

CALLICOON BUSINESS ASSOCIATION

2018 Monthly Meeting 1 | MINUTES

ADOPTED 3.20.2018



Meeting date | time 2/27/18 | 5:30pm | Meeting location *Matthew's on Main | Callicoon, NY*

Meeting called by	CBA Executive Board	Attendees
Type of meeting	1st Regular Monthly Meeting	Board: ☺ Andrea Reynosa, <i>President</i> . Shawn Lang, <i>Vice President</i> . Katie Welsh, <i>Board Member</i> . Nicole Vallance, <i>Secretary</i> . John Erik Karkula, <i>Board Member</i> . Tom Dent, <i>Treasurer</i> . Irene Nikolai, <i>Board Member</i> .
Facilitator	Andrea Reynosa, President	
Note taker	Nicole Vallance, Secretary	
Timekeeper	n/a	CBA Members Present: Cindy Menges, Barbara Matos, Eva Barnett, Debbi Knack, Noma M. Lacey, Jodi Bair, Rosie DeCristofaro, Lyne Freda, Patti Moorhead, Evan Eisenberg, Seth Feinberg
Call to Order	5:40pm - Andrea Reynosa	
Adjourned	6:50pm - Andrea Reynosa	

INTRODUCTIONS

President welcomes everyone and thanks the members for their attendance. Each member present is asked to introduce themselves and the interests they are representing, the new Board Members gave a short intro to the group regarding their roles.

- **Andrea Reynosa**, *CBA President - Skydog Projects*. Recently moved to the area from Tusten, where she was very involved with the board and community. In addition she has been involved in development projects in Monticello. She's looking forward to bringing her experience working with non-profits, grant writing and community development to to her new role for the benefit of Callicoon and the surrounding community.
- **Shawn Lang**, *CBA Vice President - The Farmhouse Project/Freelance Consulting*. Shawn is looking forward to getting more involved with the community. He has experience in Design, Social Media & Marketing. He will be working toward refreshing and substantially enhancing the CBA's digital presence & will be getting involved with Marketing and Beautification Committees.
- **Katie Welsh**, *CBA Board Member - The Family Tie Project*, She is a life-long resident and has extensive ties to the community. She has professional experience planning and coordinating events and is looking forward to bringing her skill set to multiple CBA initiatives, such as the Events Committee and also plans to work with Shawn on a Marketing Committee.
- **Nicole Vallance**, *CBA Secretary - N.Vallance Design/Paper Trampoline Productions*. Member of the community since 2010. A freelance designer with corporate background in design, marketing and operational administration. She will be working closely with the president, vice president & Treasurer to organize and update our internal record keeping, calendar maintenance, agenda development and overall CBA communications. Has been very involved in the Callicoon Depot Development Project Committee and will continue to work on the initiative as well as assisting on other committees as necessary.
- **Cindy Minges** - *Sullivan County Solar*
- **Barbara Matos** - *Sullivan County Democrat*
- **Eva Barnett** - *Cafe Adella Dori*
- **John Erik Karkula**, *CBA Board Member - Karkula/Bllaq Gallery*. Long time community member and business owner, John is a Interior, Furniture and Industrial Designer. He has been very involved with the Depot Project and is the Project Coordinator. He plans on continuing to support this project as well as getting involved in additional Committees to enhance our community.

- **Tom Dent** - *CBA Treasurer - Business owner/Community Member*. Long-time Callicoon resident and involved community member, Tom has been an active participant on the CBA for many years, and has previously served as Treasurer. He will be working to organize the finances of the CBA and work with the Secretary update the master membership contact list and maintain a membership dues database.
- **Irene Nikolai**, *CBA Board Member/The Western Hotel/Callicoon Hospitality*. A Local business owner and active community member with several years experience on the CBA, previously serving as its President. She has been very involved in organizing ‘Callicoon Art Walk’, ‘Dickens on the Delaware’ and ‘Callicoon Country Fair’. She’s looking forward to continuing working towards the betterment of Callicoon and the continued development of tourism in the area. Irene has been involved in the Depot Project and will continue to be active on the Board within the Committee.
- **Lynne Freda** - *Matthew J Fred Realty*. Former CBA President. Organizes Candy Fundraising with Rosie.
- **Rosie DeCristofaro** - *Callicoon Real Estate*. Former CBA President & has previously held almost all Board positions at various times. Organizes the CBA Candy Fundraising with Lynne.
- **Debbi Knack** - *Catskill Hudson Bank*
- **Noma M. Lacey** - *Catskill Hudson Bank*
- **Patti Moorhead** - *The Callicoon Brewery/Olympia Hotel*
- **Jodi Bair** - *Wayne Bank*
- **Evan Eisenberg** - *Community Member/Western Sullivan Public Library*
- **Seth Feinberg** - *Community Member/Local Artist*

