

SULLIVAN CATSKILLS VISITORS ASSOCIATION

Place: SCVA Conference Call

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

Excused: Tanya Hahn, Brian Rourke, Paul Ciliberto, Brian Facquet, Josh Potosek, Ira Steingart

Sims Foster called the meeting to order at 8:32am

Minutes: The minutes from the February Board Retreat were attached. A motion to accept the minutes was made by Stacy Cohen and seconded by Rick Lander, all in favor. Motion carries.

Financial Report: Tanya Hahn has called for the SCVA to do a review of SCVA budget to potentially reconfigure in light of the COVID-19 pandemic.

Membership Report: The New & Renewing membership report was attached. There are three new memberships and nineteen renewing Memberships. A motion to accept the New & Renewing Membership's was made by Paul Carlucci and seconded by Rick Lander, all in favor. Motion carries.

Executive Board: Held a meeting on 4.14.2020 regarding the sale of gift certificates to Member Businesses with the SCVA adding a bonus of \$25; for each \$100 gift certificate purchased in order to stimulate the income for our local economy.

The Sullivan County Partnership wanted to do a mini revolving loan, the SCVA would like to consider adding to that for an SCVA Tourism Member.

Marketing Team: Dan Paradiso will hold a Committee Meeting next week to discuss the following topics: Messaging & Tone, Marketing Survey, Social Media, SEO, Influencers and the menu of available co-op opportunities. Influencers are going to be very instrumental in the revitalization of the Sullivan Catskills.

Strategic Plan: The SCVA is discussing with Berkeley Young, the outline & framework are being laid out.

Nominating Committee: The SCVA will seek balance in the nominations for the upcoming fall vote.

Office Relocation Team: The SCVA is moving forward with the renovation of the new SCVA Office, the walls are going up & the floors are going down. The SCVA has obtained a grant from NYSEG to cover 80% of the installation costs for the LED lighting, currently there is a 4-6 week delay due to the current COVID-19 pandemic.

New Business:

Roberta is working on the Federal Grants; she received a message to wait until April 15th to submit the application & information.

SUNY Sullivan is shifting all their instructions to online platforms beginning next Monday, the campus is closed to the general public.

SUNY Sullivan is setting up a Wi-Fi hotspot in their parking lot for people & students who do not have access to high speed internet, they will be allowed to sit in their car and access it at their leisure.

SUNY Sullivan is working with BOCES to set up emergency day care for the first responders, will open on Monday.

The Sullivan 180 community health partners will be shifting their classes to the SUNY Sullivan online platform as well.

Trade & Travel Shows: All travel & trade shows at this point have been cancelled, the only one that has not cancelled yet is IPW.

The SC Dove Trail is put on hold for now, we will get them in May.

Mountain Jam at Bethel Woods has been cancelled.

Next Meeting: Tuesday, April 28, 2020, via Zoom Conference Call.

Adjournment: The meeting was adjourned at 9:09am with a motion by Sims Foster and seconded by Paul Ciliberto, all in favor. Motion carries.

Respectfully Submitted,
Holly Gassler