

SULLIVAN CATSKILLS VISITORS ASSOCIATION

Meeting called to order 8:30 am

Present: Anthony Bruno, Paul Carlucci, Sims Foster, Jennifer Grimes, Tanya Hahn, Mark McLewin, Johnny Pizzolato, Talya Regan, Scott Samuelson, Franklin Trap, Herb Clark, Roberta Byron-Lockwood, Lourdesa Hunt, Berkely Young (presenter)

Joining Remotely: Brian Facquet, Donna hemmer, Shawn Lang, Brian Rourke, Lauren Seikaly, Ariel Shanberg, Phil Vallone

Not In Attendance: Paul Ciliberto, Eric Frances, Rick Lander, Jay Quaintance, Joshua Potosek, Ira Steingart

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

Membership Report: A motion to accept new members was made by Franklin Trapp and seconded by Paul Carlucci, all in favor. Motion carries.

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

Short Term Rental Committee: Jennifer Grimes reported her findings regarding the short-term rental climate in the Sullivan Catskills as it relates to room tax figures. Findings show that Short Term Rentals and Hotels & Resorts tax revenue in 2021 were close to one another (40% vs 46%). Discussion was had regarding the importance of forming this committee to be an advocate for these properties as more communities are beginning to introduce restrictions and legislation specifically targeting the Short-Term Rental market.

Presentation: Berkely Young of Young Strategies provided an in-depth presentation and brief discussion of the results of the recent Visitor Profile and Lodging Market Surveys. A proposed secondary meeting to be held in late April to discuss potential strategic planning initiatives for the organization's future, and a tertiary and final meeting in May to present the completed Strategic Plan were also discussed.

At the conclusion of the presentation, prior to adjournment, Roberta proposed the next board meeting be combined with the Strategic Planning Session with Berkeley Young on either 4/28 or 4/29. All were in agreement, however the specific date for the next meeting will be decided after polling board members to ascertain the best date.

Adjournment 9:55am

Next meeting: TBD Pending Board Poll, 4/28 or 4/29