



CALLICOON BUSINESS ASSOCIATION

2019 Monthly General Meeting 02.6.19 | MINUTES

Meeting date 2/6/19 | time 5:30 pm | Meeting location The Callicoon Caffe | Callicoon, NY

Meeting called by:	Andrea Reynosa, President	Timekeeper:	n/a
Facilitator:	Andrea Reynosa, President	Call to Order	5:30 pm by Andrea Reynosa
Note taker:	Krissy Smith, Secretary	Adjourned	7:04 pm by Andrea Reynosa

Officers: Andrea Reynosa, *President*, Nicole Vallance, *Vice President*, Tom Dent, *Treasurer*, Krissy Smith, *Secretary*
Attendees: Nicole Hope, Lucille Jan-Turan, Tracy Broyled, Fred Stabbert III, Sarah Banks, Eva Barnett, Laurie Ramie, Rosie DeCristofaro, Evan Eisenberg, Tanyia Vannatta,

AGENDA TOPICS

Agenda topic Treasurer's Report | Presenter Tom Dent

- Everything for 2018 has been paid and there are no outstanding bills. We don't have any money coming in at the moment but there is over \$5,000 in the bank and \$950 is set aside for the Train Depot project and \$200 set aside (donated) for the Hometown Heroes program.
- (NV) The Phase 2 Grant for Beautification- is there any of that leftover for next year? (TD) Everything was used that came in for Beautification. There's nothing outstanding and nothing coming in so we are starting the year with a clean slate.

Agenda topic Secretary's Report | Presenter Krissy Smith

- Motion to approve the minutes from the last General Meeting. Motion is approved and the minutes will go up on the website.

Agenda topic Events Committee | Presenter Krissy Smith

- Nothing to report on Events at this time. Still early and we are assessing what capacity the CBA will have in the oncoming year and also looking at future fundraising efforts. (Gina is in Florida so no report on Fundraising at this meeting).

Agenda topic Social Media and Marketing Report | Presenter Nicole Vallance

- The outgoing Board had earmarked roughly \$1,200 toward Marketing and are drafting a scope of work for the 2019 position. It's possible the CBA may hire an outside vendor to handle the Marketing of the town as the Committee is currently sitting empty.

Agenda topic Train Depot Committee | Presenter Nicole Vallance

- We are halfway through negotiating our lease and we have revisions to the lease from our attorney. We will have a revision next week to send off to the Railway. The newly elected Board will need to review these materials.
- Andrea and Nicole met with Tess about a municipal grant which may lead to \$20,000 toward beautifying the town. After the beautification initiative is completed we may be eligible for a prize of up to \$250,000. (Rosie) When the judges come through to see where the \$20,000 is spent what will that look like? How will this money be spent? (NV) It's for the town, so a portion of it has to go to code enforcement, some to

beautification, some toward a new garden on Upper Main Street, some toward expanding the Farmers Market (more stalls), some toward new signage designs, some toward trail improvement, etc. It's a 50% match but we can leverage in-kind work as well as other grants we have coming in against this money. (Eva) will they expand garbage collection? (NV) We are hoping to add up to five more cans in town. (Rosie) We need to have garbage picked up year-round. (NV) I agree that's a better use of the money. (A larger group discussion occurs regarding various styles of garbage cans and choosing a type which might deter tourists from dumping all of the trash from their cars. Also discussed trying a different vendor for trash pickup. Nicole is tracking concerns as per the incoming money and will ensure, with the help of the Beautification Committee, that these are taken into consideration as the money is spent).

Agenda topic Beautification Committee | **Presenter** N/A

- Rosie will start on candy sales in the spring but is waiting until other local initiatives die down. There are other groups currently selling candy in the area.
- Dove Trail: The SCVA will be installing a series of dove sculptures throughout Sullivan County as part of a "Dove Trail" which is commemorating the Woodstock Anniversary. They are 5 feet tall, 7 feet wide and 150 pounds (made of fiberglass). The town is paying to instal one in Callicoon and wants to put it in the center of town. Nicole will discuss the location further with Tess and confirm location with the new board members.

