

SULLIVAN CATSKILLS VISITORS ASSOCIATION

Present: Sims Foster, Tanya Hahn, Emily Casey, Brian Rourke, Dan Paradiso, Franklin Trapp, Paul Carlucci, Rick Lander, Jennifer Grimes, Phil Vallone, Donna Hemmer, Jay Quaintance, Brian Facquet, Ariel Shanberg, Mark McLewin, Roberta Byron-Lockwood, Herb Clark, Tialisa Whipple

Excused: Josh Potosek, Michael Brooks

Sims Foster called the meeting to order at 8:33 am

Call to order motion Dan Paradiso and seconded by Paul Carlucci all in favor. Motion carries.

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

Financial Report: (Tanya Hahn) The Financial Report was attached. A motion to accept the financials was made by Emily Casey and seconded by Paul Carlucci, 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 Dan Paradiso seconded by Rick Landers, all in favor. Motion carries.

Finance Committee: Tanya Hahn provided a summary.

The SCVA Bed Tax funds received 1st and 2nd quarter.

The SCVA is down cost in salaries.

The SCVA membership is up.

The SCVA percent of revenue under 60% on advertising.

Motion to accept financials made by Emily Casey seconded by Paul Carlucci, all in favor. Motion carries.

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:** 200 new page likes, engagements up. Unique organic posts are top performing.
- **Spring Campaign:** Spring contest about to launch on social media.
- **Audience:** 30,000 across all age groups.
- **Google ads** consistent.
- **Launching** shopify with ecommerce merchandise
- **Initiatives:** Educational webinars.

Executive Committee: Sims Foster shared that Callicoon Hills is hosting a friends and family weekend. Eldred Preserve is close to opening. Developmental people are taking a closer look at the Sullivan Catskills for industry.

Adjournment: 9:32

Motion Paul Carlucci and seconded by Dan Paradiso, all in favor. Motion carries.

Next Meeting: June 22, 2021.