AGENDA TOPICS - CALL TO ORDER 5:40PM

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

- Tom has spoken to the previous Treasurer, Jeff Weyer and he will turn over all records as soon as possible.
- Once he has obtained the records, the Treasurer will prepare an update on the CBAs finances and coordinate with the Secretary to get information out to the Association.
- He would like to launch a new campaign to drive membership. Tom notes that the CBA had in recent years about 60 members and he would like to see the current numbers grow.
- He would like to make clear to business owners and the community, that the mission of the CBA is to drive business, tourism and community development and would like to make it known and place emphasis on the fact that all funds collected whether from dues, donations or fundraisers are all put back into the community.

Action items	Person responsible	Deadline
Connect with Jeff Weyer to access financial records	Tom Dent	ASAP
Work with Secretary to organize membership master list and dues tracking	Tom D/Nicole V	ASAP
Work on a membership drive with above mission statement	All	Ongoing

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

- Nicole will coordinate with the Treasure to organize lists and data bases with regard to CBA membership, a master contact list and dues tracking.
- She would like to set up a revamped filing system to store all important documentation.

- Would like to set up updated calendars with CBA information and an additional calendar to provide other pertinent community information in that members would like to know, such as Town Board meetings, DYC events, Community Events, Chamber of Commerce meeting dates, etc.
- She will coordinate with Shawn Lang to include these calendars in an easy to reference format and location on the organization’s website and Facebook Page.
- Organize the ‘Members’ tab on the website to include the Calendars, Forms, Pertinent CBA info. Meeting Minutes, etc. and then link this with the Facebook page, so it can all easily be found by either portal.
- Develop and put into place procedures to ensure efficient dispersant of information and announcements to the CBA.

Comments/Dialogue

- Lynne Freda suggested cross-pollinating between the Facebook page and the website. Nicole agreed that its a great idea and would be part of the plan.
- Shawn Lang added that he is developing new marketing strategies which would increase visibility for our members business on social media, creating a substantial added benefit to their CBA memberships.

Action items	Person responsible	Deadline
Connect with Treasure to update master member list and dues tracking	Nicole Vallance	ASAP
Coordinate with Vice President to improve member area usability and information on the website	Nicole V/Shawn L	Ongoing
Create updated Calendars for CBA Meetings, Community Meetings, Deadlines and Major Community Events.	Nicole Vallance	Ongoing

Agenda topic *Callicoon Depot Report* | Presenter *Irene Nikolai*

- Irene has been in contact with representatives from the Railroads to obtain feedback regarding the LOI sent to them in November. Since November, she had also sent them additional information such as architects sketches and proposed plan.
- The property owner has signaled that they are open to to the project and that they approve of us moving forward in developing a plan.
- At this time we are waiting for the Railroad to respond with a counter proposal with the dollar amount that they will require that is higher that \$100, as well as a lease or a formal legal document outlining their terms for the CBA to review.

Comments/Dialogue

- Nicole Vallance added that these additional materials were in the form of preliminary sketches and plans generated by Committee Board Members through the use of last years technical grant.
- In light of the substantial work that has already been done by the committee to date, Andrea Reynosa proposed a date of April 15th for our deadline to prepare a counter offer and get a business plan together.
- Rose DeCristofaro who is also on the Upper Delaware Scenic Byway Board brought to our attention that there was recently recovered grant money of approximately \$250,000 to be used for a visitors center. She said, originally there were 2 grants, one for \$500,000 for a visitor’s center and then another \$250,000 that Senator Bonacic’s office helped secure. There were a number of issues in selecting the sites, 2 locations were proposed and then rejected. The UDSB thought that they had lost both grants due to the time allocated for use lapsing.

Now they have just received a letter that appears to say that UDSB does still have the \$250,000 grant and needs to use it.

