

SULLIVAN CATSKILLS VISITORS ASSOCIATION

Present: Sims Foster, Tanya Hahn, Emily Casey, Dan Paradiso, Franklin Trapp, Rick Lander, Jennifer Grimes, Donna Hemmer, Jay Quaintance, Ariel Shanberg, Mark McLewin, Roberta Byron-Lockwood, Herb Clark, Holly Gassler, Tialisa Whipple

Excused: Josh Potosek, Michael Brooks

Sims Foster called the meeting to order at 8:35 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 Mark McLewin, all in favor. Motion carries.

Financial Report: (Tanya Hahn) 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 Mark McLewin seconded by Dan Paradiso, all in favor. Motion carries.

Finance Committee: Tanya Hahn 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 marketing down due to COVID

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:** launching TikTok, likes are up, engagements up.
- **Spring Campaign:** Nature and beauty pictures get best results
- **Travelers** 65 and older are actively searching for vacation destinations.
- **Google ads** high and healthy web traffic
- **Launching** shopify with ecommerce merchandise
- **Opening** new platforms with our social and SEO team.

Executive Committee: Sims Foster shared that he has had several meetings with legislative contract negotiating team. They are using existing contract as a format.

Sims Foster move for resolution

The board grants authority to **Roberta Byron-Lockwood** to engage in direct deposit functions.

Motion Dan Paradiso and seconded by Emily Casey, all in favor. Motion carries.

Adjournment: 9:22

Motion Dan Paradiso and seconded by Emily Casey, all in favor. Motion carries.

Next Meeting: April 27, 2021.