



# CALLICOON BUSINESS ASSOCIATION

## 2020 General Meeting 2/26/2020 | MINUTES

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Date & time 2/26/2020 - 5:30 pm | Meeting location Western Sul. Pub. Library | Callicoon NY

Meeting called by: **Nicole Vallance**                      Timekeeper: **n/a**  
Facilitator: **Nicole Vallance**, President              Call to Order **5:36 pm** by Nicole Vallance  
Note taker: **Tanyia Vannatta**, Secretary              Adjourned **7:08 pm** by Thomas Dent

Attendees: Nicole Vallance, *President*, Thomas Dent, *Treasurer*; Tanyia Vannatta, *Secretary*; Patti Moorhead, Fred Stabbert *Board Members*. John Karkula; *Beautification Chair*, Loretta Grant; *Marketing CoChair*; *Other Attendees*: Stephen Lundgren, Laurie Ramie, Evan Eisenberg

### AGENDA TOPICS

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#### President's Report | Nicole Vallance

- We have just completed our membership letter for 2020. Letter for dues will be going out momentarily. We are working on a portal for online payment acceptance. Still deciding if we are going to revamp our current website or create an entire new website from scratch.

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#### Secretary's Report | Tanyia Vannatta

- **Motion to approve minutes of the previous General Meeting (01.30.2020) was proposed by Evan, seconded by Patti, and approved unanimously.**

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#### Marketing Committee | Loretta Grant

- Prior to taking on the responsibility of the CBA marketing chair, a small group of people were meeting and putting a lot of thought into how we should be marketing town if we did not have any restrictions. We thought about a few items:
  - Who is our target audience?
    - Locals, weekenders, visitors
      - If these are the individuals we are trying to reach, what are the attractions that we want to talk to them about?
  - Callicoon Highlights
    - Callicoon Creek Park, River & Natural Wonders; Farmers Market; Food Scene and Culinary Experiences; Local Makers and Specialty Shops; Music Culture; Movie & Film Festivals
  - Roughly 64 B&M Businesses in town
    - Farmers Market
    - Food - (10) restaurants, pubs, bistro, cafe, dine, takeaway
    - Local Makers + Specialty Shops (30)
    - Movie + Club + Festivals
    - Wellness (3)
    - Stay (3)
    - Services (18) - Real Estate, banks, professional services, library, post office



- Marketing Tool Box
  - If we know who we want to market to and what our feature highlights that we would like to showcase are within the hamlet of Callicoon, the question is; What do we need in order to Market? We have started creating a digital library of assets.
  - We would also like to develop some guidelines of how we would use the CBA logo. Our committee would like to create an “ad” that would include the CBA Logo, tag line (which needs to be created) and image of Callicoon that would be used for marketing our Hamlet. This would be used for publications such as SCVA, DVEIGHT and online marketing.
- The committee believes the following marketing/media publications are of the utmost importance and will market to the target audience previously mentioned.
  - Sullivan County Democrat - Catskill Confidential
    - Reaches the local community
  - River Reporter - Holiday Gift Guide
    - Reaches the local community
  - DVEIGHT - Spring/Summer Issue
    - Reaches the visitors and all of the hospitality groups have these on display for months at a time
  - WJFF year round advertisement
  - SCVA
  - Callicoon Theater
    - Raising awareness about the CBA and a call of action for volunteers; seasonally being changed for events
  - Print Collateral - specifically 5x5 postcards to be distributed at local hospitalities, AirBNB’s etc
    - The intent is to put beautiful images that showcase the Highlights of Callicoon on the front of the postcard. The back of the postcard would have a simplistic map that shows Callicoon as the Heart of the Region. We are working on taglines and creating a gallery of higher quality images that showcase the vibe of Callicoon. Nicole was able to download approximately 1200 images into our shared drive which are now available for use. Joe Freda has given us permission to use his canoe image as one of the images for the postcard. If anyone else has images that are of professional quality that they would like submit to us please do so.
- *Laurie*: When you were speaking about Callicoon’s assets I did not hear you speak about recreation or history. For example; River Recreation, The History of our Town, Walking Tours I think these are definitely areas which makes Callicoon unique and should be highlighted.
- *Nicole*: We need to set up a new GMail account so the marketing.callicoon can belong to the marketing chairs and the social media consultant has their own. (marketme.callicoon, post.callicoon, socialmedia.callicoon)
- *JK*: I think the idea of the postcard (takeaway item) is a great idea. The Kiosk on Lower Main St has a brochure holder that these items can also be placed in. In addition to this postcard, it would be great if Callicoon had a brochure with all of the business listed and a map. *Lori*: This is something that is on everyone's mind as we all want a map of Callicoon



