

SULLIVAN CATSKILLS VISITORS ASSOCIATION

Meeting called to order 8:40 am

Present: Franklin Trapp, Rick Lander, Phil Vallone, Roberta Byron-Lockwood, Herb Clark, Isabel Braverman

Joining by video: Shawn Lang, Anthony Bruno, Brian Facquet, Donna Hemmer

Not In Attendance: Paul Ciliberto, Paul Carlucci, Eric Frances, Tanya Hahn, Mark McLewin, Sims Foster, Jennifer Grimes, John Pizzolato, Jay Quaintance, Talya Regan, Brian Rourke, Scott Samuelson, Lauren Seikaly, Ariel Shanberg, Ira Steingart, Joshua Potosek

Discussion:

Annual Meeting Committee

- Roberta Byron-Lockwood reported that the SCVA is working with Bethel Woods to create a cocktail party and special experiences for the SCVA Annual Meeting

Catskill Cuisine

- Catskill Cuisine event to be held May 12 and 13

Strategic Plan

- Strategic Plan nearly complete
- SCVA to add columns for “Assigned Roles” and “Priority”

2021 Oxford Study

- The Empire State Development Tourism Economics 2021 Oxford Study has been released
- SCVA to showcase study to the community

Data Collection

- SCVA working on project to collect data from lodging properties

Adjournment 9:20 am

Next meeting: November 22, 2022