



# CALLICOON BUSINESS ASSOCIATION

## 2019 Monthly General Meeting 5.29.19 | MINUTES

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

Meeting called by:	<b>Tracy Broyles</b> , President	Timekeeper:	<b>Krissy Smith</b> , Board Member
Facilitator:	<b>Tracy Broyles</b>	Call to Order	<b>5:35 pm</b> by Tracy Broyles
Note taker:	<b>Evan Eisenberg</b> , Secretary	Adjourned	<b>7:30 pm</b> by Tracy Broyles

Board members present:: Tracy Broyles, *President*, Nicole Vallance, *Vice President*, Tom Dent, *Treasurer*, Evan Eisenberg, *Secretary*, Gina Fenton, Krissy Smith, Tanya Vannatta, Robin Mailey. Other attendees: Fred Stabbert III, Laurie Ramie, Paola Tawa, Raina Bowers, Megan Kinealy-Hill, Eva Barnett.

### AGENDA TOPICS

#### President's Report | Tracy Broyles

- Tracy reported later in the meeting on Social Media, Marketing & Communications (see below).

#### Treasurer's Report | Tom Dent

- In terms of dues payments, we are about where we were at at this time last year. **Tom, Gina, Krissy, and Nicole will call businesses to urge them to pay dues, join, or rejoin if lapsed.**
- Discussion of how to attract community members. Table at Country Fair? Promote Agway discount?
- About \$5,500 in general funds in bank. (Balance sheet available to members on request.)
- Two businesses that pledged support for Dickens on the Delaware last year have yet to pay. Tracy: Try to resolve by end of fiscal year so we can write off if necessary.
- Directors and officers liability insurance, required for stewardship of Depot Project, will cost around \$700/yr, bringing our total insurance costs to around \$1,400/yr.
- **Motion to purchase D&O policy was moved by Tom, seconded by Fred, and carried unanimously.**

#### Secretary's Report | Evan Eisenberg

- **Motion to approve the minutes of the previous General Meeting was made by Nicole, seconded by Robin, and carried unanimously.**
- Gina: Members have asked that the draft minutes be made available as soon as possible after the meeting in question. Evan: Will try to oblige.

#### Train Depot Committee | Nicole Vallance

- Our attorney, Richard Stoloff, will shortly be submitting our revised lease to the NYS&W Railway. He is waiting for a site plan, which the RR did not provide and which Freda has offered to create.
- Stage 1 Environmental Impact Study is being done at no cost to us under the Sullivan County Brownfields program.
- We will give an update at the Upper Delaware Scenic Byway meeting next Monday.
- Nicole met with Aileen Gunther and Jen Metzger to get on the list for funding opportunities in 2020. (The government shutdown has pushed back the grant schedule, and they will both know more after their June sessions.)
- With respect to the Sullivan Renaissance Municipal Partnership Grant, Nicole met with Town Supervisor Ed Sykes to propose a MOA between the CBA and the Town outlining prospective projects that could

benefit from funding, should our Town be awarded any of the prizes after the August judging, as the funds would likely not be available for use until next year. The Depot Project's public Town Commons could be an ideal use for a portion of any Phase II grant. Nicole emphasized that all projects need to be approved by the Town and Sullivan Renaissance.

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### Social Media, Marketing & Communications | Tracy Broyles

- Website and social media are core commitments which we have been unable to fulfill with volunteer help alone.
- Scope of services for part-time position is now available on website, ready to share and post; please spread the word. Could be divided between 2 people (web design vs social media). Proposals due by 6.15.
- A week or so after each General Meeting, a single email should be sent out with date of next meeting, link to draft of minutes, and other CBA and community announcements.
- At present not only the Secretary but other officers and committee chairs can send out emails to the membership. It's important to coordinate so that inboxes are not flooded.
- Nicole: Process for marketing/social media submissions is on website. Emails sent to [marketing.callicoon@gmail.com](mailto:marketing.callicoon@gmail.com) should contain complete information, in the prescribed format, so that they can be converted into posts in a few minutes.

