

SULLIVAN CATSKILLS VISITORS ASSOCIATION

Meeting called to order 8:33 am

Present: Sims Foster, Scott Samuelson, Phil Vallone, Paul Carlucci, Donna Hemmer, Tanya Hahn, Brian Facquet, Jennifer Grimes, Talya Regan, Rick Lander, Mark McLewin, Roberta Byron-Lockwood, Herb Clark, Isabel Braverman

Joining by video: Brian Rourke, Eric Frances, Shawn Lang

Not In Attendance: Ariel Shanberg, Franklin Trapp, Anthony Bruno, Paul Ciliberto, John Pizzolato, Jay Quaintance, Lauren Seikaly, Joshua Potosek

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

Membership Report: A motion to accept new members was made by Jennifer Grimes and seconded by Talya Regan, all in favor. Motion carries.

Financial Report: A motion to accept the financials was made by Paul Carlucci and seconded by Jennifer Grimes, all in favor. Motion carries.

Executive Board: No report

Finance Team: Tanya Hahn reported that the audit is almost completed.

Marketing Team: The SCVA held a Member Meet Up that allowed members to learn from SCVA marketing partners.

Ad buys are continuing through the summer with a new commercial running on OTT and TV channels.

There is an opportunity to expand into the international market partnering with neighboring counties.

Sims Foster asked for a Marketing Budget at the next board meeting.

New Business: Discussion on short-term rentals and moving forward to speak with towns and establish community relations.

A motion to adjourn was made by Phil Vallone and seconded by Jennifer Grimes

Adjournment 9:40 am

Next meeting: July 26, 2022 at 8:30 am