

SULLIVAN CATSKILLS VISITORS ASSOCIATION

Present: Sims Foster, Tanya Hahn, Franklin Trapp, Anthony Bruno, Emily Casey, Brian Facquet, Shawn Lang, Mark McLewin, Brian Rourke, Ariel Shandberg, Phil Vallone, Jennifer Grimes, Paul Carlucci, Roberta Byron- Lockwood, Herb Clark

Excused: Donna Hemmer, Rick Landers, Jay Quaintance,

Sims Foster called the meeting to order at 8:34 a.m.

Call to order motion

Minutes: The minutes from the June Board Meeting were attached. A motion to accept the minutes was made by Brian Rourke and seconded by Franklin Trapp, 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 Brian Rourke and seconded by Anthony Bruno, all in favor. Motion carries.

Finance Committee:

Tanya Hahn provided a summary:

- Christina, SCVA Bookkeeper has begun the process for forgiveness of PPP loan this month.
- The Finance Committee reviewed the 2021 anticipated budget and approved
- Cooper Arias is performing the 2020 audit.
- Finance Committee presented a draft of 2022 budget for approval at September meeting

Motion to accept financials was by Emily Casey and seconded by Brian Rourke, all in favor. Motion carries.

Executive Committee:

Sims Foster reported on continued talks with the County Legislature.

Highlights include:

- Event Coordination concept umbrella.
- Report to Board separate contract
- Work in progress

Further discussion will be forthcoming.

Marketing Team: Emily Casey provided a summary of marketing for the rest of 2021 with increases in digital marketing and video production and placement.

Updates:

- Writers & FAM Trips report was attached.
- Travel Media & Influencers report was attached. SCVA and The Door are planning a media and influencer event at the end of October.

New Business:

- SCVA also submitted a Market NY grant to support these events.
- Roberta reported the Board Retreat will be scheduled for September 28 at the Chapin Estates Club House. She will be meeting with Alan Rosenblatt on August 12 to discuss details and create the agenda.

Adjournment: 9:42 am

Motion to adjourn meeting was by Paul Carlucci and seconded by Emily Casey, all in favor.

Motion carries.

Next Meeting:

September 28, 2021 Retreat

Respectfully submitted,
Herb Clark