

## SULLIVAN CATSKILLS VISITORS ASSOCIATION

*Chairman Eric Frances called the meeting to order at 8:39 am*

**Present:** Tanya Hahn, Eric Frances, Rick Lander, Sims Foster, Donna Hemmer, John Pizzolato, Shawn Lang, Mark McLewin, Roberta Byron-Lockwood, Herb Clark, Lourdesa Hunt, Lori Solomon

**Joining by video/phone:** Matt McPhilips, Ariel Shanberg, Matthew Orley, Talya Regan, Brian Facquet,

**Not In Attendance:** Rocco Baldassari, Anthony Bruno, Paul Carlucci, Richard Lowe, Scott Samuelson, Lauren Seikaly, Franklin Trapp, Phil Vallone, Ira Steingart, Josh Potosek

**Minutes:** The minutes from the November 2023 Board Meeting were attached. A motion to accept the minutes was made by Tanya Hahn and seconded by Rick Lander, all in favor. Motion carries.

**Financial Report:** Tanya Hahn presented the full financial report for the year 2023. A motion to accept the financials was made by John Pizzolato and seconded by Rick Lander, all in favor. Motion carries.

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

**Executive Committee:** Eric Frances called for an Executive Committee meeting to be held in March.

**Finance Team:** Tanya Hahn reported that the Finance Team is working on finding a finance manager for the SCVA. Roberta Byron-Lockwood asked for a salary range to start sourcing.

**Marketing Committee:** Roberta Byron-Lockwood reported that they are working toward targeted commercials versus seasonal ones. SCVA is working with DMO's and US travel programming for hitting the leisure market and furthering Sullivan Catskills on national platforms.

### New Business

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

**SCVA Social Media Report:** Incredible increase across the board with organic content over 2023. Huge increase in click-throughs and impressions.

**Sullivan Catskills GO app:** Photos on the app are not sized the same. Ask Simple View to streamline lodging listings. Mark McLewin stated that the sign-in process is difficult for new users.

**Travel Guide:** In one month two of eight pallets are gone. There has been a huge response from people asking for the Travel Guide.

**Travel and Trades:** Lori Solomon reported that meetings in the city generated tons of inquiries. There is excitement to leave the city and come to the Catskills in the summer.

**Catskill Cuisine:** SCVA finalizing the schedule and details.

**Restaurant Week:** Asking members to sign up.

**Legislative Breakfast:** NYSHTA breakfast to be held at Resorts World on March 8. Executive meeting to be held after.

**SCVA Board Meeting, February 27, 2024**

SCVA Offices, Liberty, NY

A motion to adjourn was made by Rick Lander and seconded by Eric Frances.

*Adjournment 9:48 am*