

SULLIVAN CATSKILLS VISITORS ASSOCIATION

Chairman Eric Frances called the meeting to order at 8:33 am

Present: Rick Lander, Scott Samuelson, Phil Vallone, Eric Frances, Donna Hemmer, Mark McLewin, Sims Foster, Talya Regan, John Pizzolato, Ira Steingart, Roberta Byron-Lockwood, Herb Clark, Isabel Braverman, Lori Solomon

Joining by video/phone: Matthew Orley, Anthony Bruno, Brian Facquet, Franklin Trapp, Ariel Shanberg

Not In Attendance: Rocco Baldassari, Paul Carlucci, Tanya Hahn, Shawn Lang, Richard Lowe, Lauren Seikaly, Jay Quaintance, Josh Potosek

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

Membership Report: A motion to accept new members was made by Mark McLewin and seconded by Phil Vallone, all in favor. Motion carries. There were 12 new members.

- Board members noted that locations should be added to the new members' list.

Financial Report: Herb Clark reported that the SCVA received the bed tax reconciliation from Sullivan County. A motion to accept the financials was made by Scott Samuelson and seconded by Rick Lander, all in favor. Motion carries.

Executive Committee: No report

Finance Team: No report

Marketing Committee: The Committee reported that the SCVA is in the process of filming the summer commercial, which will feature several local businesses and highlight things to do in the summer in the Sullivan Catskills.

Short-Term Rental Committee: Committee Chair Matthew Orley reported that the committee held a meeting this month and the majority of the discussion was about the proposed short-term rental law in the Town of Bethel, and that there were no updates on the status of the proposed law.

New Business

Catskill Cuisine: The SCVA and Bethel Woods held the first annual Catskill Cuisine event at Bethel Woods on May 13. The SCVA reported that over 1,600 people attended. A survey will be sent to all attendees to gather feedback.

Grants: The SCVA reported that four Rural Business Development Grant applications were submitted. The SCVA was also awarded a federal Economic Development Administration grant managed by the New York State Division of Tourism.

- Board members asked if a grant tracker could be presented to the board.

IPW: Members of the SCVA attended IPW, the travel industry's premier international marketplace, in San Antonio, TX. They teamed with Dutchess County and Central New York to market the Sullivan Catskills.

SCVA response to the County RFP: The SCVA reported that it will respond to the county RFP and that it is due on Friday.

Bylaws: The SCVA reported that after checking the bylaws there is no stated number of meetings. The bylaws will need to make a change to state that attendance of board members includes phone/video. Updated bylaws will need to be sent to the county.

A motion to adjourn was made by Phil Vallone and seconded by Talya Regan

Adjournment 9:36 am

Next meeting: July 25, 2023