

SCVA Board Meeting, February 22, 2022

SCVA Offices, Liberty, NY

SULLIVAN CATSKILLS VISITORS ASSOCIATION

Meeting called to order 8:34 am

Present: Sims Foster, Donna Hemmer, Talya Regan, Roberta Byron-Lockwood, Herb Clark, Isabel Braverman

Joining by Video: Phil Vallone, Mark McLewin, Brian Rourke, Jennifer Grimes, Eric Frances, Franklin Trapp, Lauren Seikaly, Anthony Bruno, Rick Lander, Ariel Shanberg, Tanya Hahn

Excused: Paul Carlucci, Paul Ciliberto, Brian Facquet, Shawn Lang, Jay Quaintance, Scott Samuelson, Joshua Potosek, Ira Steingart

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

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

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

Executive Committee: Sims Foster reported that the Executive Committee met with Roberta Byron-Lockwood for an annual review.

Finance Team: Tanya Hahn reported that the audit has commenced.

Marketing Team: New board member Scott Samuelson joined the recent marketing team call with SCVA, Fisher Mears, and Awestruck.

Updates: The SCVA is in the process of submitting a USDA grant to enhance Catskill Cuisine and get students involved. The grant will be broken into three parts: marketing, training, and marketing into 2022 and 2023.

The SCVA hopes to work with board members to look at ways to expand the Catskills tourism season, and to create a ten-week plan for the winter to increase numbers of visitors.

The SCVA is in the process of laying out the meetings and conferences packet.

The SCVA received great feedback on the 2022 Travel Guide.

The SCVA created an insert to Dove Trail brochures with ten new doves and created and printed a new Dove poster.

Young Strategies DNEXT Survey was put out to hoteliers, need responses back by first week of March. Young Strategies will give a full presentation of strategic plan at the April board meeting.

The SCVA launched the Sullivan Catskills Go app and is working with Simple View to fix issues. Members need to make sure to update their listing on Simple View, as that is what gets pulled into the app. The app needs a search option.

Awestruck

Ryan Sprance reported on a new influencer program with the SCVA. The program aims to enhance influencer presence by increasing content and influencer marketing. The goal is to bring three to four influencers to Sullivan Catskills per month, working with both nano and mega influencers. The focus will be on mid-week stays.

Corey Finjer Bennett reported on public relations. She will meet with the SCVA team in March and tour the county. She will create a six-month PR timeline and media outreach campaign.

New business

Put short-term rental committee report on the agenda for next month.

Sims Foster and Roberta Byron-Lockwood to work on assigning SCVA board members to committees.

Tourism advocacy- Roberta Byron-Lockwood to meet with New York State Hospitality & Tourism Association to secure additional funding and expand programs.

Adjournment 10:03 am

Next meeting: March 29, 2022 at SCVA offices