



CALLICOON BUSINESS ASSOCIATION

2021 Monthly Member Meeting | 07.28.21 MINUTES

Meeting date | time 07/28/2021 | 5:30 pm | Meeting location Western Terrace, Callicoon, NY

Meeting called by:	Patti Moorhead , President	Timekeeper:	n/a
Facilitator:	Patti Moorhead , President	Call to Order	5:37 pm by Patti Moorhead
Note taker:	Nicole Vallance , Secretary	Adjourned	6:30 pm by Patti Moorhead

Attendance: Officers: Patti Moorhead, *President*; Tom Dent, *Treasurer*; Nicole Vallance, *Secretary*. Executive Board Members: Rosie DeCristofaro, Gina Fenton; Irene Nickolai; Lily Smith; Guests: Robyn Almquist Attendees: Lori Grant, Monica Weir, Patty Dannic

AGENDA TOPICS

Agenda topic Treasurer's Report | Presenter Tom Dent

Overall Financial Picture

- There is approx. \$11,300 in the Bank, split among 10 different accounts (County Fair, Artwalk, Depot : leftovers from previous projects; Beautification, Flag project has a small balance, dept, etc)
 - (GF) We should take the \$50 flag balance and roll it into events. (NV) I believe the excess was to roll over to beautification, so make a motion if you want to change it.
- The General Account currently has \$4,467, \$3,515 of which was raised from Country Fair Raffle. (Yay Gina!) Do we want to leave it all in the general funds or allocate a portion of it for other uses?
 - (GF) Town businesses want more Marketing to continue to market Callicoon as a destination.
 - (IN) Suggests Co-op Marketing Campaign. (TD) That is self funded, but we can add funds to General Marketing and vote for how it is spent at a later date.
 - (LG) How well are the rest of this year's events funded? (PM) Porchfest isn't funded yet. (IN) Artwalk has \$700 (correction \$900), and 'Dickens' hasn't been organized yet. (LG) Suggest adding balance to general events fund, instead of selecting a specific event. (IN) Suggestions to allocate \$1500 to general marketing and \$1000 to Porchfest? (NV) Is Porchfest a CBA event this year or are we co-sponsoring with I Love Callicoon? That will determine if we are handling the budget or if we just need a co-sponsor agreement and a motion to dedicate any funds. (IN & PM) It should be a co-sponsored event.
 - (LG) I would love to see more marketing and promotion happen for the events after the summer, b/c that's when businesses need more of a boost. Can we think about organizing an event even past Dickens, maybe in February. (IN) That sounds great. Could you think of some ideas and can talk about with the Events Committee. (GF) Let's talk about PorchFest in Events and if we are co-sponsoring we can decide to put an amount to the event as a donation.
 - **Motion (GF) to allocate \$1,500 out of the Raffle Fundraising to the Marketing Budget/Institutional Advertising. seconded (LG), All in Favor - none opposed - Adopted**
- We are in the black for \$5,900 spread over 10 accounts, insurances have been paid. The only ongoing expense we have for the rest of the year is the \$150 for the social Media Assistant.

Country Fair 2021

- We began this year's budget with \$900 rolled over from unused Country Fair 2020 sponsorships; took in \$2,140 in vendor fees; and spent \$825 on musicians. We are still waiting on a few bills. (Printing, Port-o-potties, ect.)
- There is \$2,215 in restricted funds for Country Fair Budget, but it will be less once all bills are paid. We will remain in the black and have a surplus.
- (GF) Reminder that prior CBA Boards (2018 & 2019) made an agreement that profits from Events would roll over to the next year to help fund future events.

Membership

- 42 Business Members & 6 Individual Members. Membership is a little lower than prior years, but dues were raised from \$110 to \$125 this year, we received about the same amount, if not a little more.

CBA Co-op Advertising Campaign

- \$60 Program/Pure Catskills and \$150 Program for Bold Gold + Catskill Confidential (6 Months)
 - (TD) 4 businesses have not yet paid. Irene will work with Tom to reach out to businesses to collect..
- (IN) We have to Include a reminder about the Co-op Marketing in the Newsletter.

Train Depot

- Need to clarify the bills we need to submit to the Town of Delaware for Silver Feather. (PM) I will.

Motion (NV) to accept the Treasurer’s Report. seconded (IN) All in Favor - None opposed - adopted.

Agenda topic Secretary’s Report | **Presenter** *Nicole Vallance*

Role Change | In the prior Board Meeting, there was an approved motion to make Nicole Secretary. Rosie will remain an Executive Board Member.

