

# CALLICOON BUSINESS ASSOCIATION

## 2020 General Member Meeting 5.27.2020 | MINUTES

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Meeting date | time 5.27.2020 | 5:38 pm | Meeting location via Zoom Meeting

Meeting called by:	<b>Nicole Vallance</b>	Timekeeper:	<b>n/a</b>
Facilitator:	<b>Nicole Vallance</b> , President	Call to Order	5:38 pm by <b>Nicole Vallance</b>
Note taker:	<b>Tanyia Vannatta</b> , Secretary	Adjourned	7:27 pm by <b>Gina Fenton</b>

Attendees: Nicole Vallance, *President*, Tanyia Vannatta, *Secretary*; Dania LaScola, Patti Moorhead, Gina Fenton *Board Members*; Danielle Hilson, Freda Eisenberg, Irene Nicolai, Krissy Smith, Laurie Ramie, Evan Eisenberg, Rosie DeCristofaro, Amy Carr

### AGENDA TOPICS

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#### President's Report | Nicole Vallance

- Check in with all Members
  - All members stated their families have been well and they are staying safe
- Status of the 501(C)6 application
  - We had to file our 501(C)6 status last year, as the association had a NYS tax exemption status but as we haven't filed for a federal status for a number of years it was revoked. We are waiting to see if the IRS accepted our application and if we owe back taxes.
  - We received a notice on 2/17 stating we should receive notification within 90 days if everything was in order. We have just about reached the 90 days now. If the application was incomplete we should hear within 180 days, but the accountant is pretty sure the application is correct. If we don't get any notifications by the end of this week I will reach out to them on Friday for an update.
  - The CBA is continuing to work remotely during COVID. We have continued reaching out to local organizations, county entities, Town of Delaware, etc to pass on important information as it has been published. We spoke with SUNY Sullivan for WiFi access locations as many members with children needed online access. There are now three sites where you can get public WiFi (Library, SUNY Sullivan Parking lot B and the Callicoon Farmers Market) *Dania*: I have been filing in as Market Manager for the Market and we have been putting away the extension cords every night as people have been stealing them.
  - Email communications regarding SBA updates have been circulated with links to pertinent information for business owners. We have been trying to continue to put out social media posts about individuals and businesses that are donating goods and helping those in need during this pandemic.
  - We have been continuing beautification efforts.

- Depot project has been moving forward and keeping within the deadlines/timeline.
- Events committee chairs have been having Zoom meetings to continue planning for 2020 events and how we will reorganize.
- Amy Carr is our newest member. She is the Technical Advisor from Tri County Mold Busters based out of Jeffersonville.
- (All members on the call did an introduction of who they are) Freda: I wanted to thank Nicole for the Post about the purchase by Trust for Public Land as it received a lot of positive support. Under the previous legislature there was support from the County to take over some acreage to create a county park. With the new legislature and the economic hit due to pandemic we are arranging to have a site visit as not everyone is on board with the vision.

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#### Treasurer's Report | Tom Dent

- Treasurer not present, but our standings are roughly the same as the last meeting. Roughly \$4000 in reserve for back taxes.
- Roughly \$3000 rolled over from Events last year - being put into the General budget.
- Our insurance will be automatically renewed this year. We are hoping it is roughly the same cost as last year.
- Certain restricted/earmarked funds - Beautification, Depot, Event Sponsors
- No new dues have been received since last meeting. Tri County Mold Buster is a new business out of Jeffersonville that has joined our organization. Amy, the technical advisor will be mailing in a check any day to us. The CBA doesn't feel now is the right time to press businesses for dues during the pandemic. We have received about 12 dues for 2020, when typically we have about 50 members by this point.

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#### Secretary's Report | Tanyia Vannatta

- **Motion to approve General Meeting Minutes from 02.26.20 made by Gina, seconded by Dania, and carried unanimously.**
- We received the "Things to do on RT 97 Maps". They are currently here at Wayne Bank and Gina will be helping to distribute them to Main St businesses. It is a nice map of the entire Rt 97/Delaware River Corridor. The CBA purchased an advertisement that lists the 2020 events, and many other businesses here in Town also purchased an ad.

