

## SULLIVAN CATSKILLS VISITORS ASSOCIATION

**Present:** Sims Foster, Emily Casey, Dan Paradiso, Franklin Trapp, Rick Lander, Jennifer Grimes, Donna Hemmer, Jay Quaintance, Ariel Shanberg, Mark McLewin, Johnny Pizzolato, Brian Facquet, Phil Vallone, Shawn Lang, Anthony Bruno, Franklin Trapp, Roberta Byron-Lockwood, Herb Clark, Tialisa Whipple

**Excused:** Josh Potosek, Michael Brooks

Sims Foster called the meeting to order at 8:34 am

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

**Financial Report: (Herb Clark)** The Financial Report was attached. A motion to accept the financials was made by Emily Casey and seconded 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 Jennifer Grimes seconded by Dan Paradiso, all in favor. Motion carries.

**Finance Committee: Herb Clark** provided a summary.

The SCVA Bed Tax funds are down.

The SCVA is down cost in salaries will even as we on board new staff.

The SCVA membership is up.

The SCVA advertising is limited.

**Marketing Team: Emily Casey** reviewed the SCVA social media platforms are doing well. Engagements, likes, and comments are all up as well as shares.

- **Social Media:** likes and engagements are up.
- **Spring Campaign:** Nature and nostalgia pictures get best results.
- **Travelers** 65 to 74 age group has spiked as well as 23 - 44.
- **Google ads** high and healthy web traffic
- **Opening** new platforms with our social and SEO team.

**Executive Committee: Sims Foster** shared that the S.C.V.A. is a functioning marketing tool for the county, and there are a lot of positive things happening in the county.

**Adjournment: 9:14**

Motion Jennifer Grimes and seconded by Emily Casey, all in favor. Motion carries.

**Next Meeting:** May 25, 2021.