was made by Elaine Giguere and seconded by Stacy Cohen, all in favor. Motion carries. Herb urged all Board Members to create and send their Fire & Ice packages to him ASAP at hcc@scva.net.

A motion was made to allow Roberta & Herb to make decisions on media purchases up to \$100,000. This motion was made by Stacy Cohen and seconded by Brian Rourke, all in favor. Motion carries.

The SCVA has looked into Audio Eye, to add ADA accessibility to its website. AudioEye performs daily checks of the website to ensure its ADA compliance. The program is a cost of \$18,000, with the relationship the SCVA has with SimpleView, Roberta & Herb were able to negotiate a reduced rate of \$9,000 per year, for three years. For members to be a part of the program under the SCVA, it would be a cost of \$10.99 per month. Members of the Board expressed that the SCVA should contact the organizations insurance company to see if they are covered under ADA coverage prior to pursuing AudioEye. Dan Paradiso of The Kartrite Resort & Indoor Waterpark will pass along the company that they use for ADA Compliance, for comparison pricing purposes. A motion was made to allow the SCVA to sign a minimum contract with AudioEye. This motion was made by Emily Casey and seconded by Paul Ciliberto, all in favor. Motion carries.

Dove Trail: The SCVA will put together a press release to announce to the public that there will be ten more doves added to the trail. Currently, there is a Dove Holiday Happiness Contest with the SCVA & The Democrat. Now through January 31, people can submit their creative and outside the box selfie's to the democrat via email at editor@sc-democrat.com for a chance to win Sullivan Catskills swag bag and gifts from the Sullivan County Democrat newspaper.

The SCVA is working with Roscoe Beer Co. & Bethel Woods Center for the Arts in hopes to create a larger-scale Singer Songwriter Festival. Currently Roscoe Beer Co. holds an annual Singer Songwriter Festival.

Nominating Committee: There was a discussion regarding diversification of the Board, this will provide the SCVA Board with unique perspectives that they may not have otherwise had.

Elaine expressed that the call out for New Board Members should happen earlier in the calendar year, somewhere between March & June would be preferred over the current months of September through November. Elaine offered to head this project in the coming months.

Building Team: The Deputy County Manager, John Liddle stated that the legislature voted 6-3 in approving the SCVA to go forward with the purchase of the property in Rock Hill.

The SCVA Board recognizes that the SCVA has outgrown its current location, therefore the SCVA has located another property that could potentially be the temporary visitors center and offices of the SCVA. In the proposed temporary location, there are three offices next to each other that the SCVA could lease at a rate of \$10 per square foot. This temporary location would have office space, visitors center space, conference rooms and storage. A motion was made to allow the SCVA to rent the proposed temporary location, at 3000 square feet with the right of

first refusal for an additional 1000 square feet of space, with a lease term of three years with an option to renew at the end of the term. This motion was made by Phil Vallone and seconded by Elaine Giguere, all in favor. Motion carries.

The Deputy County Manager, John Liddle stated that the County, the County Communications Director and the SCVA will work on getting out a coherent message to the public regarding the need for a temporary location. Roberta urged the Board of Directors to provide any input that they would like considered to be included in the message, to her in writing via email at rbl@scva.net.

Trade & Travel Shows: The SCVA is working with Australia, to book more lengthy stays to the Sullivan Catskills. Australians vacation for up to 6 weeks.

Trade shows are set up for 2020, the Board asks that the SCVA sends the complete list to all. The SCVA has two booths at the NY Times show, the last week in January.

Travel Guide: The supply of the 2019 Travel Guide's has been exhausted.

The 2020 Travel Guide is well under way, there is one final review then it is off to the printer! There was an increase of 11% in advertising over last year within the Travel Guide which means the ads placed have paid for the Travel Guide to be printed.

New Business: Roberta went over the 2019 Annual Award Winners to be honored at the 2019 Annual Meeting & Holiday Gathering.

- Tourism Trailblazer: Darlene Fedun, Bethel Woods Center for the Arts
- STAR for Individual Achievement: Dan Paradiso, The Kartrite Resort & Indoor Waterpark
- STAR Award for Business Achievement: Canal Towne Emporium - Lyman Holmes & Gary Holmes
- TOAST Award for Exceptional Service: Dan Hust, Sullivan County Communications Director

Renowned, tourism strategist and researcher Berkeley Young of Young Strategies will be the keynote speaker at this year's annual event. He will also work with us to move the SCVA to the next level. He comes with rave reviews from tourism colleagues and State Officials.

Stacy Cohen of the Dancing Cat Saloon and the Dancing Cat Distillery announced that she has filed for Chapter 11 Bankruptcy reorganization. The Saloon & Distillery will remain open.

SUNY Sullivan has created a summer work program; President of SUNY Sullivan Jay Quaintance will send the information to the full SCVA Board. He will also share with the Board when the joint commercials on PBS in NYC, Philadelphia, Albany & Connecticut will air.

Ten-Mile River Scout camp is looking to partner up to develop 60 miles of trails, if interested contact Glenn Pontier directly.

Deputy County Manager, John Liddle announced that Monticello applied for the DR Grant in 2019 and did not receive it. Liberty and the Liberty CDC is working to apply for the DR grant for 2020.

Chairman's Report: Chairman Alan Rosenblatt has announced that he will be closing his business, ECCE Bed & Breakfast at the end of the year. Alan will also step down from his duties with the SCVA Board of Directors and thanked the current Board of Directors for their dedication to the SCVA reminding them that the SCVA Board is one of the most important Boards as it shapes what is happening in our Sullivan Catskills. Alan closed by thanking Roberta & Herb for their exceptional leadership & dedication.

Next Meeting: Tuesday, January 28, 2020, at Piccolo Paese Ristorante Italiano, located at 2071 State Route 52, Liberty, NY 12754 at 8:30am.

Adjournment: The meeting was adjourned at 10:11am with a motion by Elaine Giguere and seconded by Rick Lander, all in favor. Motion carries.

Respectfully Submitted,
Holly Gassler