- Evan Eisenberg who has been very involved with the depot project (acting interim Secretary) discussed a Fall 2017 Depot Committee meeting where the Committee Board had sent a representative to talk to UDSB about collaborating on a visitors center. He said they were interested at the time, but were not in possession of enough available money to extend enough funds for the visitors Center, and weren't sure it was the right spot for them. Notes that he will get a copy of the notes for that meeting (where Freda Eisenberg presented and Laurie Ramie took notes) from the Committees drive.
- Nicole Vallance who has been on the from the CCD committee confirms that the UDSB did express interest last year, but could only commit up to \$5,000 to the project for signage and/or towards an information stand/kiosk. They didn't have access to the funds at the time to offer any more.
- Andrea says she will reach out to Glen Pontier to discuss this opportunity.
- Rosie states that at the last UDSB meeting, they found out that based on donations brought in, Councilman Steppich's offices determined they should reduced their contribution from \$1000 to \$500, because he felt that they didn't need the extra funds. UDSB is appealing and looking for tangibles to attest of necessitating the additional money. Rosie asks that CBA members write a letter to our councilman to corroborate the necessity.
- Lynne Freda suggests that showing up to the next meeting en masse would be powerful. Andrea encourages members to attend.
- Tom asked Rosie to clarify what she meant about tangibles. Rosie gave instances of perviously used grants, such as the one used for scenic vistas along route 97, grants used for identifying and clearing locations to establish river views, visioning grants like Callicoon's garbage can/recycling initiative.
- Cindy called for bringing more attention to Callicoon's prosperity with the Town Board for if the CBA is to be successful in getting them on board with our initiatives. She suggested going to the next Town Board meeting. They are Second Wednesday of each month 7:00 P.M. at the Town Municipal Building. Next is 3/14/18.

Action items	Person responsible	Deadline
Connect with Glen Pontier to discuss the UDSB Grant money and attend 3/8/18 Hancock Chamber of Commerce Meeting. Update: Reschedules due to weather. Awaiting new date.	Andrea Reynosa	This week
Find a copy go Laurie Ramie's notes from Fall UDSC meeting	Nicole Vallance	this week
Write letter to Councilman on behalf of the UDSB	All	ASAP
Attend Councilman's next public meeting if possible	All	will confirm
Attend Town of Delaware Board meetings if possible	All	3/14/18 7pm

Agenda topic *Beautification Committee Update* | **Presenter** *Andrea Reynosa*

- Hellen Budrock from Sullivan Renaissance is encouraging us to apply for a \$2,500 technical grant, along with 2 smaller ones for flowers and bulbs, in order to put Callicoon in the running for the grand prize of \$12,000 in August 2018. She says, we should include the depot project in the plan, but keep it as a surprise for the jurors.
- We are also applying for an intern from Sullivan Renaissance.
- Katie has worked on identifying key beautification target areas based on prior years and that we are also looking for additional areas to include to expand the plan. (Katie sets up her tablet to show slides.)

Comments/Dialogue

- Suggestion to request Job Corp. Staff for the Beautification initiative. Irene says she thinks it's a possibility, but knows from working with them, that an organization has to fill out paperwork and agree to manage the staff.
- Barbara suggests reaching out to Sue Owens for the Committee. Secretary makes note to reach out.
- Suggestion of organizing a potluck for veterans to see if they are interested in participating.
- Reach out to local flower growers (Willow Wisp, Earthgirl, etc) to inquire about flower bed sponsorship or if they would be interested in growing and/or donating flowers for the project.
- Everlasting Spring (Livingston Manor) can provide baskets for \$22-25 each. They provided baskets to Jeffersonville last year, who won a 50K prize for florals. The grower has suggestions for what works best with our climate to minimize maintenance, since watering has been a problem in the past causing shriveling and complaints.
- Look into baskets with a reservoir in the bottom.
- Irene suggested we reach out to businesses to remove the remaining holiday decorations from their shops, citing faded pine needles and dead trees.
- Andrea suggests adding an application/widget to the website to ask for Feedback & Comments.

Action items	Person responsible	Deadline
Connect with Glen Pontier to discuss the UDSB Grant money	Andrea Reynosa	next meeting
Follow up: Intern from Sullivan Renaissance	Andrea Reynosa	next meeting
Reach out to Job Corp about possible staff	Andrea R/Irene N	no date
Reach out to Sue Owens re: Beatification Committee	Nicole Vallance	no date
Connect with local growers about sponsorship	Beautification Committee	no date
Contact Everlasting Spring about reservoir baskets	Beautification Committee	no date
Contact Business regarding old decorations	Beautification Committee	no date
Add widget to website fro Comments and Feedback	Shawn Lang	no date