but it is going to require funding. *Nicole*: We do have a digital vector map that can be adjusted.

- *Patti*: My opinion is that DVEIGHT magazine does not have enough copies to warrant printing anything in it. I believe only 5,000 copies are produced. *Lori*: I am not sure how many copies they make, but weekenders and visitors definitely view this magazine. People who may not have ever been to Callicoon are aware of this magazine as well. *JK*: DVEIGHT is also a "keeper" magazine. Typically issues are on display for months or even years. *Fred*: The Democrat prints 7,000 Catskill Confidentials and 15,000 Summer Guides.
- *Evan*: I would confirm with WJFF to determine if the ads can be varied seasonally, as I believe I recall Krissy stating the ads can not be changed. A suggestion for a tagline: "Come Home to Callicoon"
- *Nicole*: This marketing plan focuses strictly on institutional ads. Event advertising is completely separate funds. I would also explore some other guides for institutional ads as well as some fundraising ideas.
- *Fred*: Response is important and maybe we can consider doing something with coupons. Received 160 coupons back from a recent Dinner Ad the Democrat placed. It takes about 2 weeks to produce. *Lori*: We just have to be careful that we are not promoting specific businesses. *Nicole*: Perhaps we send an E-Blast to businesses to see who would be interested. *Evan*: If we could find a way to measure the effectiveness of our different marketing materials it would help us know what methods are effective.
- *Stephan*: "Honeymoon in Callicoon" tagline suggestion.
- *Nicole*: (*Speaking to Board Members*) Are we comfortable with the committee moving forward with the ideas proposed thus far, with the caveat of knowing where the funding is generated from? *Lori*: I would like to be given a budget for the entire year, so I know how to properly disburse the funds granted.

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### Treasurers Report | Thomas Dent

- We have started to receive 2020 Due money as well as Vendor applications for the Country Fair.
- We currently have roughly \$9,000 of unrestricted funds. Some fixed expenses:
  - \$1,700 insurance
  - SCVA - \$1265 - (This will be reviewed)
  - \$250 Dues
  - \$1,800 Social Media Consultant/Website Updates
  - We have \$600 in Train Depot account.
  - \$200 - Home Town Hero Program
- We have the unknown of IRS and accountant fees. IRS received our application February 6th. We have a reserve of \$4000 for fees that may arise.
- *Lori*: If we had a volunteer to sell Joe Freda's canoe picture at the Farmers Market this may be a way to generate some extra income.
- **Motion to approve Treasurer's report made by Fred, seconded by Tanyia, and approved unanimously.**



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## Beautification Committee | John Erik Karkula

- The last two years we have applied for and received \$2,500 community beautification grants from the Sullivan Renaissance. These grants require a 25% in-kind-match, which we have always been able to meet due to the income from the hanging baskets, candy sales, and personal donations. This year's plan does not create any new gardens just upkeep to the existing ones. All of the planters on Lower Main St are very old and rotting and I would like to buy a few new planters each year to replace these. Would also like to purchase large hanging baskets which would be attached to a number of telephone poles on Upper Main St as the sidewalks are too narrow to have planters. *Tom*: Rosie typically generates roughly \$1,000 during each Candy Bar Campaign, she plans on running these continually. *Lori*: Can we take some flower images and create and sell cards as a beautification fundraiser?
- Greg at Willow Wisp is going to allow us to receive the hanging baskets early and keep them in his Greenhouse which will allow us to get a head start. He is also seeding 50 black-eyed-susans so this will reduce our costs, as we typically buy larger plants.
- The picket fence across from the Democrat is collapsing. *Tom*: The RR tie wall was funded by a grant from the SR. *Nicole*: SR does have additional grants for maintenance of projects that were originally funded by their grants. *JK*: The Grant writing concern is that most often there is a match percentage.
- We need volunteers to upkeep our beautification efforts and removal of decaying items.
- The Deutch's bought the Old Hospital and donated funds to expand the Butterfly Garden.

