

SULLIVAN CATSKILLS VISITORS ASSOCIATION

Present: Sims Foster, Tanya Hahn, Paul Carlucci, Anthony Bruno, Emily Casey, Dan Paradiso, Franklin Trapp, Rick Lander, Phil Vallone, Jennifer Grimes, Donna Hemmer, Jay Quaintance, Elaine Giguere, Paul Ciliberto, Ariel Shanberg, Johnny Pizzolato, Brian Facquet, Brian Rourke, Mark McLewin, Shawn Lang, Roberta Byron-Lockwood, Herb Clark, Holly Gassler

Excused: Josh Potosek, Robert Doherty

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

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

Financial Report: The Financial Report was attached. A motion to accept the financials was made by Franklin Trapp 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 Elaine Giguere seconded by Franklin Trapp, all in favor. Motion carries.

Finance Committee: Tanya Hahn provided a summary of the 2020 P&L and the Budget v. Actual Report.

The SCVA P&L is healthy considering the pandemic.

The SCVA had vouchered the county for the bed tax funds for Q1.

There has been an increase in print media as the SCVA has expanded its brochure distribution into PA.

Tanya went over the SCVA Annual Audit. Anything that was noted in the audit was corrected along with a letter of explanation by SCVA Accountant. The audit is available for SCVA Board of Directors, please contact Roberta if you would like to review it.

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.

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

- **2021 Travel Guide:** is here and ready for distribution.
- **Winter Campaign:** Location shoots at Bethel Woods, Villa Roma, Do Good Spirits and SCVA.
- Print and Digital ads for Destinations of New York, Campgrounds of New York, Sullivan County Chamber of Commerce.
- Website Updates to reflect the winter season.
- E-Commerce site designs and apparel designs.

Dan Paradiso has stepped down as chair of the Marketing Committee and Emily Casey will assume the role. Dan Paradiso will continue to serve on the Marketing Committee.

Next Meeting: February 23, 2021.

Adjournment: The meeting was adjourned at 10:24am with a motion by Rick Lander and seconded by Paul Carlucci, all in favor. Motion carries.