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#### Events Committee | Tanyia Vannatta & Krissy Smith

- Callicoon Country Fair has been postponed due to COVID. We made the decision to cancel the event on its own, however we will be incorporating the vendor aspect into this year's Artwalk.
- Artwalk

- We are thinking about turning Artwalk into a two day event this year, both Sat and Sun of Columbus Day Weekend. We would like to incorporate the aspect of vendors to honor the aspect of the CCF. In order to do so we will have a call for local artisans and makers. All vendors will need to sell handmade items and will be juried. In order to honor the social distancing guidelines we believe setting the vendors up in Callicoon Creek Park would be the best practice. (this may change) The vendors will set up and sell their crafts on Saturday, and the live performances will be Sunday at the Depot Center and throughout Town as the Farmers Market will be in the Park that day. As past years, Artwalk we will still display art at all businesses that want to partake in the event. This Art will be on display the entire weekend.
- Krissy Smith had applied for a grant through the DVAA. This grant was approved and increased from \$800 to \$900. I have reached out to the CBA Event Sponsors to make sure they were still okay with supporting the CBA events as funding for them might be tight due to the economic shut down. Everyone that has responded thus far would still like to support us. The sponsors now have the option to pay for 2 events (as CCF has been cancelled) or they can roll over the CCF sponsorship to the 2021 budget. I would still like to plan a Purse Bingo fundraiser, in which profits would be split between the remaining events for 2020. Kate Hawk offered to donate funds to make up the difference from the DVAA grant from last year to this year. (\$1125 last year, \$900 this year = \$225 personal donation) *Krissy*: The typical model for funding is asking businesses to donate to produce these events. If anything this year, these events should be held to produce income for the businesses. It feels that the money needed to produce the events is robust enough at this point. Hopefully including the raffle, purse bingo, and vendor income we can produce enough money to produce Tree lighting and Dickens on the Delaware so we still wouldn't have to press for funds from Business owners. If we can't produce enough money for the remaining events we hope to reach out to Community members to sponsor or donate, rather than asking the businesses in Town. *Nicole*: That concept sounds perfect, and hopefully by the time of the events we should know about our tax status and if we haven't extra funds we may be able to reserve some for events. *Danielle*: What is the date for Artwalk? *Krissy*: October 10-11th - Columbus Day weekend. We are hoping by mid October that people are a little more comfortable in gathering in a safe manner. The weekend concept was also brainstormed as a way to avoid a large gathering of people and help with social distancing. We are hoping people will now spread out their visit over the two days. We want these events to happen safely.
- *Krissy*: When the CBA receives their 501(c)6 status will the CBA continue to produce community events, as that is a tax status for chamber of commerce and community organizations? *Nicole*: I don't think it changes anything, as both 501(C)3 and 501(c)6 are tax exempt. The c3 is a charity where people can claim write offs. Businesses can write off our membership, as it is a business expense.

But since we are a dues based organization we were unable to file for a (c)3. The events promote our hamlet, which benefits our economy and businesses so it very much ties together. I haven't seen a conflict due to this status filing. *Krissy:* My understanding of a 501(C)6 is that it specifically is a members organization about promoting business. For example a Chamber of Commerce. I don't know if the IRS would define us as a 501(c)6 as and if our current *community* events would fall under their guidelines. *Nicole:* If we are generating community events to generate tourism it does benefit the businesses so it seems to be in line. If we are generating events to have people shop and stimulate our economy it should be okay. Also, our mission in our bylaws is so broad so it shouldn't raise any red flags.

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### Fundraising Committee | Gina Fenton

