

CALLICOON BUSINESS ASSOCIATION

2018 Monthly General Meeting 1.8.18 | MINUTES

Meeting date | time 1/8/19 | 5:40 pm | Meeting location The Callicoon Caffe | Callicoon, NY

| | | | |
|--------------------|------------------------------------|---------------|-----------------------------------|
| Meeting called by: | Andrea Reynosa President | Timekeeper: | Nicole Vallance |
| Facilitator: | Nicole Vallance , Vice Pres | Call to Order | 5:40 pm by Nicole Vallance |
| Note taker: | Nicole Vallance , Vice Pres | Adjourned | 6:33 pm by Nicole Vallance |

Officers: **Andrea Reynosa, Nicole Vallance, Tom Dent, Gina Fenton**

Attendees: Evan Eisenberg, Irene Nickolai, Silvia Hummel, Patti Moorhead, Roy Dalton, Tanya Vannatta

AGENDA TOPICS

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

- Recap of 2018 Year:
 - Thank you to everyone, including new people who jumped on the Board when it was understaffed in late 2018. It was a very productive year and Andrea can feel a real change happening in Callicoon, and the surrounding area.
 - Passed out an Annual recap of the year's accomplishments (will be published publicly on the website). Open to comments.

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

- Started off the year with about \$5,000 in the bank (some of which was the result of Candy Sales so was earmarked for Beautification before the beginning of the year). We are ending the year with about \$5,000 in the bank. Roughly the same amount, but with the Candy Sales money still to come in this year. All in all we had a healthy balance toward the end of the year, which led to the Board approving some spending toward the final months: including \$1000 contribution towards the Train Depot project and also purchasing an ad in the Sullivan County Visitors Association Travel Guide for 2019 (which will advertise the town of Callicoon year-round and cost approx: \$1,250).
- All the events over the course of the year just about broke even. Events raised over \$11,000 in 2018 and spent the funding it raised on executing the individual events.
- We have fixed expenses at the CBA: Insurance, Outgoing Dues, Marketing for Callicoon, etc, so looking at the year in full we are healthy and starting off and finishing the year with the same balance is a good sign.
- Visual Aid was passed out, breaking down the annual dues the CBA takes in from the wider membership and showing where the spending goes each year in terms of our fixed expenses. Also breaks down the advertising costs for the year.
- Callicoon is looking great, the accounts are solvent and the events were great this year!

Agenda topic Secretary's Report | Presenter *Nicole Vallance (Krissy Smith Absent)*

- The Secretary is absent due to a large event at The Callicoon Theater tonight. In her absence, Vice President Nicole Vallance will provide an update: The last General Meeting was cancelled due to lack of attendance. President confirms that this was the case, and was in attendance but there were not enough members present to constitute a quorum. (A few new members were there and Andrea spent some time getting to know them and answering questions). This means there are no minutes from that cancelled General Meeting, but also that until the previous minutes were unable to be adopted at that time, due to a lack of a quorum. Since, then, the Board was able to meet, adopt the outstanding minutes and publish them on the website. Thank you for your patience.

Agenda topic Events Committee | Presenter *Gina Fenton*

- Interim Secretary Krissy Smith is also the sitting Events Chair and (see above) and is unable to attend due to a work function. Gina Fenton (Executive Board Member and Fundraising Chair) will speak to events in 2018:
- (Gina) Financially, as the Treasurer pointed out, the events broke even this year. It's worth noting that they do not make money for the CBA, but they also don't lose money. Gina was involved in almost all the events this year and found that they are mostly run on Fundraising efforts. Katie Welsh did a great job on the Country Fair, providing games for kids and families, and for Dickens we incorporated more family-friendly events. ArtWalk was also very successful this year and brings a different crowd into our town.
- Gina looks forward to working on more events but wants everyone to know that they are a lot of work and they need to find their own funding and volunteers. It's work but it's worth it and the more help we can get, the better.