Agenda topic Special Guest | **Presenter** *Robyn Almquist from Artkilll Catskill*

- *Artkill Catskill* is a new printed arts publication, focusing on artists and creators throughout the Catskill region
- It is a full color full size magazine. The first issue will feature 4 local artists: Lori Nelson, Joni Wehrli, Greg DePalma & Elizabeth Ennis as well as small features on local not for profits arts organizations, Hurleyville Performing Arts Center, Catskill Arts Society and Delaware Valley Arts Alliance.
- We are trying to spread the word: To make you aware of the advertising, but also to widen distribution to let your members know that they can get copies of the FREE publications for their businesses.
- The magazine will launch just before Labor day weekend, with a second issue planned for the first week of November and a third right before Memorial Day.
- We are offering local businesses ad discounts on the first issue because we realize we are new and we also want to make our advertising affordable.
- The Publisher, Robyn Almquist has been a graphic designer & art director for 20 years. She was a local shop owner (Livingston Manor) for many years, a practicing artist, sits on the board of CAS and works closely with many local artists and arts organizations.
- The distribution will begin at 2500 copies and print more as there is a need. We have talked to Foster Hospitality Supply, CAS, DVAA, many businesses in Livingston Manor and Air B&Bs around Sullivan County, who have agreed to carry the magazine in their shops, Air B&Bs and hotels.
- We would love to see if some of your Callicoon Business would be willing to carry the publication. Anyone interested can reach out to hello@artkillcatskill.com or check us out at www.artkillcatskill.com. All our specs and advertising rates are posted and we are happy to bring magazines to your business if you would like to carry it. Thank you.

Note: (IN & GF) Robyn was invited to distribute at Artwalk.

Agenda topic Marketing Committee | **Presenter** *Irene*

Co-op Advertising Campaign

- (TD) Are non-members permitted to participate? (PM) there is a member and non member price. Irene adds that there are no specific businesses listed on any of the ads, all are general to the hamlet, so there should be no reason not to include anyone who wants to participate.

Agenda topic Events Committee | **Presenter** *Patti Moorhead*

Friday Nights

- We had discussed a ‘Late Night’, asking businesses to stay open late and we would like to play music every week, with each business taking turns taking on the music each week. There has been little follow up though, so we need a person to organize this.
- (LG) Spruce has shifted their hours a little later, but that was a choice based on when their clients can come.

- (TD) There are always complaints about nothing being open on Monday nights and mid week. (PM) Now that the town seems to be busy through the week, can we think about how to encourage businesses to stay open later and be open more days.
 - (IN) We had suggested a live music night in town, like Fridays, maybe get some vendors, similar to Mountaintale Saturdays or Rosco. (LG) Thinks vendors would compete with local shops. (LS) How about vendors that don't compete with shops?
 - (LG) Would be nice to have a Callicoon Friday Night to launch the weekend; anything from live music, performances, face painting, etc. (IN) Can we reach out to Farmers' Market vendors (or the waiting list) and see if they are interested in a second pop-up on Friday evenings.
 - (LG) We had discussed working with the vendors for Dickens, so there was more integration with the Event, so maybe there would be an openness. I can ask if there is interest at the Market board meeting.

Callicoon PorchFest

- It is scheduled for September 25. Not closing the street. or possibly only Upper Main Street because it is a lot of foot traffic.
- (NV) We had discussed earlier in the meeting that PorchFest was going to be a co-sponsored event. (IN) I think it should be a CBA event. (GF) Then we need to get moving on sponsorships and fundraising. (NV) Can we clarify who is running the event. I thought PorchFest was run by I Love Callicoon. Is that group going to give it over to the CBA?
 - (IN) Last time we had Porchfest, we had to set up a separate entity to write grants, because the CBA could not sponsor grants for the event. (TD) I remember it was because the CBA wasn't interested. (GF) We had no capacity for another event that year.
 - (IN) So let's do it like last time and co-sponsor. All agreed.
 - (IN) We are once again requesting funding from Bethel Woods who generously contributed \$3,500 in 2019.
 - (NV) So to clarify for liability and insurance, the CBA will co-sponsor the Depot Stage once again and only insure that location, but *I Love Callicoon* will be running it.
 - (GF) Is there any money left from last year's event or do we need to do fundraising? (IN) nothing was left.

Artwalk

- Last year's Artwalk broke-even/generated no profit. We do have a \$900 grant from DVAA from 2020 that we rolled over to this year.
 - Who is chairing/co-chairing Artwalk this year.
 - Lily volunteers to help

Country Fair

- Huge THANK YOU than Patti for organizing this year Country Fair, to Tom for helping with all the logistics and Gina for the incredibly fund rason.
 - (TD) This year was great considering, but there should be more of a focus on children going forward. (NV) Completely agree. In the past we had a dunk tank, games, face-painting, alpacas, etc. and it was wonderful. (LG) This year was great with such a small group, but if we are going to have a real County Fair we need a much bigger group of volunteers, and enough time to plan. (PM) It was just difficult because we didn't know until close to the event if it was even going to happen, but agreed next year we should have more volunteers and start sooner..

Agenda topic Fundraising | Presenter *Gina Fenton*

2021 Holiday Ornaments

- We have reached out to Ellany Gable from Honey Hill Pottery she has agreed to make the ornaments again.
- Last year's fundraiser was so successful we decided to do it each year with a different graphic.
 - The Committee was thinking of a Canoe for 2021 (TD) Can we add the year, please.

NEXT MEETING - AFTER Labor Day

MEETING CLOSING - Move (TD) to Adjourn at 6:38 pm - 2nd (NV) Approved Unanimous