

SCVA Board Meeting, November 23, 2021

SCVA Offices, Liberty, NY

SULLIVAN CATSKILLS VISITORS ASSOCIATION

Meeting called to order 8:33 a.m.

Present: Eric Frances, Paul Carlucci, Rick Lander, Donna Hemmer, Mark McLewin, Anthony Bruno, Sims Foster, Tanya Hahn, John Pizzolato, Shawn Lang, Jay Quaintance, Jennifer Grimes, Brian Facquet, Talya Regan, Roberta Byron-Lockwood, Herb Clark, Isabel Braverman

Guests: Devin Gleason and Meghan Mengel from Awestruck

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

Financial Report (Tanya Hahn): A motion to accept the financials was made by Paul Carlucci and seconded by Anthony Bruno, all in favor. Motion carries.

Membership Report: A motion to accept new members was made by Rick Lander and seconded by Donna Hemmer, all in favor. Motion carries.

Executive Board: Roberta Byron-Lockwood reported they are focusing on the annual meeting to be held on December 9. The fall and winter campaigns are underway and performing successfully. The upcoming campaign will be focused on “So unexpected”.

Short-Term Rental Committee: They are having a conversation with Sullivan County on forming short-term rental committee. The committee is looking for room tax data that splits up receipts by category, i.e., hotel, Airbnb, short-term rental, etc. and are asking for that list.

Finance Team: The team reported that the audit was finished on October 27. There were no findings. It was submitted to Sullivan County.

Marketing Team: The team reported they are going strong with ads, both print and digital, and are into the full winter campaign. Winter packages with lodging partners are up on the SCVA website. The SCVA completed the fall FAM media event. The SCVA is ending contract with The Door and is looking for new PR company. They would like to put together team of board members to review.

Awestruck Report: Members from Awestruck reported they are putting out more quality content with more engagement. The Facebook number of engaged users increased ten percent, and Instagram engagement rate increased by 20 percent. They are continuing to see increases month over month.

Old business: Board members were reminded to RSVP for the annual party and suggest award recipients.

Adjournment: 9:16 a.m.

A motion to adjourn was made by Paul Carlucci and seconded by Rick Lander, all in favor.
Motion carries.

Next meeting: December 28, 2021 at SCVA Offices