COMMENTS:

- Do you know if we applied for a grant for the 2019 ArtWalk(Irene Nikolai) ? I know that it didn't get done in time. There was a lot going on and not enough time to meet the deadline. I tried to pick it up but by the time I was able to finish the deadline had passed (NV). I thought we had decided at the last meeting it would be the job of the Events Committee to apply for the ArtWalk Grant (IN)? Krissy was overwhelmed at that point with Secretarial duties as well as planning for Dickens (AR). It's a lot of work getting all of this done and most people don't understand how much work- we need more people to help us and please volunteer (GF). Also Krissy had to do the reporting on the 2018 ArtWalk Grant, even though somebody else had applied for that money and was unable to report on it, so she was already busy dealing with the DVAA on unfinished CBA projects. Part of her concern over applying for more money from the DVAA, aside from lack of time to write the grant, was the fact that people can disappear from their CBA positions and not follow up on things of that nature (NV). Well, it's money that we've lost for next year so basically a miscommunication (IN). Again, it's important to remember how much work it is to put all these events. It's too much work for just a few people (GF).

- Regarding Events, one of the lengthiest conversations the Board has had this year was about consolidating all the events into a single budget and fundraising for them earlier in the year, rather than breaking them into their own budgets and fundraising for them individually (which is a lot of work and creates fatigue both on the part of the business owners and the volunteers). If an event raises money it can roll those profits forward into the next event so that we aren't starting from zero each time (AR).
- The grant is question, when was it due? (Rosie) November 1st (AR) With an Events Chair and an Arts Chair it should have been taken care of (IN). Is there any way we can ask for an extension from the DVAA? (Rosie) No because the money is actually coming from NYSCA so the deadline is very hard (AR).

● **Agenda topic** Fundraising Committee | **Presenter** *Gina Fenton*

- Rosie announced that she's waiting to begin the candy sales because there's a lot of candy still being sold in our area through various community groups. She will let us know when candy sales will start up in 2019, stand by! She also wants to bring up that many years ago she ran a very successful fundraising event in the wintertime, and she believes this could be something that now could effectively happen twice a year, from now until July and then July through December. The fundraiser was collecting gift certificates from all the businesses and selling \$5 raffle tickets, and the winner gets a huge gift basket.
- Gina excitedly responded that this is very much in line with what she's thinking about regarding Fundraising in 2019. Doing a massive town-wide raffle of gift certificates. She had a lot of success with this during Country Fair and hopes to build it into a bigger campaign. She'd like to sell tickets for \$5 and hopefully will raise \$5000 through this plan. She wants to create multiple gift baskets, rather than just one big one, to incentivise people even more.
- The Youth Center also does a big raffle each year. Gina will talk to Rosie and the Youth Center to get ideas of what has worked in the past.
- Rosie reiterates that this could/should happen twice a year in order to keep the money rolling in throughout the year.
- Gina also wants to talk to John Erik about possibly doing a plant sale in order to fundraise for Beautification.
- Purse Bingo is also a great way to raise money. (Unclear from the audio who suggested this- Tanyia?). The PTA in Honesdale raised \$3000 hosting a Purse Bingo event.
- Nicole wants to be sure that planning ahead regarding the events and the fundraising campaigns is key. Really thinking about the entire year in a big picture way.
- Gina says that if anyone is interested in being on the Fundraising Committee she could use help.

Agenda topic Train Depot | **Presenter** *Nicole Vallance*

- We are currently negotiating site control. Our lawyer is revising the draft of the lease with Melanie (our railroad representative). Once the lease is signed, the CBA will release more info on the project details.

- (Interruption) I just think that people in town and business owners want to see the designs and know what is going to be in the center of town (IN). Of course, and none of that has even really been decided yet. We are still in the process of trying to secure the permission/lease from the railroad. After that's locked in we can move forward under the assumption that this is really happening and we can go more public with the project, the design and the overall mission of the Visitors Center (NV).
- (Back to Nicole) So far, pending a signed lease with the railroad, the tentative plan is to build out the Train Depot into a Upper Delaware Scenic Byway Visitors Center (Official name TBD), and using the initial \$250K as the "phase-one" (this includes building out the space and operational spending for the first few years). There will be a flex-space for the community to use for educational, cultural and arts programming, and public spaces for visitors to access. We've laid the groundwork for the second \$250K from a variety of sources. We been in contact with and were received with enthusiasm from Assemblywoman Gunther office –we are proposing our project for capital funding for 2019 cycle. We are also reaching out to, Sen. Metzgers' office about project support and for 2019/2020 & have had several conversations about programming with Sullivan Renaissance and the Gerry Foundation -they are enthusiastic about the project and want to continue the conversation about how we can coordinate regarding the planning phase (Audio became unclear).
- (Interrupting) My question is about site control - do you think you will have anything ready by this summer (IN)? We hope to start on the outdoor spaces before June (NV). How long of a lease did you get (IN)? Now it's a 10 year lease with blocks of 5 year extensions (NV). You mentioned an RFP and architect, so when will we be able to see images of what the visual designs will be (IN)? The Architect Buck Moorhead is on the train Depot Committee and is heading up the design (NV). So my question is if Buck is the official architect of the building (IN)? No, he's heading up the design part of the project via the Committee but is not as yet the Architect of record for the final design (NV). I just think it's great people have worked so hard but at some point there needs to be something shown to the community so we know what this is going to look like (IN). Yes, and there will be, but first and foremost we need to lock in our lease with the railroad. It would be inappropriate to make preliminary designs public at this time when we have not officially secured the rights (via the forthcoming lease) to use the property (AR).

