

SULLIVAN CATSKILLS VISITORS ASSOCIATION

Chairman Eric Frances called the meeting to order at 8:32 am

Present: Eric Frances, Scott Samuelson, Rick Lander, Rocco Baldassari, Franklin Trapp, Sims Foster, John Pizzolato, Mark McLewin, Shawn Lang, Donna Hemmer, Talya Regan, Matthew Orley, Lauren Seikaly, Roberta Byron-Lockwood, Herb Clark, Isabel Braverman, Lori Solomon

Joining by video/phone: Anthony Bruno, Tanya Hahn

Not In Attendance: Paul Carlucci, Brian Facquet, Ariel Shanberg, Phil Vallone, Richard Lowe, Ira Steingart, Josh Potosek

Minutes: The minutes from the September Board Meeting were attached. A motion to accept the minutes was made by Scott Samuelson and seconded by Rick Lander, all in favor. Motion carries.

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

Financial Report: Tanya Hahn presented the financial report. A motion to accept the financials was made by Rick Lander and seconded by Matthew Orley, all in favor. Motion carries.

Executive Committee: The committee reported that they plan to meet with Sullivan County legislators elect and returning before the new year, and asked committee members to choose a date for the meeting.

Finance Team: Tanya Hahn asked if the board would like to continue using Cooper Arias for the yearly audit and the board agreed. The committee also reported that they would like to schedule a meeting with committee members before the end of the year.

Marketing Committee: Roberta Byron-Lockwood reported that the SCVA is shooting new commercials and will expand the amount of commercials produced in the year, while targeting specific audiences and increasing digital buys. She also reported that the SCVA is partnering with Bold Gold on a new video series that will feature the towns of the Sullivan Catskills. The SCVA is planning on going to more trade shows in the new year.

New Business

Awestruck, Fisher Mears, and Core Creative: Monthly reports were attached.

Nominating Committee: The committee reported that they met several times to discuss nominations for the Board and decided not to add any new members as there will be three returning members.

A motion to adjourn was made by Scott Samuelson and seconded by Rick Lander.

Adjournment 9:35 am