- With Independence Day around the corner, I thought a nice way to honor our fallen and active military would be to line the street with American Flags. It wouldn't act as a fundraiser, but more of a way to unite our community within our Hamlet. We would look for donors to donate \$50 that would buy a flag and the hardware, and then they can buy the flag in honor of a family member or anyone they choose. This is not a fundraiser to raise money. Alternatively, it's a way to make Town patriotic for Independence Day. I have spoken with Jessica and she will hang them all and take them down for \$250. The goal is to get 25 people to sponsor a flag. This would put one flag on every pole on Upper and Lower Main st, and A Dorrer Dr. We would then display the list of Donors in the Kiosk on Lower Main St.
- *Rosie:* How much is a flag? *Gina:* The flags cost about \$43 and then the extra would go towards paying Jessica. *Rosie:* Who will store the flags once they are taken down? *Gina:* Currently we store our items above Mike Preis, but I am uncertain at this point where the flags would go. I am sure I can find someone to store them. *Rosie:* Everything gets rotten up there. It's dusty and things just sit and rot. I will purchase 2 flags, but I would like them back to store them myself. *JE:* Ed Sykes also doesn't want items stored up there anymore.
- *Gina:* What is the consensus of the group? Should I move forward with this initiative? *John Erik:* I think this is a great idea, it's just the question of how long should they be on display? *Gina:* My thought was to leave them displayed until Labor Day, but if we needed to take them down, we can always put them back up for Labor Day but then we need volunteers. *Nicole:* Once quick comment- The beautification group looked into different hardware last year, that could be purchased to display banners that could be interchanged throughout different events/seasons. *Gina:* That would be a bigger project than what I am looking to do at this moment. I thought you said it was a few thousand dollars to purchase those. John Erik do you know the cost? *John Erik:* Depends how fast you want to get them, but each support is roughly \$100+, they aren't cheap. *Nicole:* Can we take a vote with the members present, especially some input from business owners with frontage on the Main Streets where they will be visible if we should move

forward with this initiative? *Danielle*: I think it's a great idea and that we should move forward. *Rosie*: So do I. *Irene*: I agree.

- **Motion to move forward with purchasing American flags to be displayed throughout Town made by Rosie, seconded by Danielle and carried unanimously.**
- *Gina*: We still need to decide how long to keep the flags up as John Erik suggested. *Patsi*: I vote until Labor Day. *Dania*: Yes, I think that makes sense. *Danielle*: It makes sense. *Gina*: I say Labor Day. *Tanyia*: I agree. *Danielle*: I agree, is there any reason not to keep them up till then? It's not illegal, so we should keep them up. *Nicole*: We just need to make sure we approach the Town and make sure they are on board with having them on display. *Gina*: I hope that we will "get a little buzz" and people will come to Town to see these flags and who they are honoring.

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### Beautification Committee | John Erik

- Sullivan Renaissance issued the \$2,500 grant check to the CBA and the plants that were ordered for the Town have arrived at Agway. We have just begun some planting as frost was an issue up until a few days ago. We are going to start the hanging baskets next week. The black eyed susan vines are coming back in the sidewalk planters. Willow Wisp planted these from seed so it saved us a lot of money.
- The turkey will be back on his pedestal tonight.
- Last year we started Gratitude Grove in Callicoon Creek Park and we planted our first Red Bud Tree in memory of someone important in our neighborhood. Last year we honored Christina Maloney who was the head of beautification for years past. This year we have another native Red Bud to add to the Grove and we would like to get a name of someone who has been doing good in our community and plant this tree in their name. *Tanyia*: I recommend honoring Corey Hornicek who was a Department of Environmental Conservation Officer and young fireman in Hortonville who tragically passed away at a very young age.
- *Nicole*: Rosie do you know the profits of the candy sales? *Rosie*: I have money here in the office and I have to go around and collect some funds still. I will clear this up with Tom. *Nicole*: I wanted to make sure that the money you laid out was not owed to you. *Rosie*: I always get reimbursed right away. *Nicole*: Usually the brick and mortar business pay for the hanging baskets, however this year with everything going on we didn't want to ask the businesses for funds so we are seeing how to provide them without the business incurring this expense. *John Erik*: We had someone donate \$500, and we received some grant money, which covers all the hanging baskets, but if you know anyone who would like to contribute to beautification efforts the baskets are typically \$22.
- We removed the picket fence across from Pecks as it was falling down. We are hoping to find another way to raise money to put another fence up to prevent nature from intruding into the flower beds there.

