

**SULLIVAN CATSKILLS VISITORS ASSOCIATION**

*Place: SCVA Conference Call*

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

**Excused:** Shawn Lang, Brian Rourke, Stacy Cohen, Josh Potossek, Ira Steingart, Jay Quaintance

Sims Foster called the meeting to order at 8:33am

**Minutes:** The minutes from the April Board Meeting were attached. A motion to accept the minutes was made by Jennifer Grimes and seconded by Rick Lander, all in favor. Motion carries.

**Financial Report:** The Financial Report was attached. A motion to accept the financials was made by Paul Carlucci and seconded by Rick lander, all in favor. Motion carries.

**Membership Report:** The New & Renewing membership report was attached. A motion to accept the New & Renewing Members was made by Franklin Trapp and seconded by Elaine Giguere, all in favor. Motion carries.

**Finance Committee:** Cooper Arias has begun the process of the SCVA Annual Audit.

**Marketing Team:**

- E-News subscriptions are still on the rise.
  - Travel writers & influencers have received their “Sullivan Catskills in a Box” and have begun a buzz on their social media accounts all about the Sullivan Catskills.
  - The SCVA has created COVID-19 posters for their members to use in their place of business, they include reminders such as: wear a mask, hand washing practices, staying safe & social distant reminders.
  - The SCVA continues to send out their Member to Member e-news updates via email 3 X’s a week.
  - The SCVA is going forward with their Catskills Confidence Campaign which includes a video & a radio spot free for SCVA Members.
  - The SCVA gift certificate program has been wildly successful with over 200 gift certificates sold.
  - The SCVA is putting together a viral contest along with their social media team, this includes some great prizes donated by SCVA Members.
  - The SCVA held a members only webinar to go through the 4 phases of the opening process and what they need to do to open with Catskills Confidence.

**Office Relocation Team:** The SCVA is actively moving things to the new Visitors Center / SCVA Offices. The SCVA is hopeful that the move will be complete by the beginning of August.

**Writers & Fam Trips:** SCVA & The Door PR Team is putting together a campaign. They are reaching out to past writers & bloggers to ask them to share some of their favorite memories & stories of the Sullivan Catskills with us. The SCVA continues answering all requests from The Door & Finn & Partners.

**Trade & Travel Shows:** Most have cancelled or postponed. The SCVA will be refunded by any travel & trade shows that were cancelled.

**Next Meeting:** July 28, 2020.

**Adjournment:** The meeting was adjourned at 9:36am with a motion by Dan Paradiso and seconded by Paul Carlucci, all in favor. Motion carries.

Respectfully Submitted,  
Holly Gassler