



CALLICOON BUSINESS ASSOCIATION

2020 General Member Meeting | 09.30.20 MINUTES

Meeting date | time 09/30/2020 | 5:30 pm | Meeting location Zoom | Callicoon, NY

Meeting called by:	Nicole Vallance	Timekeeper:	n/a
Facilitator:	Nicole Vallance , President	Call to Order	5:37 pm by Nicole Vallance
Note taker:	Recorded By Zoom , transcribed by Nicole Vallance	Adjourned	6:36 pm by Nicole Vallance

Board Members: Nicole Vallance, *President & Train Depot Co-chair*; Tom Dent, *Treasurer*; Gina Fenton, *Fundraising Chair*
Special Guests: Tim Bruno, *WJFF*. Attendees: Rosie De Christofaro,; John Erik Karkula, *Beautification Chair & Train Depot Co-Chair*; Dale Blagrove, Evan Eisenberg, Amy , David Bodenstein,

AGENDA TOPICS

Agenda topic Special Guest, **WJFF Radio Catskills** | Presenter *Tim Bruno, WJFF Interim General Manager*

- Opportunities for underwriting at WJFF and summary of programming. For anyone interested you can reach out to Tim to learn more at tim@wjffradio.org. They have many opportunities to reach their largely affluent, community-minded audience, both locally and from nyc, with paid underwriting and for promotions not for profits.
- They are still at the Jeffersonville station currently, but have just entered Phase 1 of construction and plan to move into the new space early 2021.
- There are several ways to listen, on radio, online at wjffradio.org, on smartphone or on your smart speaker.

Agenda topic Special Guest, **Trust for Public Lands** | Presenter *John Erik Karkula, Callicoon Park Project*

- The Trust for Public Lands has been holding community outreach for their new project at the old Campgrounds in Callicoon -the proposed 'Callicoon Riverside Park' project. They will be holding a 'River Harvest Day' event on Oct 10th, (10am-3pm) to treat the community to goodies provided by local producers, 2Queens Coffee, Beachlake Bakery Pies, Seminary Hard Cider, etc.. Workshops include fermentation classes by Willow Wisp Organics, a metal working class and programs to on the importance of planting native perennials.
- The UDSB just approved a \$990 grant to purchase plants for a native perennial giveaway at the event. This will take place at the old Delaware Campgrounds up Creamery Road, past the Delaware Youth Center. It will be a 100% socially distant outdoor event.Come to learn more about the Park Project and to give feedback to the project organizers. They want to know what local businesses and the community want from this new park.

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

- Year to date the Association is - \$234, but we have a cushion from last year's fundraising
- Moving forward with our requirements for the IRS, with all forms filed and obligations satisfied, we can move forward to 501(c)6 status in tact.
- Starting to get checks back from the Fall advertising campaign
- Candy Sale is moving slowly and Rosie will wait for the current batch of candy to be sold before moving on with additional efforts.

- New dues letter will be going out for 2021 at the end of Oct. We are putting the dues collection out early to ensure our treasury is in healthy condition for 2021, ensuring the institutional expenses of the CBA (Insurance, admin expenses, like postage and Social Media Efforts are covered..
- Covid has taken its toll and as a result we haven't collected the dues we usually do - we are at approx. \$1500 (typically \$4500 - \$5000) due to hardships on our businesses due to Covid. However, due to the outstanding efforts of our 2019 Events and Fundraising Committees, we were left with a \$3,000 cushion to absorb the 2020 expenses. However, coffers are dwindling and we really need to get in gear in preparing for next year.
- This is a perfect example of why the CBA board in 2019 put aside a portion of our fundraising dollars for possible back taxes and additional contingency funds for 2020. Doing that last year gave us a cushion, allowing us to continue to operate this year, even though we had to cancel many events, fundraising initiatives and had reduced dues. (NV)
- We had earmarked events funds and sponsorships money that will allow the CBA to be able to handle expenses to put on events later this year, without having to harass members for dues or ask for more money for operational expenses, when the businesses are already experiencing very challenging times.
- We paid a \$600 fee to the IRS for the reinstatement of our not-for-profit status and \$ 1800 to the accountant to file properly. We anticipated \$4000 but it came in lower.
- We currently have \$8000 in the bank, with much of it earmarked for various committees and initiatives. We have \$3,200-3,300 in non-earmarked/ funds, with \$3000 from prior years events.
- The Artwalk budget will be covered by the \$900 from sponsors with an additional \$900 for Dickens.
- Suggestion to change the dues letter date to late summer. (RC) While it's too late to do that for 2021, we should reevaluate this next year. Typically we send out dues requests in the beginning of the year and often many dues do not start rolling in until mid year. This year we will be sending out the letter in the fall for the Jan-Dec 2021 year. Next year we can move it to late summer.

