

Niagara Falls Tourist Home Association
Board of Directors Meeting
April 19, 2021

Meeting Minutes

In attendance: James Abbondanza, Cherrish Beals, Carroll Schultz Reetz (via video), Sheila Zuni
Absent: Colin Ligamarri

Meeting began 7 pm EST at the Vintage Winery

Changes to Agenda:

James wanted to add discussion of NFTA donation to Niagara Pride event. Carroll said we can add it to New Business.

1. **Review of Minutes from 2/19/2021.** Sheila moved to accept the minutes and Cherrish seconded. Minutes were adopted by the board.
2. **Treasurer's Report.** James did not have the report, so it was tabled until next board meeting.
3. **Old Business.**

a. Membership Drive

The Member List. Cherrish has updated our membership spreadsheet and wants to compare against James' list of emails. She will send out emails to those on the list who have paid, requesting a count of their rental properties and mailing info so she can arrange for correct number of stickers and how to distribute them.

Cherrish will message the unpaid people with a new deadline for payment and a warning of removal from the group if unpaid. She has cleaned and updated the member list which includes member name, phone and email. That member list is on google drive.

The Master List. (Because of multiple properties for some members, rental addresses are included only on the **master list**.) Cherrish has updated and cleaned up our master list. She has included columns for ZBA /building permit/certificate of compliance and

inserted To Be Confirmed until data is obtained. We agreed that just because names are on our list, it does not guarantee those names have received their certificate of compliance. Cherrish will submit another request for the updated city list of licensed hosts.

- b. **Guide and Advertising Campaign.** James brought window stickers and magnets to the board members. James asked if we had seen the Online Guide on the NFTHA website. He said it is currently simplistic but live. If a person scans the QR code on our magnet it will take them to the Guide. The current categories are restaurant, business and fun. Cherrish said the link to guidebook needs to be tweaked. James said people get to the guidebook by the QR code, not the menu. Cherrish noted that the current link to guidebook on the website links to app for payment. James said he will correct that to have one area for signup and one for the guidebook. Carroll asked how many signed up? At NFTHA.org/guidebook under restaurants lists Power City Eatery, Amy and Co. Café, Knack's Parkview Café, Michael's Italian Restaurant, Hyde Park Café, Dick & Jenny's and under the business tab is Island Ship Center. Under fun we have Sight See Rentals. Carroll asked how many have been approached or still need to be and James said that would have to be tabled until next meeting as Colin may or may not have that data. Cherrish said she approached three businesses and only one was hesitant....Bill, at the Kraft. Carroll said it would be great to have a map that coordinates with our sponsors. James said we need to weigh the time and effort to create that vs. how many people are actually going to see it. James said he could break into regions, i.e., Core City, LaSalle, Downtown, DeVeaux, etc. Carroll moved to get the website info on member homes before May. Cherrish will set a deadline for gathering data from members. Then we can have the home stuff live by Memorial Day. We could work to get the association's info to the travel bureau. They have not printed the new tourist book for 2021. No action needed right now, but this is something we should look into the future. Destination USA.

Digital Logo

James has cropped and sent the digital logo for members who want to add it to their rental website. It can only have the name. Cherrish will include the logo image with the inquiry email she is sending out soon.

c. **Newsletter.** Carroll stated there is not enough material to publish a newsletter prior to the membership meeting. We can work towards a June date for the next newsletter. Sheila will work on an article for cleaning products that make hosting earlier. Carroll will follow up with folks about the newsletter later.

d. **Association By-laws.** Carroll has provided a draft for final review. Please provide

final comments and/or edits to Carroll by April 30.

e. **General Membership Meeting – May 16.** A Sunday in May is selected for the member meeting. Maybe a park would be nice. Whirlpool park? Cherrish volunteered her place since she is not booked on Sundays. It seems like 3 p.m. is a good time. We can add potluck and Cherrish is willing to grill. Carroll said Cherrish needs to be reimbursed for any meat she is providing. Carroll will follow up with more conversation. Cherrish says she has a count of 13 paid members. Carroll said she would like to see the list of who is on our member list, who has paid, etc. and that we should probably count on about 20 people in attendance on May 16.

4. **New Business. Pride Donation.** In June there is a week set aside for businesses who will donate a percentage of profits or give straight across donations to support LGBTQ groups. Colin was approached by Mike Murphy and will have more info. Pride Niagara is out of Canada. We should see if there is a periodical where we can buy an ad. We are talking about Niagara's Shopping With Pride event during the last week of June. Carroll moved to table any vote. There is a pride publication in Buffalo during pride week they will list places to stay in Niagara Falls N that are LGBTQ friendly, and we want to be on that list. , last week set aside Niagara Pride shopping In June there is a week set aside to promote shopping Sheila moved I move to table this until our next meeting when we have more info. James second.

5. **Next Board Meeting.** April 29 at the Vintage Winery at 7 pm.

Meeting adjourned at 8:15