- The RailRoad has the lease and there have been no substantial changes. The lease can not be signed until the Phase 1 Environmental Study comes back. We got this study done through the Sullivan County Brownfield Program. A geologist came two weeks ago and did the onsite walk through, took the pictures and everything else they needed to do for the study. John Erik was there and had the impression that there were no red flags. Phase 1 is a visual inspection and a document search. They will search the historical record and look for signs of accidents, were there floods/fires, etc. If they find anything like that then they will return for soil samples and complete Phase 2 of the study. The results of Phase 1 can take up to six weeks, so we should be within one month away of getting the results. The RailRoad and CBA will each get a copy of the results.
- As a reminder we have received three grants which has provided substantial funding for this project. We have been keeping in touch with Sullivan Renaissance, DASNY, USDA regarding deadlines for all of our grants. We have gotten extensions by all three on the timeframe to use the funds due to COVID-19.
  - USDA extended it one year - until August of 2021
  - Sullivan Renaissance has agreed that as the project develops they will extend the timeline within reason.
  - DASNY and we don't have a timeline. We just need to continue communicating our timeline with them. *Freda*: From what I have been hearing with respect to other DASNY grants, there is concern with the state budget; mainly Issues with future grants for this year, past commitments will be honored. Staff is in office only one day a week, but working remotely. *Nicole*: Our rep Danielle has been working from home and is very responsive via email. At this point we need our tax exempt status and our signed lease to proceed.
- Role Changes with in the Depot Committee
  - John Erik is returning as project coordinator. This role will include duties such as scheduling walk throughs, filing paperwork, general follow up, etc
  - Kate Hawk will be Project Grants and Finance Manager. She will be exploring new grants, making sure all paperwork is filed in a timely fashion, following up with reporting.
  - Kate and John will be working together to oversee outreach to get preliminary construction quotes and information. We legally need to issue RFPs. During the COVID shutdown both Kate and John have had a little down time, and thought contractors may also have time to come out and look at the building. This would give them a frame of reference of the undertaking of the project. John and Kate will be keeping an Excel Spreadsheet of all contractors who come through for a walk through. It's nothing official just a walk through of the building. John Erik how many contractors have come at this point? *JE*: There are several people we need to contact, engineers, inspectors, general contractors etc. Freda sent me a

list of agencies that would do a parking study and I have already received two studies for this. Thus far, a lot of the good contractors are booked for almost a year or so. Just in Time Contracting was the only contractor that has come and done a walk through thus far. *Irene*: It seems like you are doing contractor outreach at this point, but you haven't had a public revealing of plans for the project. Many businesses in Town aren't sure what this is becoming or will look like and it's going to be in the Center of our Town. When the project first started we had the visioning series with a lot of community input, but I am wondering when that is going to happen again. For meetings in the past you were concerned with making things public, due to concerns with the lease not finalized. Now that we are really close to the lease being signed I'm wondering if we should be getting community input before we are doing outreach to contractors. *Nicole*: Most of the things that we are reaching out to contractors for are structural assessments. It has nothing to do with what the vision of the project is. We want to know what it will take to make the structure safe and ADA accessible. Right around this time is when we were expecting the lease to be signed. We didn't want to get a whole bunch of community feedback and something negative arose from the Impact Study. We now need to figure out a way to get together digitally for community input as it is pretty critical. *Irene*: I know you have some renderings of the project, so maybe you can circulate an email showing those. *Nicole*: Community outreach will definitely be critical in the next few weeks. *JE*: I agree with Irene, and this isn't going anywhere until the community has the chance to share their input. We really don't want to change much with the building at all, besides restoring its natural beauty. It has survived all this time and is in solid condition, and we don't want to change it much.

- *Irene*: I think one of the concerns that Gov. Metzger had when she was visiting the site was that we would be spending a lot of money on things such as restructuring the roof, when the building may not need it. Alternatively we may be able to work on more outside space during phase 1 as this may be better during this time of the pandemic and beneficial to many business owners to have more outside seating. *JE*: I would love to have the focus on more outside space, but I am not sure if we can do it. The grant money was a gift from UDSB. We need to make sure the money goes towards the Visitors Association wants.
- *Krissy*: I am excited to hear that parking is going to be considered as part of the master plan with the Depot, as it is a concern for our Hamlet. With COVID, many of the businesses who own private parking spaces are going to start using that space for their business. This means Callicoon is going to lose a lot of parking so this needs to stay on our priority list. *Irene*: I will be eliminating parking to obtain more outside seating so it certainly will be a large concern. *Krissy*: When I talked to the building supervisor he was also really concerned with parking in our hamlet. *Danielle*: How are you going to conduct open air with the Theater? *Krissy*: The theater is going to add a second outdoor movie screen. *JE*: When you refer to the Town parking lot, are you speaking about the parking lot by

