

SULLIVAN CATSKILLS VISITORS ASSOCIATION

Present: Sims Foster, Tanya Hahn, Paul Carlucci, Anthony Bruno, Emily Casey, Dan Paradiso, Stacy Cohen, Franklin Trapp, Rick Lander, Phil Vallone, Jennifer Grimes, Donna Hemmer, Jay Quaintance, Roberta Byron-Lockwood, Herb Clark, Holly Gassler Shawn Lang, Elaine Giguere

Excused: Paul Ciliberto, Ariel Shanberg, Johnny Pizzolato, Brian Facquet

Roberta Byron-Lockwood called the meeting to order at 8:33am (Sims Foster led the meeting upon arrival 8:45am)

Minutes: The minutes from the November Board Meeting were attached. A motion to accept the minutes was made by Dan Paradiso and seconded by Stacy Cohen, all in favor. Motion carries.

Financial Report: The Financial Report was attached. A motion to accept the financials was made by Dan Paradiso and seconded by Emily Casey, 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 Emily Casey seconded by Anthony Bruno, all in favor. Motion carries.

Finance Committee: Tanya Hahn provided a summary of P&L and the Budget v. Actual Report.

The SCVA saved money moving niche brochures online instead of printing them.

71% of all income goes to Marketing, Advertising & Promotions.

The 2021 budget was presented to the Board, A motion to accept the budget as presented was made by Dan Paradiso and seconded by Anthony Bruno, the motion was unanimously passed. The budget will be sent to the Legislature & County Manager today via email from Roberta. The SCVA will set up the Audit Oversight Committee, the slate will be presented at the January Board Meeting for approval.

The independent annual SCVA audit by Cooper Arias should be wrapped up soon.

Executive Committee: Sims will continue to seek to establish a meeting with Legislative Chairman Robert Doherty. Three members of the SCVA executive board & three members of the legislature are slated to meet. The SCVA would like to work with the Legislature to get clarity as to what the proposed changes to the Occupancy Tax Law. The SCVA offers assistance in working through this process.

The virtual Annual Meeting was a success, all the reviews were positive. Members found the virtual event to be uplifting and most informative.

Nominating Committee: All Ballots have been counted on the Board Appointment; the results are as follows: incumbents who will remain on the BOD are Emily Casey, Jennifer Grimes, Ariel Shanberg & Phil Vallone. The SCVA welcomes new Board Member Mark McLewin of the Neversink General Store, PennyWise Properties, Combined Properties & Bright Advertising.

The slate of Executive Officers was presented: Sims Foster; Chair, Paul Carlucci, Vice Chair, Tanya Hahn; Treasurer, Brian Rourke; Secretary, Rick Lander, Paul Ciliberto, Franklin Trapp & Elaine Giguere past co-chair. A motion to accept the slate as presented was made by Emily Casey and seconded by Rick Lander, the motion was unanimously passed.

The Board thanked Stacy Cohen for all of her work & dedication to the Board.

Marketing Team: We continue to direct the brand's revamped messaging positioning the Sullivan Catskills as a drive destination during the pandemic, perfect for safe, healthy, escapes for a socially distant lifestyle) across owned and paid marketing channels including the website, email marketing and print, and digital advertising. The campaign's theme is designed with flexibility and is adjustable to the season nature of our Sullivan Catskills. Our current projects include:

- 47-minute Annual Meeting Video that premiered on SCVA YouTube channel
- Created a 2020 STAR-BUSINESS decal for Annual Meeting
- Produced the 2020 Annual Report publication and published on SCVA Website
- Produced 3 :30 TV Commercials
- Created new slider pages for the website to reflect the season

We are in post-production for the fall TV ads to promote Catskills Confidence through the eyes of tourism-business employees. Ads will run across OTT, SCVA website, and SCVA social media channels. There will be a total of four spots, Participants included: Resorts World Catskills, Eagle River Guides, Roscoe Beer Company, Hilly Acres Farm, Northern Farmhouse Pasta and Villa Roma.

We have had a 12% increase in website visitors. Social media followers are now up to 62k - with 700 new followers.

The Governor released the Tourism Economics Oxford Study - The Sullivan Catskills ranked the highest in NYS for tourism growth at 12.2%, the next highest in NYS was the Bronx at 8.3% & Kings County at 7%. 2018 was Sullivan Catskills record high of 14.8% increase.

Since 2009 tourism spending has increased 85% from \$311,670,000 to \$577,900,000 in the 2019 numbers.

Since 2009 local sales tax from the hospitality industries have increased over 82%- contributing over \$35,700,000 in sales tax to Sullivan County. Without tourism, each resident would have to pay an additional \$2407, annually to be provided the same services.

Year over year we have had a 28% increase in user traffic to our website (yielding over 4000 new visitors).

Next Meeting: January 26, 2021.

Adjournment: The meeting was adjourned at 9:49am with a motion by Stacy Cohen and seconded by Emily Casey, all in favor. Motion carries.