



CALLICOON BUSINESS ASSOCIATION

2021 Monthly Member Meeting | 01.27.21 MINUTES

Meeting date | time 01/27/2021 | 5:30 pm | Meeting location Zoom | Callicoon, NY

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| Meeting called by: | Nicole Vallance | Timekeeper: | n/a |
| Facilitator: | Nicole Vallance , President | Call to Order | 5:37 pm by Nicole Vallance |
| Note taker: | Nicole Vallance , Board Member | Adjourned | 6:28 pm by Nicole Vallance |

Attendance: Board Members: Nicole Vallance, *President*; Tom Dent, *Treasurer*; Executive Board Members: Gina Fenton; Dania LaScola; Patti Morrehead; Fred Stababbart III. General Attendees: John Erik Karkula (Beautification Chair), Rosie DeChristofaro, Evan Eisenberg, Irene Nickolai, Laurie Ramie, Lily Smith, Steve Lundgren (Town Supervisor)

AGENDA TOPICS

Agenda topic President's Report | Presenter *Nicole Vallance*

- Introductions around the room for new community members.

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

- Association is solvent \$7500 in the bank, which is allocated to restricted accounts. (Depot, Beautification Events, various initiatives)
- Due to a general fund deficit, the board allocated \$1500 from prior events/fundraising to general fund and after expenses, we have about \$1K in the general for institutional expenses.
- Dues in 2020 were very low, due to covid, but now that we can we should be in better shape this year

Agenda topic 2020 Year in Review | Presenter *Nicole Vallance*

- Share the Year End review which documents what ues were raised, where money was spent and how we raise additional funds to supplements budget.
- Institutional funds and expenses: In 2020 we had 18 business members paying dues and 6 community members, collected approximately \$23,50 (typically we receive \$5000+/-) due to businesses financial hardship.
- \$3,890 was spent on Institutional Advertising through the Fall Cooperative advertising campaign spearheaded by Irene Nickolai. \$1800 for insurance, \$150 for postage/ supplies, \$2400 for accounting to reinstate the not for profit status and refile past
- Luckily, due to frugality to 2019 Board, we had the funds to carry the Association through the
- Depot Budget - all of the project's budget comes from private fundraising and grant writing.
- \$4400 Beautification - Entire budget was provided from grant writing and private donations. Additionally, Beautification committee chose to provide the Main Street's hanging baskets at no cost to association members.(these are usually covered by businesses)
- Events & Fundraising. Unfortunately the County Fair had be canceled. Artwalk used the \$900 in sponsorships to cover the event with a \$40 surplus rolled over to Dickens. The \$900 NYSC grant through the DVAA was able to be rolled over to 2021 ArtwalkDickens broke even. The summer flag initiative, covered all programs cost plus \$400 that was then \$ Ornaments initiative sold 135 ornaments. Great job Gina! The initiative Raised \$1700 in profit for the association which will be used for 2021 decorations
- Due to the incredible fundraising by I love callicoon, which raised \$2000, the CBA didn't have to spend any money on the holiday decorations - covered 100% by I love Callicoon's go-fund me. While not a CBA budget item, its still important to recognise and thank Irene and I love callicoon for their hard work to provide lighting to the town.

