

SCVA Board Meeting, October 26, 2021

SCVA Offices, Liberty, NY

SULLIVAN CATSKILLS VISITORS ASSOCIATION

Present: Mark McLewin, Donna Hemmer, Paul Carlucci, Tanya Hahn, Sims Foster, Jennifer Grimes, Shawn Lang, Franklin Trapp, Brian Facquet, Jay Quaintance, Eric Frances, Phil Vallone, Roberta Byron-Lockwood, Herb Clark, Isabel Braverman, Lourdesa Hunt

Chairman Sims Foster called meeting to order at 8:35am

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

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

Roberta Byron-Lockwood informed the board that she sent the 2022 Budget to Sullivan County on 10/18. It was sent electronically and in person to County Manager Josh Potosek and received confirmation of receipt.

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

Executive Board: Roberta Byron-Lockwood put out nominations for new board members. A list of recommendations was submitted to Sullivan County on 10/18. She will send another email to County Manager Josh Potosek and Legislature Vice Chair Michael Brooks to ask for comments or questions by a certain date.

Finance Team: Received email from county auditor requesting financial statements. Accounting was delayed from Covid pandemic. Want them finished by November 1. Board agreed to get quotes from other accounting firms.

Marketing team: Presented weekly reports on source breakdown of web visits. Facebook report, numbers are up. Ask for numbers from similar areas. Ask for age ranges from Instagram. Have Awestruck come in on a quarterly basis and give update. In the process of creating an SCVA app.

Annual meeting: To be held at Resorts World Catskills on December 9. Shawn Lang and Franklin Trapp joining party committee.

Board retreat recap: Robust conversation around realization that a lot of bed tax is from short-term rentals. Jennifer Grimes formed Short-Term Rental Committee and needs members. What is the mission of the Committee?

Old business: There was no old business

Adjournment: 9:38am

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

Next meeting: November, 23 2021 at SCVA Offices