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

- Andrea suggests we start with Beautification Committee
- John Erik expressed concern regarding the selection of the committee chairs: He felt the process had been rushed. Also, he expressed his interest in the Beautification Committee Chair position. John Erik said it sounded like it had already been decide that the Chairmanship would go to Shawn Lang, but since there was no vote or discussion beyond interests, he was confused. If he knew they were selecting Chairs, he would have liked to submit himself for the position as well. Although he didn't want to take anything away from Shawn's abilities in any way, he thought since the vice president will already be heading up the website revamp, handling our digital presence, creating marketing strategies, maintaining the CBA Instagram, and possibly co chairing Marketing Committee, also wanting to chair Beautification Committee seemed like a lot. He wanted to make clear he didn't want to say that Shawn couldn't handle it or create an issue, but it just seemed like a lot for one person to take on when others also have interest in participating and leading.
- Shawn conceded that will be handling a lot and said he was, of course open to working together or even having John Erik Chair if he'd like.

- Secretary states that she wasn't aware that any positions had been officially chosen or set in stone, since there had yet to be a vote.
- Andrea asks John to tell the group why he is passionate about the Beautification Committee.
- John Erik says, that as many of us know he is a designer and has a deep interest in making Callicoon a beautiful place. He would like to put more of a focus on the Period/Historical aspects of the town and create an environment to be worthy of press. He is also very interested in a shift towards native plants and trees and would like to incorporate them into the Beautification Plan, particularly ones that are perennials, so that they return bigger and more beautiful, year after year.
- Eva enters the conversation and suggests that it would be a great opportunity to include youth programs. She thinks it would be a good idea to reach out to Laura Silverman from The Outside Institute for direction on researching native plants. Eva also suggests it would be a great way to incorporate more community programming and to include teen programs, such as dying workshops and community gardening.
- Nicole agrees with incorporating community gardens into the plan, mentioning that one was proposed to be included in the depot plan and that the DYC already keeps one each summer for small children. It would be great to expand on both of these, particularly since they offer great learning opportunities for children and youth. Cindy Minges agrees and would like to talk more about expanding the DYC's participation.
- Nicole states that she would like to participate in the Beautification project as well. While her primary focus will be the Depot project and she doesn't want to over-extend, she experiences with and enjoys gardening and wants to help however she can. She may be useful in the planting phases and does have some organic heirloom seeds she has saved that may be useful if we do community garden areas.
- John Erik suggests that it would be a good use of a portion of the SR Technical Grant to include specialists to help include indigenous plants into the comprehensive plan.
- Nicole suggests tapping Jeff from Wild Yarrow as a resource, as he is very knowledgeable and had taken over many of the heirloom seeds from Silver Heights, in addition to his other inventory.
- John Erik also suggests that we should be helping building and home owners tap into grants to fix up their properties and perhaps include this into the Beautification initiative.
- Eva mentions that there may be some Facade Restoration grants through Rural Development and National Historic Register.
- Other sites to add to the Beautification Plan are suggested. Tom suggests the stone wall where Bridge St. meets Lower Mains St. and River Rd. (entering town from PA), the green areas at Wayne Bank (Jodi and Cindy second that), the additional planters at the DYC, expanding the planting areas near Chipmunk park, particularly the seating area across from Ollie Grey's and also the alley connecting Lower Main St. and Dorrer Dr.
- Andra agrees these are all good suggestions, but suggests we move on to other committees because of the time.
- Art Committee. The next Callicoon Artwalk will be October 6th, 2018. Add to calendar. There is a new Art committee, which Andrea will chair. Other members to join: Shawn, possibly Katie, Elise Freda, Elisabeth Enes/Ines (sp?)
- Irene noted that she wrote a grant through the DVAA & CBA that awarded \$1,200 towards Artwork 2018.
- Secretary asks to confirm if the chairman position is firm or interim because it is a new Committee. As opposed to some committees have a pre-existing board, such as the Depot Project Committee which makes decisions by consensus and chooses positions by vote.
- Andrea clarifies that what she means by Chair, is to primarily be a meeting facilitator and to keep discussions on track. The chair's role may need to be discussed further and perhaps position rotated, but regardless, a Chair is meant to lead meetings, not have a stronger voice than other members.
- Art Committee should reach out to all historically participating business and confirm their involvement. The suggestion is made to reach out to Karen Jansons from the 1906 Galley to encourage her to participate and add the space to the roster for Artwork 2018.

