

**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, Roberta Byron-Lockwood, Herb Clark

**Excused:** Paul Carlucci, Jennifer Grimes, 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 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 Emily Casey and seconded by Brian Rourke, 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 and seconded by Anthony Bruno, all in favor. Motion carries.

**Finance Committee:**

Tanya Hahn provided a summary:

- Christina, SCVA Bookkeeper will apply for forgiveness of PPP loan this month.
- The Finance Committee will review budget for next 6 months.
- Cooper Arias is performing the 2020 audit.
- Finance Committee will prepare the 2022 budget structure.

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
- Separate funding
- 100-night campaign

Further discussion will be forthcoming.

**Marketing Team:** Emily Casey provided a summary.

- The Marketing and Advertising update was attached.
- 45,826 total Facebook page likes
- Facebook reached 200,883 people
- SCVA Ad click through rate 5.09
- 200 new Instagram followers
- Total Instagram followers 19,539

- Total Google impressions 199,597

**Updates:**

- Writers & FAM Trips report was attached.
- Travel Media & Influencers report was attached.

**New Business:**

- Roberta reported that a proposal was submitted to the county to utilize some of the bed tax funds that remain with the County to support the In the Works-in the Woods, Catskill Cuisine, Peace, Love & Pumpkins and Peace, Love & Lights events.
- 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 Mark McLewin and seconded by Emily Casey, all in favor.

Motion carries.

**Next Meeting:** August 24, 2021

Respectfully submitted,  
Herb Clark