

## SULLIVAN CATSKILLS VISITORS ASSOCIATION

**Present:** Sims Foster, Tanya Hahn (via phone), Paul Carlucci, Rick Lander, Anthony Bruno, Emily Casey, Dan Paradiso (via phone), Ariel Shanberg (via phone), Donna Hemmer (via phone), Johnny Pizzolato, Jennifer Grimes, Shawn Lang, Roberta Byron-Lockwood, Herb Clark, Holly Gassler

**Excused:** Brian Rourke, Paul Ciliberto, Elaine Giguere, Stacy Cohen, Brian Facquet, Franklin Trapp, Phil Vallone, Jay Quaintance

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

**Minutes:** The minutes from the August Board Meeting were attached. A motion to accept the minutes was made by Dan Paradiso and seconded by Paul Carlucci, 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 Anthony Bruno, 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 Shawn Lang and seconded by Rick Lander, all in favor. Motion carries.

**Finance Committee:** The SCVA is currently working on the 2021 Budget. Our annual audit should be completed by end of month.

**Executive Committee:** The SCVA is searching for ideas to replace the Annual Meeting for 2020. An Event Committee Meeting will take place in October to discuss ideas.

**Marketing Team:** SCVA has put out the following ads:

1. NYS Vacation Planner
2. The Republican
3. Food & Travel Magazine

SCVA is currently working on:

- Layout of the 2021 Travel Guide
- Pre-planning stage for Winter Coop OTT TV Campaign
- Member Eblast to Communicate New Office Location
- Member Eblast to promote virtual brochure swap
- Member to Member Fall Package Flyer pitch
- TakeOutSullivanCatskills continues to generate revenue for struggling businesses.
- The SCVA is in post-production for the fall TV ads to promote Catskills Confidence through the eyes of tourism-business employees. The ads will run across OTT, SCVA website, and SCVA social media channels. There will be a total of four spots, participants include Resorts World Catskills, Eagle River Guides, Roscoe Beer Company, Hilly Acres Farm, Northern Farmhouse Pasta and Villa Roma Resort & Conference Center.
- The redesign of SullivanCatskills.com homepage and top-level navigation is showing positive results. Cabin Rental and Catskills Resort inquiries continue to occupy the top search keywords...but we are now seeing a significant upswing in Resort and Hotel based search.

**Writers & Fam Trips:** The SCVA continues to get requests from The Door and Finn & Partners.

**Next Meeting:** October 27, 2020.

**Adjournment:** The meeting was adjourned at 9:43am with a motion by Rick Lander and seconded by Paul Carlucci, all in favor. Motion carries.