

SCVA Board Meeting, January 25, 2022

SCVA Offices, Liberty, NY

SULLIVAN CATSKILLS VISITORS ASSOCIATION

Meeting called to order 8:30 a.m.

Present: Sims Foster, Paul Carlucci, Anthony Bruno, Scott Samuelson, Mark McLewin, John Pizzolato, Rick Lander, Donna Hemmer, Lauren Seikaly, Talya Regan, Phil Vallone, Tanya Hahn, Shawn Lang, Jennifer Grimes, Brian Rourke, Franklin Trapp, Brian Facquet, Ariel Shanberg, Roberta Byron-Lockwood, Herb Clark, Isabel Braverman

Welcome new board members: Talya Regan, Scott Samuelson, and Lauren Siekaly

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

Reorganization: A motion to accept committee members was made by Anthony Bruno and seconded by Phil Vallone, all in favor. Motion carries.

Executive Committee: Roberta Byron-Lockwood reported that the SCVA received a Market NY grant in the amount of \$329,000, which will go toward producing Catskill Cuisine at the end of October.

Financial Report: Tanya Hahn presented the profit and loss comparison from 2020 and 2021. A motion to accept the financials was made by Rick Lander and seconded by Scott Samuelson, all in favor. Motion carries.

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

Marketing Team: The Winter campaign had 418,000 impressions on OTT. SCVA will work with Awestruck PR and influencer team for six-month trial period to bring on influencers while maintaining PR strategy.

Young Strategies deployed surveys, teaming with properties to get responses. The SCVA Board will meet in March to reconvene on strategy.

Energy Check from UK is an opportunity to offer lower rates in energy costs

Heart-a-Thon to be held February 11 at Resorts World, consider donating to support hospital

Adjournment 9:27 a.m.

Next meeting: February 22, 2022 at SCVA Offices