



CALLICOON BUSINESS ASSOCIATION

2018 Monthly General Meeting 4.3.18 | MINUTES

Meeting date | time 4/3/18 | 5:30 pm | Meeting location Hortonville Volunteer Fire Dept. | Hortonville, NY

Meeting called by:	Andrea Reynosa	Timekeeper:	n/a
Facilitator:	Andrea Reynosa , President	Call to Order	5:37 pm by Andrea Reynosa
Note taker:	Nicole Vallance , Secretary	Adjourned	6:47 pm by Andrea Reynosa

Attendees: Andrea Reynosa, *President*, Shawn Lang, *Vice President*, Tom Dent, *Treasurer*, Nicole Vallance, *Secretary*, John Erik Karkula, *Board Member*, Irene Nickolai, *Board Member*, Katie Welsh, *Board Member*. Sylvia Hummel, Patti Moorhead, Brad Coon, Bob Friedhoffer, Eva Barnett, Debbi Knack, Jodi Bair, Cat Scott, Rosie DiChristofaro, Cindy Menges, Craig Hobbs, Joyce Castleberg, GH Hovagimyan, Annette Choynecki,

AGENDA TOPICS

Agenda topic President's Report | Presenter *Andrea Reynosa*

- *Railroad Crossing Work*: Ed Sykes said the work will begin on 4/15/2018. Est. 1 week Street Closure.

Agenda topic Treasurer's Report | Presenter *Tom Dent*

- CBA has approximately \$4,800 +/- in the general fund. \$900 earmarked for Callicoon Creek Park.
- Thanks to his predecessor, we are set up with Quickbooks to simplify running balance sheets and planning in an overall more efficient manner.
- Rosie C. wants to make sure we know that the chocolate money is earmarked for Beautification.

Agenda topic Secretary's Report | Presenter *Nicole Vallance*

- The Minutes from the 2.27.18 meeting were adopted Unanimously on 3.20.18 and will be posted shortly.
- Review of Best Practices for Productive Meetings / Meeting Etiquette
 - Please No Crosstalk, Raise your hand to be acknowledged by Chair, Time limits, Stay on Topic

Agenda topic Beautification Committee | Presenter *John Erik Karkula*

- Chairman asks that those interested in the Committee, to make sure he has their contact info.
- The first Beautification Committee meeting will be held on April 18th at 4:40pm to Meet at the Depot.
- JEK has drafted 2 budgets (conservative & robust) that are now under consideration by the Board. The plans encompass all plantable locations, planters and hanging baskets & focus on native, perennial & pollinator-friendly plants. General feedback at meeting seems to support the more robust Budget.
- Grants: Sullivan Renaissance Grant has been approved. We should receive the letter this week & check this month.(AR) Also, we have just found out about a UDSB \$500 Grant Program for Pollinator Gardens. (JEK)
- There is also a \$250k Grant from SR that for more municipality-driven initiatives to go for next year..
- Brad Coons volunteered to help repair the fences in Callicoon Creek Park.
- Rick from Agway will be selling the CBA all plants for Wholesale +10% for our Beautification.
- Job Corp. is Committing 10-15 Maintenance Crew Students to our initiative for 2 days in late May
- JEK is working to persuade Tom Freda to assist with Brush-hogging. The town has been approached in the past and they say they don't have money/or crew to do it on a regular basis.

- Rosie reminds us of additional 'Welcome to Callicoon' Signs to add to the Beautification Budget Plan.
- AGWAY will give CBA members a 20% off coupon. We will be sending these out shortly to those paid up.

Agenda topic Arts Committee | **Presenter** *Andrea Reynosa*

- We've have received Approval for a \$1,600 Grant from DVAA for Artwalk putting together a budget for that & there is another \$500 DVAA Grant also being submitted.

Agenda topic Events Committee | **Presenter** *Katie Welsh*

- We are beginning Committee Set up for 2018 Callicoon Country Fair (July 28th). We will be circulating Volunteer sign up sheets shortly and reaching out to businesses for Sponsorships.
- Feedback has been Fresh Ventors, Kids games and Better signage. These are being implemented as: Scavenger Hunt, Petting Zoo, Dunk Booth, Lawn Games. Want to get more local businesses involved. Kid Hop: Expansion of kids programing that rewards children with wooden nickels, they would then be able to cash in at parner businesses (i.e. sm. ice cream, slice of pizza, cookies) Fresh sponsorship ideas, reaching out to schools, Boy Scouts & Girl Scouts, etc. Great support for more Children's activities.
- Volunteer outreach will beginning next week.
- Participating business Members will have a space in front of their business to set up an outdoor shop for the Fair.
- New Game and Activity ideas are encouraged, but please be aware the person or group would need to organize, set up sponsors and coordinate volunteers to get it off he ground.
- (RC) Has been contacted by Catskills International Film Festival seeking sponsors.
 - It will be happening this September at the Callicoon Theatre and The Western Hotel. More information will be shared as it is released by it organizers. This can be an opportunity to piggyback on the festival. Will solicit a call for town inclusion ideas: a coordinating other films to be shown, recommendations, etc. Dominique volunteered her upstairs space. We also can reach out to the Weigh Station for alt location. Reach out to Festival Coordinators and suggest local filmmakers and actors.

Agenda topic Social Media & Marketing | **Presenter** *Shawn Lang*

- We will redesign and refresh out website. There will be a focus on Calendars, that link back to all our event pages and Social Media for promotion.
- We want to add Community Outreach as a category and we want to feature member business. Hopefully, once or more a month we will feature a local business and/or owner (person behind the businesses). We can come in and shoot photography, write a profile, etc.
- Streamline Facebook to our new hub, *Callicoon NY* (main public), and CBA group (private) will be members only, for internal updates and members submissions for events/promotions/initiatives. From this group the CBA (SM/Communications group) can post your events to the public FB Group and Instagram.
- CBA Instagram has been set up and will launch it with the new website roll-out.
- We will also begin manning a table at the Sun. Farmers' Market for Fundraising and Promotion of CBA.

Agenda topic New Business | **Presenter** *Multiple*

- We are coordinating with Catskill Coach (new luxury bus service from Manhattan & Brooklyn, stopping in Callicoon) to see how we can help each other. We encourage all members to promote this business.
- A Map of Callicoon is in Development and will be available in town, markets and for outreach.
- Bethel Woods has given us a table at their market.
- The CBA will now be offering complimentary Memberships to not-for-profits group in the community.

- Friends of Western Sullivan Public Library: The Callicoon branch has 2 major problems: 1) Facing- quotes for repointing are up to \$400 (historic building), and 2) There is no boiler. FWSPL is trying to raising funds to assist in repairing these problems. Right now, they are running a match program (up to \$10,000) to buy the library a new boiler. They will come to the next meeting to present.
- The Jeffersonville Journal (Publication for 25 years with circulation of 1,5000) is looking for advertisers. Thinking of becoming more of a western Sullivan Publication to promote this part of the County.
- Eva suggests reaching out to the I love NY campaign. Great advocate for everything going on in Upstate NY for promotion
- Agenda Item: Committee Announcements has been moved to the next meeting, for lack of time.

MEETING CLOSING

Next meeting is April 26th, 2018

Move (NV) to Adjourn at 6:47 pm - Approved Unanimous