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## Events Committee | Tanyia Vannatta

- Purse Bingo
  - Scheduled for May 2nd at the DYC. Last year we profited roughly \$1,500. Would appreciate it if people could sell tickets for this event. *Lori*: If we had "donation buckets" at retail shops people would be inclined to leave donations.
- General Plans for 2020
  - Krissy and myself remain CoChairs of the event committee. We have once again committed to the three main events the CBA produces; CCF, Artwalk, Dickens. No changes to Artwalk or Dickens at this point, many changes to CCF.
- Sponsorships
  - Sponsorships once again budget for all three events and ask for a one time fee. Have started distribution.
- Country Fair
  - Date has been changed to May 30th 2020.
  - New plan is to move vendors from Upper and Lower Main St to Dorrer Dr and Callicoon Creek Park allowing for normal traffic flow. Will only be closing down a portion of Dorrer Dr. We want to activate different parts of town so the festival isn't isolated strictly in Callicoon Creek Park.
  - Would like to make this year's event feel like a true country fair; focusing on local Agriculture, local makers, 4H Clubs, Blue Ribbon Events, Kids Carnival Section etc. All vendors will be juried.



- We plan on implementing the token system again as prizes for the childrens games. The token system will implement a method to get the visitors to go from Callicoon Creek Park to Upper and Lower Main St and into our B&M businesses.
- We would like to eliminate food vendors and have food supplied by the local eateries. We plan on meeting with Restaurant owners to come up with a plan for this idea. *JK:* My concern is there will be a lack of food. Perhaps all restaurant owners should commit to having a stand at the CCF. *Patti:* The CBA might want to do a lemonade stand. *Tanyia:* We can also sell bottled water.
- Events Committee Meetings are every Thursday morning at 9:30 at Wayne Bank.

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### Train Depot | Nicole Vallance

- The Train Depot Committee has proposed writing a “plans in progress” grant for a parking study for the town. We would need to do a 50% match, which would most likely come from Depot grant funds for our engineer to assess grading and parking at the site. As ‘Plans & Progress’ are municipal grants, we will need to discuss further with TOD. Evan Eisenberg has offered to write the 2 page grant, but the Depot Committee wanted to gauge the level of interest in this initiative from the Board and membership before we proceed. If approved, we would contract a professional firm to do the study, so participating in the grant program would likely keep reporting work to a minimum for the town’s staff.
- RR has final lease contract. They stated they can not sign until they see the report from the environmental impact study. Once the study begins, it will take 6-8 weeks+/- . Depending on that report’s findings, it will determine whether or not we should do a phase II Environmental Impact Study. If that is required, it is likely that we will also be able to get county funding for the Phase II.
- Parking has been a going concern on our radar as the hamlet gets busier, particularly on summer weekend as we get more visitors and folks get more creative with parking. I have received some feedback focusing on parking concerns once the Depot project gets started. Keeping this in mind, we have decided to be proactive. Our plans model adds a minimum of 5-7 legal parking spots, and more if the site engineer determines that there is additional room As I have said before, currently people are illegally trespassing on private property and parking at the Train Station. The landlord has been understanding about this as we are in lease negotiations with them, but it is a going liability concern for them and they will most likely be putting up No Parking signs at some point to notify folks that it is private property. We should think about getting the parking study underway, as it can tell us about measures to more efficiently use the current street parking (re-striping, etc) and determine what the hamlets parking needs will be in the next few years so we can then think about developing a plan to meet that need when we have the resources to do so. I think it will be a good first step toward a long term solution.

**MEETING ADJOURNED AT 7:08PM.**