Rosie's place? *Krissy*: I was talking about the Depot taking parking into consideration in terms of its plans. *JE*: Well the whole town is being evaluated because there is so much space in town that isn't being utilized. Also things such as repainting the road with designated parking spots. Dorrer Drive isn't being used in the best way possible. Can we partner with Wayne Bank and allow parking on the weekends? The study will evaluate things like that. It will tell us what our Town has and how the Parking can be improved. The Depot building is not a place people can park. It's being utilized although its RR property and the RR doesn't want a parking lot on their property. *Krissy*: I'm aware of that fact, I am just happy to hear the parking in general is being evaluated. The whole concept of the visitors association is to draw people to our town. By doing this, and having all the business owners who own private lots restricting parking we will end up with an issue for a while. *Nicole*: This is also a reason why we are looking into structural engineers right now because they will tell us what the grade of the driveway is, what the turning radius is, how many spots we can fit etc. We could take some of the funds and match it if applying for a Plans in Progress Grant. *Freda*: Plans in Progress has been eliminated for this year and I don't know when it will come back.

- *Irene*: Given the new River access that was bought by the Land of Public Trust, is there a way to include that in the public parking? Especially to be utilized for events? Maybe there's a Sullivan county block grant that can help for a master plan study and the new park and trail system? *Freda*: Part of the plan is to get funding from the National Fish and Wildlife Foundation to plan the park and some funds may be available for capital improvements as well. There will be a public process for this. PPL wants to square away what the County's involvement with the site is. For the past year or two there has been talk that the campsite may be divided into three parts. The upper part going to the town for the relocation of its treatment plant, a couple acres for a DEC public fishing access which would include parking, and the balance 30+ acres would become a public park by the County. We had PPL come in and present these plans to the new legislature on March 5th after they got settled. George Conklin who is the legislature for our district was strongly opposed to the project. We are planning a site visit as many people may have never seen the property. There will be parking as everyone recognizes its need. There will be opportunity for public comment to advocate for that. If the business association or any general member can express their support in the project it would be very helpful. *Krissy*: How would you prefer that we support it? *Freda*: Let me get back to you about that.

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## Marketing | Nicole Vallance

- Patsi and Irene have reached out in regards to website updates. We are all in agreement that our website needs a huge overhaul. We all agree that it is just a matter of capacity. I have been doing updates as I can. Irene, do you know of anyone who has



experience in word design who can help me with this? Our site went down not too long ago. The server many years ago was super technical, and the coding has now changed. Cindy Herbert migrated the site then, and many links have been broken and I have been trying to recorrect. I have started making new pages for community resources, business outreach, but I need to implement it into "buttons" and I have been struggling getting it into HTML. There's a huge task list of what needs to be updated, but it takes time and we need assistance. We don't have funds to hire someone. *Irene*: I understand these issues, and I do have a young lady in Jeffersonville who may be able to help. During this pandemic, myself in particular has lost 90% of my hotel reservations. I am relying solely on AirBNB and information for the Town such as [visitcallicoon.com](http://visitcallicoon.com). I feel that before we go into events and calendars the most urgent information is that all businesses are up to date on the website. Even if they aren't members they should be listed on the website this year. Any open businesses should be there and all closed businesses need to be removed. This needs to be updated right away. *Nicole*: All these things take a lot of time so additional people to volunteer to update this is needed. I am happy to help whenever I can but it isn't viable at this time. I would love to have a beautiful and accurate website. Maybe we can coordinate some donors to help with the cost of paying someone to do this? *Irene*: I will put together a list of the updates of businesses and get you contact info for a designer I know of. *Nicole*: Basic things such as picture changes, hour changes, etc can be emailed to [Marketing.callicoon@gmail.com](mailto:Marketing.callicoon@gmail.com) and Jessica our marketing consultant can update those. Adding buttons, integrating etc takes a lot of time. *JE*: I'm meeting with Patrick McCoullough next week and he is going to add a google calendar where all businesses can promote their sales or events, etc.

