



# CALLICOON BUSINESS ASSOCIATION

## 2020 General Member Meeting| 10.28.20 MINUTES

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Meeting date | time 10/28/2020 | 5:30 pm | Meeting location Zoom | Callicoon, NY

Meeting called by:	<b>Nicole Vallance</b>	Timekeeper:	<b>n/a</b>
Facilitator:	<b>Nicole Vallance</b> , President	Call to Order	<b>5:47 pm</b> by Nicole Vallance
Note taker:	<b>Recorded By Zoom</b> , transcribed by Nicole Vallance	Adjourned	<b>6:38 pm</b> by Nicole Vallance

Board Members: Nicole Vallance, *President*; Kate Hawk, *Vice President*; Gina Fenton, *Fundraising Chair*. Attendees: Laurie Ramie, Rosie DeChritofaro.

### AGENDA TOPICS

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**Agenda topic** Treasurer's Report | **Presenter** Nicole Vallance (in Treasurer's Absence)

- P&L Report - Treasurer would like to streamline our Quickbooks platform.
- Considering the year we have had, our finances are in good shape.

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**Agenda topic** Secretary's Report| **Presenter** Nicole Vallance (filling in)

- 9.30.20 CBA General Meeting Minutes were adopted at the earlier board meeting.

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**Agenda topic** Events Committee | **Presenter** Gina Fenton, *Interim Chair*

- Dickens will be 12/12
  - Due to covid it will be scaled back to take social distancing into account.
  - There will be a small artisan/vendor market in the back of the Western.
  - Horse & Buggy and will make sure that it is one family group at a time & will be sanitized between groups
  - \$900 in budget currently (Catskill Hudson, Wayne & Jeff Bank + Fosters Supply Hospitality). Need \$4-500 more. will seek additional corporate sponsorship
  - Would like to have music on a PA and will have carolers throughout hamlet. + fire pits/ logs
  - Costumes will be at Delaware River Solar

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**Agenda topic** Fundraising Committee | **Presenter** Gina Fenton

- 2020 Hamlet Decorating
  - 'I Love Callicoon' Go Fund Me Initiative - Great fundraiser organized and sponsored by 'I love Callicoon/Irene Nikolai' to help raise funds for new tree lights, hamlet lights and decorations. Thank you Irene and I Love Callicoon!!!
  - Gina can use more help decorating - please reach out for volunteers.
- Ornament Fundraiser from Gina & Fundraising Committee - initiative approved at Board Meeting
  - They will be made by Honey Hill Pottery and we will sell for \$20 - which will raise funds for tree lighting.
  - Gina will lay out money to order 100 to start, and as we start selling, we will order more as needed.
  - We will ask the retailers to sell them and we will sell them at Dickens.
- Suggestion for future fundraiser: (Rosie D) Approach local artists who have done images of Callicoon to obtain permission/licensing to print their images to make note cards/postcards. (a fundraiser that doesn't go stale)

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

- Updating Hamlet Wayfinding Map - had a delay, but now updating now. Will be up before next hamlet events
- The Fall Cooperative advertising Campaign is a designed and submitted to Bold Gold (280+/8weeks), print banner in River Reporter (Our Country Home), and SC Democrat front page banner ad (4 months, in newsletter and on website) + ½ page ad in Catskill Confidential Holiday issue. Beautiful ads!
  - \$700 from CBA, 100 from Farmers Market and 14 business members and individuals have contributed thus far.
  - Newsletter will go out to see if any other businesses want to contribute.(\$97) The more contributors = the longer the campaign is able to run.

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

- We have been waiting for the EPA to give us their final report. We received follow up questions last month - all questions were answered promptly. We've not received any further communications or the report. (The Railroad is very interested in this as well and would like it in hand before signing lease.)
- We have been following up on the lease bi-weekly for any revisions and we are expecting an answer back shortly.
- Sullivan County has allocated \$20K in predevelopment funding from their room tax admin budget to help the project cover preliminary costs. (first year insurance and taxes) Securing this funding was the last piece we were waiting on to confirm our ability to sign.

**NEXT MEETING - November 18, 2020 (was since changed to 11/24)**

**MEETING CLOSING - Move (KH) to Adjourn at 6:38 pm - 2nd (RD) Approved Unanimous**