

SULLIVAN CATSKILLS VISITORS ASSOCIATION

Present: Sims Foster, Tanya Hahn, Paul Carlucci, Anthony Bruno, Emily Casey, Dan Paradiso, Franklin Trapp, Rick Lander, Phil Vallone, Jennifer Grimes, Donna Hemmer, Jay Quaintance, Paul Ciliberto, Ariel Shanberg, Johnny Pizzolato, Brian Facquet, Mark McLewin, Shawn Lang, Roberta Byron-Lockwood, Herb Clark, Holly Gassler, Tialisa Whipple

Excused: Josh Potosek, Michael Brooks

Sims Foster called the meeting to order at 8:34 am

He outlines that we would work through the business agenda and move to executive session to outline contract negotiations.

Minutes: The minutes from the January Board Meeting were attached. A motion to accept the minutes was made by Paul Carlucci and seconded by Rick Landers, all in favor. Motion carries.

Financial Report: (Tanya Hahn) The Financial Report was attached. A motion to accept the financials was made by Phil Vallone and seconded by Paul Carlucci, all in favor. Motion carries.

Membership Report: The New & Renewing membership report was attached. A motion to accept the New & Renewing Members was made by Paul Carlucci seconded by Rick Landers, all in favor. Motion carries.

Finance Committee: Tanya Hahn provided a summary.

The SCVA P&L is short of last year but still in the same ballpark.

The SCVA is down cost in salaries will even as we on board new staff.

The SCVA is down cost in marketing and advertising due to COVID restrictions.

Marketing Team: Emily Casey reviewed the SCVA social media platforms are doing well. Engagements, likes and comments are all up as well as shares.

- **2021 Travel Guide:** is being distributed.
- **Winter Campaign:** Received 341,000 impressions
- **Travelers** 65 and older are actively searching for vacation destinations.
- **Google ads** doubled to 10.2
- **Launching** shopify with ecommerce merchandise
- **Opening** new platforms with our social and SEO team.

Executive Committee: Sims Foster shared that he has had two group conversations with legislative contract negotiating team. Four members of the SCVA met with the legislative committee on two separate occasions. The SCVA feels they are capable and willing to work with legislature. Sims Foster moved to go into executive session to discuss details of contract negotiations.

Adjournment: Sims Foster indicated the meeting would go into executive session at 9:01 am with a motion by Paul Carlucci and seconded by Rick Landers, all in favor. Motion carries.

Next Meeting: March 23, 2021.