- *Freda*: The Chamber still has the gift certificate program happening where they are still adding in an extra 25% on top of the purchase value. I don't believe this is being advertised as good as it could be. *Nicole*: We are looking to add a button to our landing page to promote this. *Krissy*: From a business owner's perspective, no one from the Visitors Association reached out to me to see if I wanted to partake in the program and sell gift cards to my business. I received an email stating that gift cards have been sold and it was a printable gift card without my logo or gift card number, so anyone could print it out as many times as they wanted. I totally appreciate the sentiment of it, but the program itself wasn't thought out enough. *Irene*: The visitors association in general does not have a good plan to market individual towns or businesses and they keep sending out the same material. I would like to know what their plan is once we reopen. From my understanding they have a huge budget, and if they could sponsor a section on specifically Callicoon in local newspapers that would be great. *Krissy*: Maybe they could pay for a revamp of our website. If the CBA spoke up and stated this is what we needed and gave them a proposal they may be able to help in that manner. Their heart is in the right place and if we could give them the tools that they need to help us they will. *JE*: What if we asked for just updates to the existing website as a new website would take a lot of time. *Nicole*: We would need three quotes to see what the price range is to find out what to ask for. *JE* could you ask for a quote from Patrick, and Irene can you ask

your friend in Jeffersonville who may be able to help. *Krissy*: I got a name from the girls that do the social media ads for Narrowsburg. They aren't doing it anymore but they did give me the name of someone. I will get that contact info for you.

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### Open Discussion of COVID-19

- This week started Phase 1 of the 4 phases of NY state reopening. This includes manufacturing, wholesale, curbside retail, construction. Cleaning protocols need to be followed and recorded. Outside seating for restaurants isn't legal yet, that's phase 3.
- *Krissy*: There were rumors that business owners needed to write up a reopening plan and submit it to the state to reopen. That is no longer true, but when your business falls into the reopen phase you do need to go to the state site and fill out the agreement stating you understand the protocols. You are supposed to have a plan and keep it on site at your business in case the health department does show up. You do not need to "apply" to reopen. There are documents on the website with the protocols that pertain to types of businesses. You need to check off that you read and agree to the terms.
- *Gina*: Does anyone know when outdoor seating will be allowed? *Rosie*: Phase 3.
- *Nicole*: Kate who works at Catskill Regional in Harris is starting to see another uptick in COVID cases.
- *Krissy*: Are there any business owners who applied and got the PPP loan? *Irene*: I applied but I didn't have that many people on payroll so I received a small amount. We are just trying to get ready to reopen. We also applied for the EIDL, and received less than \$10K. I'm trying to speak with Metzger and Delgato as we were told credit history wouldn't be looked at but I am finding out differently. Businesses that just opened this past year couldn't even apply for a lot of this funding. This pandemic isn't just impacting us for a couple months, it's going to affect us for over a year. I'm going to continue to reach out to Congressman and Senators because businesses have been closed indefinitely and we need help. Reopening with all these masks, extra cleaning supplies, meat prices continuing to rise, is a huge problem. Owning a restaurant or a hospitality industry with all these extra rules and not being able to get supplies. I think if we all can share information about grants or assistance as they are found would be appreciated. Not necessarily sharing the same information that's already been produced and circulated by other organizations. *Freda*: Our community development block grant funding can be repurposed for COVID release. I'm wondering if bulk purchasing of cleaning supplies or PPE would be helpful. *Krissy*: If there was a way to get wholesale prices that would be great. It's a challenge to reopen because you can't get supplies or they cost way too much.
- *Krissy*: I found a small grant program called Hello Alice. Up to \$50K and specifically looking for small businesses run by women and minorities. It was an online simple grant application that did not ask for a lot of financial information. There is also [savesmallbusiness.com](https://www.savesmallbusiness.com) you can look into. Go fund me's are another way to raise money.

- *Freda*: Our COVID resource site is being reworked and there is a list of grants geared toward the hospitality industry.
- *Krissy*: I have a call with Delgado on Friday as I feel many businesses have been considered essential and were able to keep operating, but other non essential businesses will essentially be out of employment for 6 months with no income at all. Those of us who have got hit the hardest need some sort of assistance. *Nicole*: If you guys want to do some sort of campaign and we can do a letter writing of support we can send it out to our mailing list and get it recognized by more voices.
- *Nicole*: There's a restaurant micro loan that I will look for.
- *Freda*: I have social distancing templates I can share with all of you.

**Next meeting is scheduled for June 24th at 5:30pm.**

**Adjourned 7:27**