

SULLIVAN CATSKILLS VISITORS ASSOCIATION

Chairman Eric Frances called the meeting to order at 8:38 am

Present: Eric Frances, Scott Samuelson, Talya Regan, Mark McLewin, Phil Vallone, John Pizzolato, Sims Foster, Rocco Baldassari, Roberta Byron-Lockwood, Herb Clark, Isabel Braverman

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

Not In Attendance: Paul Carlucci, Tanya Hahn, Donna Hemmer, Rick Lander, Shawn Lang, Richard Lowe, Lauren Seikaly, Jay Quaintance, Franklin Trapp, Ira Steingart, Josh Potosek

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

Membership Report: A motion to accept new members was made by Scott Samuelson and seconded by Talya Regan, all in favor. Motion carries. There were 10 new members.

Financial Report: The committee reported that they met last week and reviewed the profit and loss statement. A motion to accept the financials was made by John Pizzolato and seconded by Scott Samuelson, all in favor. Motion carries.

- Herb Clark introduced a motion to accept the profit and loss statement from January through June. A motion was made by John Pizzolato and seconded by Scott Samuelson, all in favor. Motion carries.

Executive Committee: No report

Finance Team: Anthony Bruno reported that the finance team reviewed the first months of the year and that revenue will exceed expectations by year-end.

Marketing Committee: The Committee reported that they will schedule meetings ahead of the board retreat in September. Roberta Byron-Lockwood reported that the SCVA held a meeting with fellow New York State Destination Marketing Organizations and they will hold a larger trade show in the coming year. The SCVA is hosting media familiarization tours for writers and journalists from a variety of publications.

Short-Term Rental Committee: Committee Chair Matthew Orley suggested that the SCVA provide best practices for short-term rentals as a member benefit. Board member Sims Foster said he urged the board and the SCVA to strategically look at how the organization is positioning short-term rentals in terms of lodging options. Chairman Eric Frances suggested that there be tiers for levels of lodging membership. Roberta Byron-Lockwood proposed that the SCVA will host a meeting with lodging stakeholders to review the SCVA website.

New Business

Awestruck, Fisher Mears, and Core Creative: Monthly reports were attached. Board member Talya Regan asked if Awestruck could include the ROA (return on assets) on OTT (over the top) results.

Grants: The SCVA reported that they were awarded the Rural Business Development Grant and Market NY grants. They have four grants submitted and under review.

A motion to adjourn was made by Phil Vallone and seconded by Sims Foster.

Adjournment 9:55 am

Next meeting: September 21, 2023