Agenda topic Beautification Committee | **Presenter** *John Erik Karkula (Absent)*

- In 2018 we spent approx \$8,900 on Beautification initiatives and the town has never been more beautiful. To be clear that \$8,900 did not come out of the membership dues, that money was raised by Rosie and John Erik and other members of the Beautification Committee (Bravo, team!) through Candy Sales, County money (the park), private donations and larger matching grants from Sullivan Renaissance. A small amount of funding was given to Beautification out of the official CBA budget.
- We also have a grant to restore the signage for the town this year. Ed Sykes and Tess have been really great to work with this year and thanks to both of them.
- The Sullivan Renaissance grant is due in six weeks.

Agenda topic Social Media/ Marketing | Presenter *Nicole Vallance*

- One of the things we have tried really hard to navigate this year is keeping up with the website, social media and town-wide promotions without an official Social Media/Marketing Chair. The responsibilities fall in the lap of current Board Members or other Chairs, and when it's everyone's job it's nobody's job. We are reaching out to some freelancers (current CBA members) to see if anyone is willing to take a paid position to become responsible for: updating the website, promoting and marketing the town on social media and in print, possibly some PR work, etc. By making this a paid vendor we create accountability regarding these items, which really cannot fall between the cracks, and also solves the issue of these responsibilities falling on volunteers who don't always have the bandwidth to keep on top of it.
- I'd like to spearhead the creation of an Advertising and Marketing Committee to take on advertising the town (IN). We do have a Marketing and Social Media Committee already created which needs a Chair (NV). No, that's not what I want. I'm looking to just do the advertising (IN). Well, we can talk about that I'm not sure what you mean. Do you mean a more holistic approach to advertising the area (AR)? I want to say that when Matthew J. Freda was around he was of the strong opinion that it was up to businesses to promote themselves within the town, and it was not up to the CBA to do promotions for them. This way of working eliminated any and all confusion regarding whether or not the CBA was favoring any one business. The CBA only promoted the town as a whole (Rosie). What I'm saying is that if we had somebody who could work with all the businesses to promote them, and communicate with them, I mean we have four bars on Upper Main Street alone (IN). But promoting those bars, those businesses, is really something that you guys, as business owners, need to do for yourselves. It's your responsibility. I have a business in Callicoon and I've never ever relied on the CBA to promote it for me (Rosie). But the entire point of the CBA is to market the businesses in Callicoon (IN). No, that is where I disagree with you. The CBA was not created to market individual businesses in the town. It was about the business community as a whole. The members don't pay their annual dues to market certain businesses over their own (audio became unclear people talking over Rosie).
- I think we should discuss a possible Advertising and Marketing Committee and how it would be different from a Marketing and Social Media Committee at another time, but unfortunately for now we need to move on as it's getting late and Tom needs to leave (NV).

Agenda topic Year End Review | Presenter *Nicole Vallance*

- We have covered most of this already, but the end of year review shows all the grants we took in this past year and how spending was distributed.
- Discussed the upcoming Sullivan Renaissance Grants and putting together a plan of action in early 2019 for applying.

