

SULLIVAN CATSKILLS VISITORS ASSOCIATION

Present: Sims Foster, Tanya Hahn, Paul Carlucci, Rick Lander, Anthony Bruno, Emily Casey, Dan Paradiso, Ariel Shanberg, Jennifer Grimes, Stacy Cohen, Brian Facquet, Franklin Trapp, Phil Vallone, Jay Quaintance, Donna Hemmer, Johnny Pizzolato, Michael Brooks, Robert Doherty, Michael McGuire, Roberta Byron-Lockwood, Herb Clark, Holly Gassler

Excused: Shawn Lang, Elaine Giguere

Sims Foster called the meeting to order at 8:40am

Minutes: The minutes from the September Board Meeting were attached. A motion to accept the minutes was made by Franklin Trapp 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 Dan Paradiso and seconded by Brian Rourke, 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 Paul Carlucci, all in favor. Motion carries.

Finance Committee: Tanya Hahn provided a summary of P&L and the Budget v. Actual Report. Summary shows that we are well within parameters. The Annual SCVA audit with Cooper Arias is nearing completion. SCVA is still waiting on reimbursements from the three USDA Grants.

Executive Committee:

County Audit: Michael McGuire, the County Attorney explained that the SCVA audit is presently privileged, though the county has allowed some SCVA Board members to review it. Three SCVA Executive Committee Members, Sims Foster, Tanya Hahn & Brian Rourke are re-negotiating the contract between the SCVA & Sullivan County with Legislative Chair Robert Doherty.

A resolution regarding notice per the SCVA contract with the county was introduced at the full board meeting. A motion to accept the resolution was made by Brian Rourke & seconded by Franklin Trapp; it was unanimously passed. Motion carries.

Nominating Committee: Five SCVA Board positions are opening for the 2021 year. All incumbents wish to remain, two other candidates have expressed interest. Incumbents and new candidates' info were shared with the present Legislators to approve. After approval by the County, the candidates' names & bios will be sent to membership to vote.

Marketing Team: SCVA continues to direct the brand's revamped messaging "*Always a Destination for Wellbeing*" positioning the Sullivan Catskills as a short drive away destination for safe, healthy, escape perfect for a socially distant lifestyle; across owned and paid marketing channels including website, digital, and print. The campaign's theme is designed with flexibility and is adjustable to the season nature of our Sullivan Catskills.

Print and Digital ads: Catskills Confidential, Adventure Outdoors Magazine, Sullivan County Democrat Pride Awards Edition, USA Today & Sullivan County Chamber of Commerce Directory Guide.

SCVA is currently working on:

- Layout of the 2021 Travel Guide

- Winter Coop OTT TV Campaign
- Member to Member Winter Package Flyer pitch
- Website images reflect fall activities – soon will reflect Wintertime
- #TakeOutSullivanCatskills continues to generate revenue for struggling businesses as does the gift certificate program

In the Press: The Sullivan Catskills was featured in Broadway World (for Peace, Love & Lights at Bethel Woods), AFAR (14 Scenic Drives in the Northeast) and WSJ Magazine (for the Fly-Fishing Boom is Finally Here).

Writers & Fam Trips: Adam Rathe & Garrett Munce from Town & Country, GQ & Esquire, were hosted by Kenoza Hall.

New Business: The SCVA is pushing to expand winter traditions and marketing for winter event, Peace, Love & Lights at Bethel Woods Center for the Arts.

Next Meeting: November 24, 2020.

Adjournment: The meeting was adjourned at 9:52am with a motion by Rick Lander and seconded by Brian Rourke, all in favor. Motion carries.