- Event Committee: Katie Welsh is interested in being the chairman. She is excited to work on this committee as she'd like to increase visibility for the existing events, as well as develop more events to bring people to Callicoon.
- Callicoon Country Fair is scheduled to be held on July 28th, 2018. Add to calendar
- Dickens on the Delaware is scheduled to be held on December 8th, 2018. Add to calendar.
- Tractor Parade is scheduled to be held on June 10th, 2018. Add to calendar.
- Music Series. There is a suggestion to revamp and expand the Callicoon Music series that has historically been held in Callicoon Creek Park on select evenings in the Summer. There is a suggestion by Katie, and echoed by many present to add more dates and musical groups, incorporate more businesses and expand it to be held throughout the year, perhaps as a monthly series. Irene suggests that in the winter months it could rotate venues on upper and lower main street to be a year long concert series. Nicole suggests that the summer series in the park could include more local businesses setting up-pop up tents and tables/beer garden areas to provide food, goods and libations in the style of a night market or festival. Irene thinks a smaller scale version of this has been done in the past and while we would need to look into permits required for this to be legal, but it should be doable. Nicole knows from her dealing with the NYS liquor Board that there are one day event permits that are very affordable (\$30-60ish) and easy to file, but is unsure if this extends to public events. Katie will look into this. It is also mentioned that during any town event the Fire Dept. and the State Police should be notified.
- Barbara suggests bringing back the Canoe Regatta originally started in 1970, which has a long history in Callicoon. Many present agree that they would like to see this event return.
- Lynne stated that the amount of work involved and insurance requirements to run the event can be extensive.
- Suggestion to reach out to past organizers and get their thoughts and suggestions. Also to reach out to Lander's River Trips who Irene says still owns the launch behind the gas station. This would be a convenient finish and perhaps they can sponsor and/or help organize the event.
- The route of Hancock to Callicoon is suggested, but it maybe too long. As shorter route from Long Eddy to Callicoon is proposed. There is also a suggestion of Callicoon to Narrowsberg. Most present agree that ending the Regatta in Callicoon would be more beneficial for the town.
- Marketing Committee. Shawn Lang would like to spearhead this committee. As Vice President he is already taking a hands on approach to enhancing the Association's on-line presence and creating new opportunities for business member visibility and creating new marketing strategies, which will ideally create additional member benefits, which should drive membership.
- Shawn is planning to amp-up the CBA website, creating new hashtags, an Instagram account with posts about the CBA and its members, maybe even include local business/business owners' features/highlights, as a new member benefit.
- Barbara asks what is the plan for print advertising as the Democrat offered many opportunities for advertising at an attractive rate to the CBA and its members.
- Shawn will also look into the association's current newspaper presence and advertising budget. Advertising on social media is often the least expensive way to get information out, so thats why there is a focus, but he would like to also include print advertising, particularly for CBA ads, calendar of programs and for special events.
- Barbra says the Democrat does 4-5 feature issues on Callicoon annually. Shawn and the board agree that developing an advertising campaign to utilize the local paper for seasonal events and/or group business advertising should be incorporated into the marketing plan.
- Tom suggested developing a plan for institutional advertising, since there are many residents, particularly older ones that aren't as likely to be on social media and would benefit from various forms of print advertising. It could be beneficial to produce flyers for institutional use or to look into journal advertising.
- Sullivan County Democrat now offers affordable local printing services to the CBA and this could be harnessed for campaigns. Barbara also add, they also have 2,300 subscriptions locally.

- Nicole recommends coordinating the effort between social and print media and using each in proportion to create the biggest impact on the the demographics targeted.
- Shawn says he like many of the ideas mentioned and will assess the ad budget accordingly. He will try to incorporate as many suggestions as possible in his strategies and will stretch our ad budget to get the most for our dollars.

Contact Comments/Dialogue

- Lynne Freda updated us on the Poster Sale and the Candy Sale. Both are doing very well (hinting that the candy sale may be doing a little too well in some offices) and reminding us that there is still candy available to sell and Callicoon Posters available featuring a beautiful photo by Joe Freda. Contact Lynne or Rosie for more.
- Also a reminder that with both the candy and the posters, members who choose to take them to sell in their businesses are personally responsible for remitting payments.

Action items	Person responsible	Deadline
Reach out to Karen Jansons of 1906 Gallery about Artwork participation	Art Committee	no date
Add Callicoon Artwalk, Country Fair, Dickens on the Delaware & Tractor Parade to CBA Calendar (s)	Nicole Vallance	ASAP
Inquire with NYS Liquor Auth. about permits	Katie Welsh	no date
Develop new marketing direction & strategies for CBA	Shawn Lang	no date

— ADOPTED on 3/20/2018 by CBA Executive Board Unanimous Vote —