



CALLICOON BUSINESS ASSOCIATION

2019 Monthly General Meeting 06.26.2019 |

MINUTES

Litt Home & Book, Lower Main St, Callicoon, NY | 06.26.2019 - 5:30 pm

Meeting called by:	Tracy Broyles , President	Timekeeper:	N/A
Facilitator:	Tracy Broyles	Call to Order	5:37 pm by Tracy Broyles
Note taker:	Tanya Vannatta , Board Member	Adjourned	6:46 pm by Tracy Broyles

Board: Tracy Broyles, *President*, Tom Dent, *Treasurer*, Gina Fenton, *Board Member*, Krissy Smith, *Board Member*, Tanya Vannatta, *Board Member*.

Attendees: Laurie Ramie, Paola Tawa, Rachel Littman, Barbara Matos, Dawn Hyde, Patrice Gonzales, Sabryna Armstrong, Dennis Bernitt

AGENDA TOPICS

Treasurers Report | Thomas Dent

- \$13,781 in Bank Account - divided up into four sub-accounts
 - \$93 - Beautification - Grant Monies
 - \$200 - Hometown Heroes
 - \$1,006 - Train Depot
 - \$12,493 - General Operating (this includes event monies)
 - \$4,330 in membership dues
 - \$4,615 Sponsorship Funds for Events
 - \$1,010 Vendor income for Country Fair
 - Raffle Ticket Income
- All bills pd to date, except D&O Insurance - Application given to Tracy
- Tom - If a designated donation is given, does the chair of that committee have authority to use funds however they want, or does it need to be brought before the board? Tracy - The Board needs to oversee committee expenditures, to know overall plan and present proposed ideas for members to view, but we do not need to micromanage.

Depot Committee - Tracy Broyles

- Draft lease will be presented to Railroad after the committee separates the requests for addendums of lease to "absolutely requires" & "we would love it if's", per lawyer request.
- All approvals are in place for the Environmental Site Assessment Phase One study. Will not sign lease until study is done and we clarify where the resources would come from to cover property taxes and all other fixed expenses that come with the responsibility of the lease.

- Laurie -UDSC met on 6.24.19 and Nicole showed Renderings of interior and exterior of the layout of Visitors Center. The architect received an estimate from surveyor as a map for lease is needed. Committee is helping to put the map together.

Beautification Committee - Tracy Broyles

- Town Signage - Moving into production, hoping to be installed by the end of July in time for Renaissance judging, but not guaranteed.
- Benches and Park Tables - JEK brought design of benches and table to Board. Also identified an individual donor who is interested in supporting more furniture efforts. Tracy - Need to make sure the furniture is movable, and made out of material that will last.
- **Motion to approve purchase of bench and table made by Krissy, seconded by Tom, carried unanimously.**

Events Committee - Tanyia & Krissy

- Sponsorship has raised \$4,615 (for all three events) - Vendor Income from CCF at \$1,010, approximately 26 vendors thus far. Need help with outreach for more vendors.
- Marketing Material Design work complete - sending to print - need help to get marketing material to surrounding towns.
- All Main St Business can have a vendor location if they want -- contact Tanyia Vannatta
- Rachel - Are we still going to have the childrens activities in the park with the tokens?
Tanyia - We have partnered with the DYC and they are organizing the activities in Callicoon park, all proceeds will benefit DYC. Don't believe tokens will be given for prizes, alternatively cash sponsors provided the DYC monies to purchase items such as cotton candy machine, snow cone makers, and these will be the prizes.
- We are looking for volunteers for the day of the event. Will need volunteers for: helping vendors load/unload, putting up tent by Train Depot Stage, hay bales for seating, Job Corp students at Road Closing Signs.
- Looking for awning for shade for performers.
- Looking for individuals who would like to show their antique car at Wayne Bank during event.
- John Conway presenting speech at Movie Theater. Walking tours afterwards and slideshow playing most of the day.
- Raffle - Asking individuals to help sell tickets. Tom - Is the movie theater prize a film of their choice? Krissy - Yes.
- Weekly meetings specific to Country Fair will start next week and run until Country Fair.

Guest - Dennis Bernitt

- I am a Vietnam Veteran who would like to help start a Hometown Hero Program. Idea came from seeing banners in surrounding communities with local veterans' portraits on utility poles. Suggestion made for Callicoon to consider a relatively similar program. Idea of utilizing a wall in the Visitor Center to display small plaques purchased by hero's family. Family would then pay a fee to the Train Depot for "rental" of the display space. Anyone

who served our country would be eligible to purchase a plaque. Tracy - We will present the idea to the Train Committee. Tom - Is there a website you can go to that describes this program? Dennis - I brought a lot of material with me that has information about the program. (Board and Depot Committee will examine.) Laurie - The geographic area would have to be defined. Tracy - We can explore further but this is a project that will take time to commit to as we think about the project collectively.

Social Media, Marketing & PR - Tracy Broyles

- Board reviewed budget and looked at how we marketed in past. We had a major revelation which was making sure we look at marketing in the right order, which is “Who is the target audience?”, “How do you reach them?” and then “What do you produce to reach that audience?”. We also need to have a clear brand identity.
- Working on two tracks. Need July and August to build membership and build participation, September and October will focus on identity work to clarify which direction the association is headed, and in November and December we need to implement the outcome of that, which will affect the bylaws, structure, membership dues, etc.
- Met with Wendy Green who is considering volunteering to provide oversight to our marketing work. Nicole believes website should be up to date, if you notice something is incorrect please email marketing.callicoon@gmail.com. We are going to use the resources of our funds to hire an individual who will drive social media efforts, then left over resources will be used on print marketing material. Gina - Marketing is very important for business owners and it would be great if we could hold a separate meeting strictly for marketing ideas. Tracy - I think that is a great suggestion; if we have a volunteer who would be able to take the initiative, and if we are able to hire someone who would be focusing on social media, they should call that meeting.

Announcements/Questions | Various Presenters

- Laurie - Has anyone seen the new signs on Route 97? They are part of a project of NYS DOT Region 9 (Sullivan and Delaware counties), which has replaced signs from here to the Orange County border. The new signs include amenities and place names, and overall are an improvement on previous signage. The UDSB, UDC, National Park Service, Sullivan County Planning and other agencies met with the DOT. Best part is that it is the DOT’s initiative so it is at their expense, there is no cost to the local municipalities.

MEETING CLOSING: Motion to adjourn proposed by Tanyia, seconded by Rachel, carried unanimously at 6:46 pm.