Agenda topic Train Depot Committee | Presenter *Nicole Vallance*

- Just receive the final version of the lease back from the railroad which will be reviewed by the depot committee and then given to the CBA board for review and approval.
- MOU between CBA and Callicoon Depot Inc.[CDI] has been executed.
 - The CDI is a not-for-profit entity, with 501(c)3 status, set up for the expressed purpose of the development & management of the Depot Project. It is made up of the same members from the Depot Committee that have stewarded the project over the past 4 years, plus additional members from our partner the Upper Delaware Scenic Byway (source of the \$250K DASNY grant) and added support from the County.
 - This step has been planned for several years and designed to help alleviate the significant burden on Association resources & capacity that the project has taken these years. It is an essential step to lay the foundation of the project's sustainability and to free the CBA to focus on its core work.
 - During the development and buildout, the CDI will function similarly to the CBA's Train Depot Committee, subject to all the same CBA oversight and approval processes.
 - Additionally, its 501(c)3 (charitable) status will open the Project up to additional funding opportunities, that the CBA as 501(c)6 (board of commerce) does not have available to it.
 - Once the site buildout is complete, all grant funds associated with the CBA have been sent down and depreciated appropriately, *and* the Association is no longer legally or financially responsible, only then will the lease be resigned to the CDI to continue management for decades to come. By this point, the new entity will have a proven track record, too oversee the project and the CBA will remain actively involved by participating on the CDI's Executive Board.
 - Initial Parking Study is being reviewed with town and private land owners to tweak language. Freda Eisenberg has been tasked with that review with Craton Manning and work with all stakeholders to make necessary adjustments.
 - Engineers will start shortly for the exterior evaluation of the site for the project.
 - When we have those reports are finalized and ready to share, we will bring those to the community during outreach efforts.

Agenda topic Fundraising Committee | Presenter *Gina Fenton*

- The holiday ornament fundraiser has been very successful. Profits (\$1,550) will be rolled into the 2021 decorations budget for next year.

Agenda topic Beautification Committee | Presenter *John Erik Karkula*

- Beautification has worked very hard, with minimal funding to beautify the town during a challenging year. Through private donations they were able to provide all hamlet main street businesses with hanging baskets at no cost to the businesses.
- John Erik wants to continue as Beautification Chair.
- Basket and Plants are the largest drain on the committees time and energy owing to their constant need for watering. It would be helpful to get more buy-in from business owners to commit to the maintenance of these assets.
- Request for more community buy-in and help from businesses to help maintain them. we can form an outreach to remind folks about maintenance.
- Spoke to Town of Delaware Supervisor about ability of the Town supporting the hamlet beautification efforts. JE has suggested a small amount to request from the Town. (maybe \$500)
- In concept, the Town Board would want to support the initiative, but in regard to budget allocation there was no 2020 budget item, so that was carried to 2021. John Erik will take it up with the Town Board and *if possible*, Steve would theoretically be supportive of a small allocation.

- Chair is very willing to support continued efforts but really needs some community buy in to assist.

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

- Quick review of Fall Institutional Marketing remain, supported by our businesses, co-sponsored by the CBA and spearheaded by Irene Nickolai from The Western. and Patti Moorhead from The Brewery. Thank you for a fantastic effort.
- The website was also updated this year. Irene worked with Katey Dnistrian from the democrat who volunteered her services to help us make updates. Thank you Katey!
- It was a difficult year for fundraising and as a result our advertising budget was very small. We want to give a huge thank you to Fred Stabbart from the SC Democrat, who put together a fantastic advertising program at minimum cost and additionally donated almost all of the collateral printing for Artwalk, and Dickens on the Delaware saving the Association hundreds of dollars.
- Irene Nickolai has put in a request to be considered for Marketing Committee Chair. Board has accepted her request for consideration and suggests that the vote on Marketing chair be held at the first meeting of the next board, as this is the 2020 Board's last meeting.

Agenda topic Elections | **Presenter** *Nicole Vallance & Various*

- As we have one person declared for each position this year, a request was made to accept the slate in lieu of a digital ballot.
- Current & former officers present determined that this has been done in the past by motion, in situations where there is only one candidate per position.
- 2021 Board Slate: Patti Moorhead for President, Clair Marin for VP, Tom Dent for Treasurer, Rosie DeCristofaro as Secretary & Gina Fenton, Fred Stabbart III, Irene Nicolai, Nicole Vallance and Lily Smith
- **Motion by Tom Dent, to install the current slate, with the exception of Tom Dent as Treasurer, in the positions for which they have declared, seconded by Gina Fenton. Approved Unanimously.**
- **Motion by Fred Stabbart III to accept Tom Dent as Treasurer, Seconded by Irene Nickolai. Approved Unanimously.**

SET NEXT MEETING - February 24th, 2021

MEETING CLOSING - Move (Tom Dent) to Adjourn at 6:28 pm - 2nd (Dania LaScola) Approved Unanimously