



CALLICOON BUSINESS ASSOCIATION

2019 Monthly General Meeting 5.01.19 | MINUTES

Western Sullivan Public Library, Delaware Free Branch, Callicoon, NY | 5.01.19, 5:30 pm

Meeting called by:	Tracy Broyles , President	Timekeeper:	Krissy Smith , Board Member
Facilitator:	Tracy Broyles	Call to Order	5:40 pm by Tracy Broyles
Note taker:	Evan Eisenberg , Secretary	Adjourned	7:47 pm by Tracy Broyles

Board: Tracy Broyles, *President*, Nicole Vallance, *Vice President*, Tom Dent, *Treasurer*, Evan Eisenberg, *Secretary*, Gina Fenton, *Board Member*, Kate Hawk, *Board Member*, Krissy Smith, *Board Member*, Tanyia Vannatta, *Board Member*.
Attendees: Fred Stabbert III, Eva Barnett, Laurie Ramie, Irene Nickolai, John Erik Karkula, Rosie DeCristofaro, Paola Tawa, Rachel Littman, Barbara Matos, Dawn Hyde, Thomas Bosket, Patrice Gonzales, Patti Moorhead, Jeff Moore (late).

AGENDA TOPICS

President's Report | Tracy Broyles

- Culture: Meeting Roles & Practices.
- Character: Clarifying the nature of the the organization and its implications for incorporation, bylaws, policy, and participation.
- Capacity: Expanding membership, participation, and volunteerism.
- For Depot Project, CBA will be stewarding resources of over \$250K. Has organizational implications: need to file 990 nonprofit return, adopt equal opportunity and conflict of interest policies, etc.

Treasurer's Report | Tom Dent

- Dues letters have gone out but some people have not yet received. Have about 12 paid members.
- \$5600 in bank, \$1,006 earmarked for Depot Project, \$200 for Hometown Heroes, \$1,000 for Beautification.

Secretary's Report | Evan Eisenberg

- **Motion to approve the minutes of the previous General Meeting was made by Fred, seconded by Tom, carried unanimously.**
- Moving General Meetings to Wednesday would allow us to use the library space on a regular basis. Show of hands: 1 preferred Tues, 6 Wednesday, 7 indifferent. But this group is self-selecting, so the membership will be polled online.

Grants | Nicole Vallance

- 2018 Sullivan Signs Grant: Fabrication and installation of new hamlet signage. \$10K program, 25% match in kind (design work by Nicole and Melissa Easton), town putting up \$7.5K and will be reimbursed. Hamlet had just been given historical designation, so proposing historical style. Two big signs, restoration of kiosk. Grant permits us to include only public and nonprofit entities and amenities, except in general terms, but will see if option to hang extra signs for businesses. Got initial town approval for design; they have final approval. Two quotes, cedar and foam board. Two weeks for further comment. Will approve final design at next General Meeting
- 2019 Sullivan Renaissance Municipal Partnership Grant: Sanitation, beautification, code enforcement. Squishy areas in park to be filled in, town handling but CBA, Farmers Market and EPA involved. \$2.5K for Depot support. \$2K for sanitation but town is redirecting some of their resources as well.

- Eva: Forming Green Committee for Town. Goals including reducing trash, improving recycling, possibly composting. Contact Eva (eva@adelladori.net) for more information.
- Municipal Grant also included funding for banner initiative, but this may be redirected to another beautification project. John Erik: Propose using funds for seating in Callicoon Creek park. One picnic table left. Family donated cedar park bench, which people love. Could add a few more picnic tables and a few wooden park benches if budget allows. Consensus that John Erik should pursue this option.

Social Media & Marketing | Tracy Broyles

- Developing 2019 Hamlet Marketing Plan. Looking for Marketing Contractor. Can't deliver on our promises with just volunteer help. Have developed scope of services, ready to post, will be available on website; please spread the word. Most of our membership dollars will go to insurance, mailing, and marketing. Spread word.