Agenda topic *Bylaws Changes and Membership Dues* | **Presenter** *Nicole Vallance*

- All changes to the Bylaws must be approved by the wider membership and during a general meeting. We would like to propose a change regarding the definition of "member" to include community members. Currently, the Bylaws define "members" as only business owners, but we opened membership up to include other members of the community last year. This vote is to amend the Bylaws to reflect this change. Motion to approve. Motion is passed.
- The second change is to approve the use of digital voting in CBA elections moving forward. Motion to approve. Motion is passed.

Agenda topic The 2019 Election | **Presenter** *Nicole Vallance*

- Tracy introduces herself and talks about the work she does with various non profits and community groups. She is interested in clarifying the vision of the CBA and addressing the issues of capacity. If the membership is interested in revisiting the Bylaws and mission statement she would be willing to step into this role.
- Fred shared that he was President before Rosie and it's difficult to find people who will lead the CBA because of burnout. Tom shares that it's always difficult to know what the membership wants as opinions vary depending on who you talk to. They both would welcome the CBA taking a minute to reflect on it's mission as Callicoon enters into a what feels like a phase of change. Rosie wants Events to focus on the big picture- they shouldn't be about the businesses making money, but rather they should be about people coming to Callicoon and making memories, so that they return to Callicoon again. Eva agrees, but has not personally felt that the Events take all of the businesses owners into account when they are pulled together- for some of the business owners in town they take a lot of energy and there isn't much return. Tracy suggests that if the CBA is meant to support a thriving Callicoon, then the mission and Bylaws should reflect that, and if she stands for President she wants to focus on these difficult questions. Nicole feels that the CBA Board has unfortunately lacked the time and energy to re-examine our Bylaws and focus on how

to achieve organizational stability and sustainability. Krissy stepped in very late this past year as interim secretary and Event Chair, but has found the lack of a clear vision an impediment to volunteering and getting others engaged and excited. There's a debate around the events, because you have small business owners who rely on events to make them money before the season dries up, but you also have community members and families in the area who question why the events don't seem to represent them or include them. That being said, this conversation we are currently having together is the most open discussion Krissy has experienced since moving to Callicoon, so if having Tracy as President will lead to more open dialogue of this kind then she's is very much in support of that. Andrea believes that clarity of purpose will help to engage more volunteers because it's difficult to build enthusiasm in the community when people don't understand the purpose of the organization. Evan would like to engage more members of the community, and believes the key to this is also more transparency on the part of the Board, so as not to give the impression that things are being decided in a vacuum. Eva believes people will be more willing to volunteer and participate if they feel there is more community engagement. Fred reminds/suggest more connection between the CBA and other local groups like the Kiwanis and the Delaware Youth Center, and also would like to thank the outgoing Board for their hard work. Before the election takes place if everyone takes a minute to look at the bios and personal statements we compiled which will give a sense of the candidates, and also it's important to note that several people who are running are also currently sitting in various committees which speaks to their current involvement but also their current workload. Rosie suggests that we could also expand the Board to have more Board members in order to alleviate the workload. Krissy reminds the group that if we were to do that we would have to vote on the issue now when a quorum is present. Rosie says we have five people who are interested and willing to work as general board members, why not engage them all in order to have more voices in the mix, especially if the work of 2019 is to clarify some of these questions we've just discussed. Tracy agrees and it would make the workload more manageable with more people. A motion is presented and the motion is passed to increase the Board to members to a minimum of seven members and a maximum of nine.

- General members will have an opportunity to vote via digital ballot which will go out tonight and the announcement will come when the votes are all in after the weekend.

Agenda topic Old Business/ New Business | Presenter Various

- Fred says we need to update the website because it still has the events listed from last year.
- We have two new faces at the meeting tonight: Sarah Banks and Nicole Hope, who both hail from North Branch Inn and are employees of Foster Supply. Welcome! Lucille Jan-Turan is also here. She grew up in Callicoon and is now the caretaker at Nine River Road. Welcome back!

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- **MEETING CLOSING - Move (AR) to Adjourn at 7:04 pm - 2nd (NV) Approved Unanimous**