

SULLIVAN CATSKILLS VISITORS ASSOCIATION

Place: Piccolo Paese Ristorante Italiano, 2071 NY-52, Liberty, NY 12754

Present: Sims Foster, Paul Carlucci, Tanya Hahn, Brian Rourke, Paul Ciliberto, Elaine Giguere, Anthony Bruno, Emily Casey, Stacy Cohen, Brian Facquet, Jennifer Grimes, Shawn Lang, Dan Paradiso, Ariel Shanberg, Franklin Trapp (via phone), Phil Vallone, Donna Hemmer, Glenn Pontier, Jay Quaintance, Roberta Byron-Lockwood, Herb Clark, Holly Gassler

Guests: Legislator Nicholas Salamone, Legislator Michael Brooks, Legislator Robert Doherty, Legislator Alan Sorensen, Lori Solomon

Excused: Rick Lander, Josh Potosek, Ira Steingart

Roberta Byron-Lockwood called the meeting to order at 8:31am

Roberta Byron-Lockwood presented the slate of officers as proposed by the Nominating Committee in November 2019; Sims Foster, Foster Supply Hospitality, Chairman; Paul Carlucci, Villa Roma Resort, Vice-Chairman; Tanya Hahn, Jeff Bank, Treasurer, Brian Rourke, Downtown Barn, Secretary, Rick Lander, Landers River Trips, Board Member at Large, Paul Ciliberto, Bold Gold Media Group, Board Member at Large & Elaine Giguere, Arts Consultant, Immediate Past Co-Chair.

Brian Facquet made a motion that the secretary cast one vote to accept the slate as presented by the nominating committee. A motion to accept the slate as presented was made by Brian Rourke, Secretary, the motion was unanimous, motion carries.

Roberta introduced and welcomed the new Board Members; Shawn Lang of The Farmhouse Project & Ariel Shanberg of Delaware Valley Arts Alliance.

Minutes: The minutes from the November 2019 Board Meeting were attached. A motion to accept the minutes was made by Phil Vallone 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 Paul Ciliberto and seconded by Shawn Lang, all in favor. Motion carries.

Finance Team/Herb Clark: Tanya went through the P&L report & the 2018-2019 comparison. There has been a steady increase in marketing, advertising & promotional materials year over year.

Membership Report: The New & Renewing membership report was attached. There are twelve new memberships and thirty-eight renewing Memberships. A motion to accept the New & Renewing Membership's was made by Jennifer Grimes and seconded by Emily Casey, all in favor. Motion carries.

Executive Board: The Board Retreat will be held on February 25th, at a Red Cottage Rental Property; "Andie Lane", located at 55 Andie Lane, Bethel, NY 12720. Jennifer Grimes will send directions to the Board.

Alan Rosenblatt will assist Sims & join us as the moderator for the retreat. Any ideas or input for the retreat, please reach out to Roberta or Sims.

Sims will nominate committee chairs at the next meeting in February, if you have any comments or thoughts please reach out to Roberta or Sims. The SCVA office will be sending out the spreadsheet of the current Committee Teams as well as a sign up for 2020 Committee Teams.

Strategic Plan: Renowned strategist Berkeley Young has begun working with us on constructing a comprehensive data driven assessment of where we are, what we are doing and the strategy for our future.

Marketing Team: Dan Paradiso has stepped in as the new Marketing Committee Chair. A committee meeting will be scheduled in February.

The SCVA will proceed with a social media influencer campaign.

IDNYC is kicking in and there have been great responses. If you want to add your business to IDNYC contact Roberta.

Nominating Committee: Elaine offered to spearhead an organizational chart on the Board Members to ensure that the SCVA diversity and cultivates the skill sets needed. We will be reaching out to the full Board to obtain their resume or bio to begin to chart.

Office Relocation Team: Tanya; The SCVA will relocate its offices to 21 Sullivan Avenue in the Village of Liberty.

Roberta is working with Paul Ciliberto/Bold Gold Media on an SCVA Industry Informational Image Campaign, The Sullivan Catskills Proud Campaign is ongoing, which the SCVA will continue to sponsor and reach out to our member businesses to tell their story and why they are proud to business in the Sullivan Catskills and the impact made to quality of life.

Trade & Travel Shows: The SCVA attended ABA in Omaha NE. The SCVA has released the full list of upcoming Travel & trade Shows; scheduled & tentative. Contact Herb directly to reserve your spot.

SCVA just returned from a weekend long, highly successful NY Times Show.

Dove Trail: Roberta has a sample press release ready to send to media outlets letting them know that there will be ten more doves released as part of the Sullivan Catskills Dove Trail© There has been a lot of interest and continues to be a very exciting to Trail.

Travel Guide: A mass shipment of the 2020 Travel Guides have been sent out to our distribution centers. They have also been featured at numerous Travel & Trade Shows.

ADA Compliance: Roberta signed the contract with AudioEye & will be sending out all the details to the Board. The SCVA will be extending the offer to all Member Businesses at \$10.99 monthly, the SCVA will act as the umbrella.

Apps for Website: Roberta; The SCVA is looking at the best way to be effective & efficient. Roberta will provide the Marketing Committee the options to review.

Heart-A-Thon: Jay; Hearts are selling all over the place. The planning for the dinner at SUNY Sullivan in conjunction with The North Branch Inn is ongoing, the digital materials should be available today to distribute. If anyone would like to donate an item or experience that will inspire people to donate, please reach out to Roberta. The goal for the Heart-A-Thon is to purchase a new EKG machine for the cardiology unit. Sims & Jay are co-chairs of the 2020 Heart-A-Thon.

New Business: Sims; The Sullivan County Land Bank Board is looking to fill three vacant seats on the board as Community Members at Large, in the villages of Liberty & Monticello. Any interest or questions, please contact Sims.

Next Meeting: Tuesday, February 25, 2020, The Location is a Red Cottage Property: "Andie Lane", located at 55 Andie Lane, Bethel, NY 12720.

Adjournment: The meeting was adjourned at 9:27am with a motion by Phil Vallone and seconded by Jennifer Grimes, all in favor. Motion carries.

Respectfully Submitted,
Holly Gassler