

MINUTES OF THE CALLICOON BUSINESS ASSOCIATION
GENERAL MEMBERSHIP MEETING
ON APRIL 7, 2021
ON PORCH OF WESTERN HOTEL AND VIA ZOOM

Attendance:

Patti Moorhead, President
Tom Dent, Treasurer
Rosie DeCristofaro, Secretary
Gina Fenton
Irene Nickolai
Lily Smith
Fred Stabbert
Nicole Vallance

Laurie Ramie
Tanyia Vannatta
Patti Zins
Patti Danni
Sylvia Hummel
Wendee Greene
Danielle Hilson
Diane Marston

- I. Log into zoom and sign in sheet.
- II. Call to order at 5.42pm by Patti Moorhead
- III. President Report - Patti
Membership dues are being collected.
Dues are \$25 for Community Members
Terry and Jim Milk have become members.
There'll be a raffle on Earth Day.
- IV. Treasurer's Report - Tom
\$6300 or so total in bank, most of it marked for the various activities.
Payment for insurance will be due next, and payments for the various marketing and social media activities.
- V. Secretary's Report - Rosie
Minutes of 2/27/2021 meeting were adopted.
Rosie reported that 40 hanging baskets were ordered from Le Petit Jardin and the hanging planters for the stone wall are at Mrs. Jamieson's greenhouse in PA.
- VI. Train Depot Committee Update - Nicole
 - a. Resolution to accept \$20k in Funding from Sullivan County in Behalf of Depot Project. Patti, Claire and Tom can sign to access these funds.
Vote on Resolution to get to Heather. All aye. Secretary will prepare the give to Nicole.
 - b. Public Outreach Announcement
Lily is working on community input to be received by June 15 or earlier.
Surveys are ready to be given out at tours of the Depot.
Postcards and tri fold brochures to be used starting 4/17. Website is 'callicoondpot.org' where one can reserve spots for tours.
A video tour will be ready by mid year.
Logo will be ready soon and the Fact Sheet will be distributed to members.

- VII. Events Committee, Patti+ Irene
- a. Earth Day Event on April 17, noon to 5. Nicole's client and her demonstrations to create cleaning supplies. Fly fishing demo at 1pm.
 - b. Country Fair and Cowboy Day on July 24.
Call for volunteers. Per Irene, volunteers are needed, this is an official call to action to help with our yearly events.
Porchfest – who can manage the event. Need musicians.
Tanyia looking for list of vendors. Possibly rides for kids. Contact Delaware Youth Center.
As to vendors – DO NOT INVITE ALLEN WEISMAN.
- VIII. Social Media/Marketing Committee - Claire Marin and Irene Nickolay
- a. Marketing Plan
Claire, Lily and Irene have met to discuss website updates to be done by Katie from SC Democrat. We need more rotating photos on homepage; add a Press page, a page asking for contributions and asking for volunteers to help with events.
Sullivan Renaissance has intern for social media. We have updated event page for 2021. Improve on scheduling for posts. Jessica does social media posts. Advertise on back page of Pure Catskills June-January. Also in 6 issues of Catskill Confidential. Bold Gold: \$125 p/a to buy ad cooperatively for 2021. 30 businesses need to participate.
- IX. Beautification Committee, JE Karkula and Patti Moorehead
- a. 2021 Beautification Plan
Patti Zins will be involved in 2021. Welcome Patti!
 - b. Call for Volunteers
Volunteers needed for watering, planting, etc.
County has program for young volunteers for landscaping, weeding, etc.
- X. Public comment
Gina: Flags will be hung again.
Letter of Support for Skinners Falls Bridge should be written and sent.
- XI. Next meeting on April 29th
- V. Meeting adjourned at 6:50pm

Respectfully submitted, Rosemarie S. DeCristofaro, Secretary