

SULLIVAN CATSKILLS VISITORS ASSOCIATION

Chairman Eric Frances called the meeting to order at 8:31 am

Present: Eric Frances, Rick Lander, Paul Carlucci, Donna Hemmer, Anthony Bruno, Rocco Baldassari, John Pizzolato, Brian Facquet, Sims Foster, Mark McLewin, Roberta Byron-Lockwood, Herb Clark, Lourdesa Hunt, Lori Solomon, Isabel Braverman, Sarah Halpern

Joining by video/phone: Matthew Orley, Tanya Hahn

Not In Attendance: Shawn Lang, Richard Lowe, Talya Regan, Scott Samuelson, Lauren Seikaly, Franklin Trapp, Ariel Shanberg, Matt McPhillips, Josh Potosek

Minutes: The minutes from the February Board Meeting were attached. A motion to accept the minutes was made by Sims Foster and seconded by John Pizzolato, all in favor. Motion carries.

Financial Report: Tanya Hahn presented the profit and loss statement as of March 31. A motion to accept the financials was made by Paul Carlucci and seconded by John Pizzolato, all in favor. Motion carries.

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

Executive Committee: Eric Frances reported that the Executive Committee held a meeting last month and did performance evaluations. He said that the committee will meet in months when there is no full board meeting.

Finance Team: Tanya Hahn reported that the Finance Team is reviewing resumes for the finance manager position for the SCVA. Herb Clark reported that he will participate in a virtual job fair presented by I Love NY.

Reports

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

SCVA Social Media: Sarah Halpern presented the SCVA's organic social media report from Q1, reporting that impressions, reach and link clicks are up significantly. She also said the Facebook strategy has shifted to timely content with a local focus.

Travel Guide: Board members relayed that the Travel Guide is a popular item at their businesses, with many people picking it up.

Sullivan Catskills GO app: The analytics report was attached.

New Business

Conference Center Study: The SCVA reported that the Sullivan County Legislature asked the SCVA to conduct a study on the concept of a conference center. The SCVA met with the company that did a study in Orange County and the cost would be \$59,000.

Enrichment program for members: The SCVA has two proposals for enrichment programs from the Transformational Travel Council and Storied Experiences that would enhance experiential stakeholders and sell experiences to immerse visitors and find what they are looking for. Board members to review both proposals.

SCVA Board Meeting, April 23, 2024

SCVA Offices, Liberty, NY

Strategic Plan Rollout: The strategic plan will be updated and work with Berkeley Young to re-address the rollout strategy.

Short-Term Rental Conference: Short-Term Rental Committee Chair Matthew Orley reported that he attended the Pocono Tourism STR Conference and the SCVA is discussing holding a conference here to create best practices for owners and participate in networking.

Board Retreat: Board members were presented with potential dates for the 2024 board retreat and narrowed it down to September 18 or 19.

Adjournment 9:40 am