Events Committee | Krissy Smith & Tanyia Vannatta

- Overview and Sponsorships: Expensive to market, runs to thousands for each event. Events should pay for themselves, a portion may also roll over profit into next event (though that hasn't happened in past). We've put together a one-time sponsorship pitch for all 3 events, will get out in next week or two. Don't have to keep passing the tin can. Lets us plan our media in advance. Developed application for proposed new events and fundraisers. Helps people clarify what they need to do, gives them a spreadsheet, helps us evaluate.
- Country Fair 2019: Special edition for 150th anniversary of the Town of Delaware. Town Historian John Conway will give talk. Walking tour. Gina: Many prizes for raffle already pledged (golf for 4 at Villa Roma, private screening at Callicoon Theater, Lander's raft trip, etc.). 1K tix, 50 books, \$5/ticket. Deadline for raffle prizes is roughly end of May. Need volunteers for Fair; contact Tanyia at events.callicoon@gmail.com.
- ArtWalk: Received a NYS Council of the Arts grant through the Delaware Valley Arts Alliance.

Train Depot Committee | Nicole Vallance

- Lease negotiations with NYS&W Railway continue. Difficult, in part because common carriers have all sorts of extreme liability requirements. Our attorney, Richard Stoloff, is in touch with Melanie Boyer, public-affairs person at RR and our main contact.
- Stage 1 Environmental Impact Study is being done at no cost to us under the Sullivan County Brownfields program.
- We have signed a MOU with the Upper Delaware Scenic Byway with regard to the Depot and Visitor Center.
- John Erik and Kate have been writing grants, including a USDA REAP Zone Facilities Grant that we were belatedly told we were ineligible for, as Callicoon's MHI is slightly over \$50K. We are appealing, arguing that the geographical area of reference should be the Upper Delaware corridor. Also may apply for a different USDA grant. In any case, the work on the grant will not be wasted, as it is useful for other applications.

Beautification Committee | John Erik Karkula

- The SR Municipal Grant money includes fund for beautification townwide, in Kenoza Lake, Kohlertown, and Hortonville as well as Callicoon. \$3K investment in stone wall/pedestal and planting near RR tracks at bottom of hill from Rte. 97 for Turkey currently across from Democrat. We've planted 7 more native birches with help of Ace Excavation. Will be planting flowers etc.

- Got \$300 from SR for bulbs coming up now (fritillaria, alliums).
- Will hang baskets at cost of \$22 each to business owners.
- Irene: Planters on lower main seem to be falling apart. JE: Slowly transitioning to cement planters.
- Tracy: Issues with snow removal; we need to be in dialogue with sanitation, highways etc about how full we fill our sidewalks.
- First meeting tomorrow night at JE's showroom. To volunteer, contact him at beauty.callicoon@gmail.com.

Announcements | Various Presenters

- Congratulations to Board Member Tanyia Vannatta on being featured in 2019 "Young Professionals."
- Irene: Porchfest 2019. Irene, Patti and Joanne Brinkerhoff are co-chairs, 40 people on advisory board. So far have raised about \$4,800. Trying to attract national touring bands so we can get more press. Some headliners will be paid, other bands not. Putting together compilation CD. Would like to ask CBA to sponsor our use of Depot stage (though that will only be one of many venues) so we can get insurance for \$25 instead of \$1K. Would also like marketing help. Porchfest is reapplying for Plans and Progress grants, with a deadline of May 10. Tracy: Board can look at materials online.
- Rosie: UDSB had \$10K advertising with 1010 WINS years ago, got lots of hits. Want to do again. I'm investing \$250, asking other realtor to do same, want same from CBA.
- **Resolution to allocate \$250 for 1010 WINS ads proposed by Nicole, seconded by Kate, carried unanimously.**
- Rosie asks if the restaurants in town would consider a generic ad for Callicoon dining.

MEETING CLOSING: Motion to adjourn proposed by Nicole, seconded by Krissy, carried unanimously at 7:47 pm.