Agenda topic Election Process | Presenter *Nicole Vallance*

- We have an election coming up and we will do the vote electronically as was done last year. The Board has voted in favor of the electronic ballot so we will be moving forward with that option.
- The election will take place on January 29th. We are asking that anyone who would like to run for a board position please send their declaration and bio in writing to Secretary Krissy Smith at secretary.callicoon@gmail.com by Monday, January 21st.
- You do not need to be present at the meeting on the 29th in order to run. (Board Member Gina Fenton will be out of town but would like to run).
- We will compile all the information on the candidates together before the next General Meeting (scheduled for January 29th). There will be an opportunity for candidates to speak to the wider membership at that meeting. Immediately following that meeting we will have an electronic election. The electronic ballot will allow 5 days for voters to cast their vote.
- Only members who have paid their 2018 dues, and new members who have submitted their application and paid their dues before the election, may vote. You should reach out to Tom Dent to see if your account is in good standing.

Meeting Adjourned: 6:33pm.

2018 CBA President's Year End Summary

Dearest Callicoon Business Association Members and Community,

It has been a pleasure to serve as your CBA President for 2018. The year was filled with many challenges and rewarding opportunities which are highlighted below.

Our beautifully pristine, vibrant river hamlet grew exponentially over the course of 2018 with many new business owners, increased tourism and home ownership....and the Callicoon Business Association was there through thick and thin to help organize, beautify, revitalize and engage the community in meaningful and long-lasting ways.

We hope our efforts will be felt for years to come and help set guidelines for more sustainable board, business and community membership.

Peace and Prosperity to All in the New Year!

Andrea Reynosa,
President, Callicoon Business Association

November 2017

- Tree lighting and Dicken's Organized
- Train Depot lease submitted to Railroad Company by Train Depot Committee with assistance from consultant Jennifer Grossman.

December 2017

- Only 2 members remaining on Executive Board, Katrina Graby, VP and Jeff Weyer, Treasurer by General Meeting of this month.

January 2018

- Katrina and Jeff decide to not run for next election so a full slate of new Board Members are nominated, election held at end of month, new board elected through mail chimp digital format and new board convenes shortly thereafter:

2018 Executive Board:

Andrea Reynosa, *President*
Shawn Michael Lang, *Vice President*
Tom Dent, *Treasurer*
Nicole Vallance, *Secretary*

John Erik Karkula, *Board Member*
Irene Nicolai, *Board Member*
Katie Welsh, *Board Member*

February 2018

- President meets with Sullivan Renaissance Beautification Director Diana Weiner and staff to discuss Callicoon involvement in program and meeting March 1st deadline.

- Committees organized to meet year's planning and commitments i.e. beautification, events, train depot, fundraising, website/social media, membership, etc.
- Rosie announces potential DASNY grant earmark from UDSB for 250K for visitor's center. Conversations begin with Train Depot Committee for collaboration using Depot as possible site for UDSB visitor's center.

March 2018

- Board members Katie Welsh and Shawn Lang assist in writing and submitting SR Beautification application, meeting March 1 deadline for 2018 Callicoon Main Street Beautification -\$2,500 awarded.
- John Erik stands and is elected to Chair of the Beautification Committee.
- Board Member Irene Nicolai writes and is awarded \$1,350 DVAA grant for Artwalk 2018.
- Treasurer Tom Dent busy reconciling accounts from previous year.

April 2018

- Board member Katie Welsh takes on Country Fair event planning.
- President Andrea Reynosa takes on ArtWalk event planning. Irene, Andrea and independent curator Stephen Zacks begin discussions regarding possibilities for October event.
- Marketing/Social Media planning taken on by Shawn Lang.
- Draft Train Depot Lease presented to CBA by Railroad Company.

May 2018

- Train Depot Committee formally organized through vote by Executive Board. Nicole Vallance elected as committee chair.
- Beautification & Country Fair Committees fully engaged with the community and business owners.
- Irene Nicolai resigns from Executive Board & Artwalk Committee Co-Chair.

June 2018

- Sullivan County Sullivan Signs Grant for New Hamlet Signage Awarded. \$7500 (Nicole Vallance and Andrea Reynosa facilitated planning/writing)
- Shawn Lang: Instagram launched. Worked on FB, website and advertising budget.
- CBA, Glenn Pontier, UDSB Chair & SC County Planning begin negotiations with Railroad Company for Visitor's Center.

July 2018

- Country Fair is a huge success.
- Budgets expanded for Beautification.
- Stephen Zack's Artwalk budget proposal is not approved.
- Vice President Shawn Lang resigns from Executive Board.