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### Beautification Committee | Tanyia Vannatta for John Erik Karkula

- Tanyia read the letter John Erik sent to the membership on 5.28, reporting on plantings over Memorial Day Weekend by John Erik and 9 other volunteers, including hanging baskets and sidewalk planters on Lower Main Street, baskets on the stone wall facing the bridge, and the Trestle Flower Bed by Ollie Grey's. JE thanked the volunteers, Paper Trampoline (aka Nicole) for refreshments, and especially Agway, and promised future plantings in Callicoon Creek Park as well as Hortonville, Kenoza Lake, and Kohlertown. Thanks to all for the great work!
- Suggestion was made to thank Agway by means of a major promo on our website.
- The Committee is in need of a forklift for future work.
- Fred asked about flags and bunting, esp in view of Town's sesquicentennial. Tom: Old bunting is faded and pretty much shot. Tanyia: Cost of new flags and bunting could be absorbed in Country Fair budget. Tracy: We should decide beforehand when they'll be taken down.
- A rough wooden artwork in Callicoon Creek Park, left over from activities related to the ArtWalk, fell over and had to be pulled out of the mud. To be retained it would require maintenance, but the artist and others involved have disclaimed responsibility.
- **Motion to dispose of the work, as well as detritus of various kinds in the park, was made by Tracy and seconded by Gina. A show of hands was required: 10 in favor, Robin opposed, Evan abstained. Motion passed. Tom volunteered to execute the sentence.**

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### Events Committee | Tanyia Vannatta

- First meeting tmw at 9:30am at the Callicoon Caffe.
- Country Fair 2019 planning going smoothly: road will be closed, entertainment has been booked, marketing materials have been prepared. Uptick in vendor applications seen.
- Looking for affordable PA system for Depot stage; also mini-system for John Conway's talk in Callicoon Theater.
- Need awning of some sort for Depot stage, as musicians have complained of the heat.
- Discussion about our partnership with the Delaware Youth Center during Country Fair. They may produce their own marketing materials, but these are likely to be minimal (flyers and social media). Still,

to avoid confusion we should ensure that we coordinate the promotion of all activities happening on the day of the Fair.

- Gina: Many prizes for raffle already pledged: grand prize of 2 kayaks, golf for 4 at Villa Roma and Tennenah Lake, private screening at Callicoon Theater, Lander's raft trip, Karkula lamp worth over \$600, etc.
- Need volunteers for Fair; contact Tanyia at [events.callicoon@gmail.com](mailto:events.callicoon@gmail.com).

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#### Old Business | Nicole Vallance

- 2018 Sullivan Signs Grant: As some members requested further opportunities to review design and content of proposed wayfinding signage, Nicole held a meeting on 5.26. Only Evan attended; he suggested incorporating the hamlet's turkey weathervane logo into the design, either as an image at the top or as an actual metal weathervane, which could perhaps be added later. Nicole will take this into consideration when preparing the final artwork to show the Town Supervisor.
- **Motion to approve the design was made by Robin, seconded by Tanyia, and carried unanimously.**

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#### Announcements | Various Presenters

- Delaware Youth Center is holding a job fair for teen this weekend. As this may be of interest to businesses in need of help, we will post the event on our social media.
- Wild and Scenic Film Festival: Megan Kenealy-Hill spoke about the festival, which is presented by Catskill Mountainkeeper and will take place June 14-16 in Callicoon. WSFF is a national program showcasing the best in environmental and nature films, and Mountainkeeper has curated three days of special screenings at the Callicoon Theater that tackle issues like the integrity of our rivers and drinking water safety; the health of our food and farms; and climate change impacts and solutions. Other events include outdoor yoga, a foraging walk, an author's corner, a student art show, a roundtable discussion, a Q&A with director Jon Bowermaster, and parties at Cafe Adella Dori and the Western Hotel. If businesses would like to participate (offer discount, have photo display), Mountainkeeper is happy to promote. Capacity of programs is limited, so email Megan ([megan.catskillmountainkeeper@gmail.com](mailto:megan.catskillmountainkeeper@gmail.com)) if you want to hold a spot. Full schedule at [catskillmountainkeeper.org](http://catskillmountainkeeper.org).

**MEETING CLOSING: Motion to adjourn proposed by Tom, seconded by Evan, carried unanimously at 7:30 pm.**