Agenda topic Secretary's Report | **Presenter** *Dania LaScola, Note taker*

- Not present b/c of a family emergency. We will adopt the last meetings minutes at the Oct meeting

Agenda topic Events Committee | **Presenter** *Gina Fenton, Interim Co-chair*

- Previous Co-Chairs, Krissy and Tanyia have stepped away from the Events committee for 2020 (Tanyia for the foreseeable future and Krissy at least through 2020) due to various understandable business & family obligations which have reduced their capacity to volunteer in the same way right now. However, the CBA is incredibly grateful to both women for their dedicated service to our community and for their exemplary efforts on the CBA Events Committee and on the Board these past 2.5 years. We wish them both luck and look forward to a time when they can once again be a part of CBA events.
- Artwalk has been scaled back this year. Sponsorships to date from Catskill Hudson Bank, Jeff Bank, Wayne Bank and Foster Supply Hospitality are \$900 businesses. While, we cannot have bands and performances due to Covid, we will be promoting artists by displaying their work in the windows of our businesses. We will be promoting the artwork locations with a map. on social media, advertising in the Democrat with 4 ads, 2 large banners in town, lawn signs, and some posters. The posters and Maps have been generously donated by the SC Democrat.
- Can we incorporate an additional digital component, such as a slide show to promote the participating artists and social posts? Amy Carr has volunteered to help and will connect her via email to the event co-chairs. It would be great to give the artists an additional platform and making the event more inclusive for those who will not be venturing into town. (NV)
- The events committee will be beginning work on Dickens as soon as Artwalk has completed and we will discuss plans at the next meeting.

Agenda topic Social Media & Marketing | **Presenter** Various

- We are working on updating the Hamlet Wayfinding maps at the kiosks (park and lower main street). Xeth Feinberg initially designed them and he will be working with us on the update. Perhaps we can use that additional \$90 from Artwalk to print out the new maps? (NV)
- Fall Cooperative Ad Buy | encompasses 280+ Bold Gold Radio ads for 8 weeks for hamlet. (began running last week); 4 month banner ad (online and in papers) w/ SC Democrat designed by Katie Dnsitrian; additional ads with River reporter in Our Country Home. CBA has contributed \$700 to date, and so far 12 businesses and the Farmers Market have contributed towards the \$1880 budget for this proposal spearheaded by Irene Nickolai and Patti Moorhead.
- The website has been updated by Katey D, with assistance from Irene and Nicole. (Thank you Katey!) We have updated current and 2019 members, extending web and social media benefits to all previous members regardless of their ability to pay 2020 dues.
- SCVA will be conducting a hamlet vignette with their partner Awestruck media, which will be visiting in the next month or so for their Nov piece. They are also reaching out to all Board of Commerce to encourage members to submit any and all Fall/Winter packages/specials and offers to be featured on their website. This is free for all SCVA members. Contact Holly at the SCVA at hlg@scva.net with your fall/winter happenings & they will promote these packages, on their website, on social media, on their YouTube channel, newsletters, etc.

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

- Lease status - waiting on comments/changes from the Railway. Also waiting on the final EPA Comments on the Phase I Environmental Impact Study report. There were additional questions and comments from the EPA. We answered their questions to the best of our knowledge and contacted Tectonic Engineering (the County vendor who conducted the study) for them to answer the questions we couldn't (where they obtained their historical data, etc.) and the Railroad to fill in the gaps. Tectonic is sending another geologist tomorrow to conduct a second site visit to gather any additional information they require. We are expecting the lease back in the next few days, however it is contingent on the EPA study being completed. We are also waiting on the approval of predevelopment funding from the County, which will go towards first year taxes, insurance and additional soft costs. We hope to have an answer on this in the next 2 weeks.
- Hamlet Parking study was approved in the Board meeting previously. The vendor is Creighton Manning Engineering LLP at a cost of \$7,800, which will come out of the Silver Feather prize money won last year. In 2019, the CBA worked with the Town of Delaware on the Sullivan Renaissance Municipal Grant, securing \$20,000 and obtaining \$22,000+ in matching funds and donations. As a result the project won a Phase II grant of \$75,000 which was allocated to the Train Depot Project. The cost of this much needed parking study for our community will come out of these funds, administered by the Town. We worked very closely with the town Board, ToD supervisor and the TPL in developing the scope of the study.
- We also have an approved Civil Engineer, Gottlieb Engineering to assess the Depot site, at \$3,800 which will also be funded by the Sullivan renaissance Phase II prize grant.
- @Callicoon Depot Instagram handle has been secured and the committee is beginning development for the web presence and marketing.

NEXT MEETING - October 28, 2020

MEETING CLOSING - Move (RD) to Adjourn at 6:37 pm - 2nd (AC) Approved Unanimous