August 2018

- Beautification Judging and Awards. \$1000 for Callicoon Creek Park Revitalization.
- Katie Welsh resigns from Executive Board.
- Andrea Reynosa resigns as ArtWalk Committee Chair.
- Irene Nicolai re-enters as 2018 Artwalk organizer

September 2018

- DASNY 250K grant signed over to CBA by UDSB for Visitor's Center and Train Depot renovations.
- Bank account for DASNY funding allocated.
- Bold Gold Advertising controversy looked into and resolved by Tom Dent, Treasurer
- Elections held at General Meeting to fill Vacancies.
- Lori Grant, Krissy Smith, Secretary and Gina Fenton elected. Nicole Vallance elected to Vice President seat.

October 2018

- Ethical Conduct of Executive Board addressed.
- John Erik Karkula resigns from Executive Board.
- Krissy Smith, Events Chair, pulls off ArtWalk with much help from Irene Nicolai and the Main Street community.
- Gina Fenton steps in to organize Tree Lighting Ceremony and Main Street Lighting.
- Apology Letter sent out to Irene Nicolai for inappropriate conduct by Executive Board member at September's General Meeting.

November 2018

- Krissy Smith steps in to organize Dicken's on the Delaware as Events Chair.
- Callicoon Main Street Holiday Events Planning in full swing.

December 2018

- Site Control for Train Depot underway. All other loose ends including DASNY funding finalized for Train Depot conversion.
- Andrea and Nicole in conversation with Ed Sykes, Supervisor, regarding 2019 250K Sullivan Renaissance Municipal Partnership Grant Competition.
- Sullivan County SCVA Dove Trail Program announced.
- Begin to organize for Annual CBA Board elections.

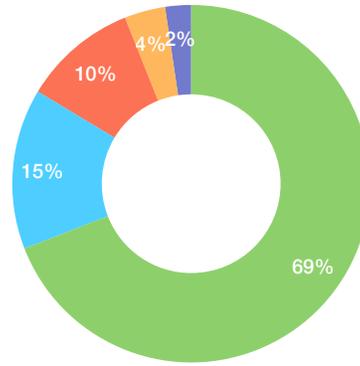
2018 Budget

| 2018 MEMBERSHIP DUES | |
|--------------------------|-------------------|
| 47 Business Members | \$5,170.00 |
| 6 Community Members | \$150.00 |
| 4 Not-For-Profit Members | \$0.00 |
| TOTAL INCOME | \$5,320.00 |

| INSTITUTIONAL EXPENSES | |
|--|-------------------|
| Institutional Advertising | \$3,338.99 |
| Insurance | \$702.00 |
| Dues + Sponsorships: SCVA + SC Chamber of Commerce | \$500.00 |
| Paper, Ink, Printing & Copying | \$178.96 |
| Postage | \$113.00 |
| TOTAL EXPENSES | \$4,832.95 |

| MONEY LEFT OVER | |
|--|----------|
| Membership Income minus Institutional Expenses | \$487.05 |

Institutional Expenses



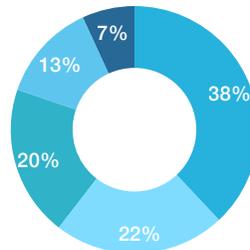
- Institutional Advertising
- Insurance
- Dues + Sponsorships: SCVA + SC Chamber of Commerce
- Paper, Ink, Printing & Copying
- Postage

Institutional Advertising Budget Breakdown

| ADVERTISING BUDGET | |
|-----------------------|-------------------|
| Payed from CBA budget | \$3,338.99 |
| TOTAL BUDGET | \$3,338.99 |

| ADVERTISING BREAKDOWN | |
|--|-------------------|
| SCVA: 1/2 page Ad in 2019 Visitor Guide | \$1,269.00 |
| Bold Gold Media: Radio Campaign Promoting Callicoon, co-sponsered with 3 town businesses | \$750.00 |
| SC Democrat: Tractor Parade & Shop Callicoon | \$660.00 |
| DVeight: Shop Callicoon Ad | \$430.99 |
| Gatehouse Media: Route 97 Map | \$229.00 |
| TOTAL EXPENSES | \$3,338.99 |

Institutional Advertising Breakdown



- SCVA: 1/2 page Ad in 2019 Visitor Guide
- Bold Gold Media: Radio Campaign Promoting Callicoon, co-sponsered with 3 town businesses
- SC Democrat: Tractor Parade & Shop Callicoon
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- Gatehouse Media: Route 97 Map