



# CALLICOON BUSINESS ASSOCIATION

## 2021 Monthly Member Meeting | 10.28.21 MINUTES

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Meeting date | time 10/28/2021 | 5:30 pm | Meeting location Western Terrace, Callicoon NY

Meeting called by:	<b>Patti Moorhead</b> , President	Timekeeper:	<b>n/a</b>
Facilitator:	<b>Patti Moorhead</b> , President	Call to Order	<b>5:36 pm</b> by Patti Moorhead
Note taker:	<b>Nicole Vallance</b> , Secretary	Adjourned	<b>6:21 pm</b> by Patti Moorhead

**Attendance:** Board Members: Patti Moorhead, *President*; Claire Marin, *Vice President*; Tom Dent, *Treasurer*; Nicole Vallance, *Secretary*. Rosie DeCristofaro, Gina Fenton, Irene Nickolai & Fred Stababbart III, *Executive Board Members*.  
Attendees: Mark Aubrey, Diane Marston, Francine Rambousek, Laura Moran, Danielle Hilson & Patti Zins

### AGENDA TOPICS

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Agenda topic **President's Opening** | Presenter *Patti Moorhead*

- Welcome & Introductions: Francine Rambousek, new resident & business owner (commercial photography) out of Damascus, PA; Mark from the Kitchen Table Cafe. Diane Marson, community member & long time volunteer!; Laura Moran from the SW Free Branch Library.

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

- We are solvent and currently have \$6K in the bank, spread across 10 sub accounts.

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

- Previous 2 meetings' Minutes were adopted in today's Board Meeting.

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Agenda topic **Events Committee** | Presenter *Patti Moorhead & Various*

- **Artwalk 2021** | The event was a huge success! We've received a lot of positive feedback from businesses, with Rafters & The Clothesline reporting 'best sales date' so far, the Western & Catskill Provisions having one of the highest traffic dates yet, many participating artists made sales & vendors reported a very good day.
  - A huge **Thank You to Fred & the SC Democrat** for contributing 2 full page articles!!!
  - Suggestion to work on a feedback survey to pole the participant experience and track how were doing.
  - We will be submitting the closing paperwork for Artwalk 2021 thi week. (Patti will submit with DVAA)
  - Francine kindly took photos at Artwalk and is willing to share them with CBA. We will include a watermark/copyright.
- **Artwalk 2022** | Patti will be filing the grant application with DVAA by December 15th.
  - Suggestion to ramp up our 2022 initiatives to reach new artists and businesses to join CBA & participate.
  - Suggestion that going forward we redouble our efforts to designate a volunteer to obtain participating artists details earlier & share more on social in the lead up to the event.
- **Dickens on the Delaware** | Patti, Claire & Irene will co-chair, with Gina & Diane assisting.
  - We have a repository of existing costumes we have access to, but it would be wonderful to encourage shop owners to consider investing in some of their own pieces/ accessories, as inventory is limited.
  - Dickens Day of Events/Ideas: Dickens Event Committee will explore; Gingerbread House decorating contest, (open to community, would need a venue to display) kids ginger bread house or cookie decorating with Library (Library will discuss and determine if this can be done in line with Library protocol); Costume Contest (last year

saw the largest participation ever), Story Tours (reach out to Kristen at Library to discuss), Photo Booth (Irene is already looking into it & Claire may have some quote)

- **Holiday Tree Lighting 2021** | Sat. 11/27 - Gina & Nicole will co-chair.
  - Music: holiday music by DJ or PA. Carolers: will reach out to past participants DVO, Job Corps & SW school.
  - Suggestion to merge Small Business Saturday with Tree Lighting & ask businesses to stay open later.
  - Tables: Gina will sell holiday Ornaments; Nicole will donate s'mores; Kitchen Table will look into selling Hot Cocoa.
- **Purse Bingo 2021** | Sat. 11/20, 1:30-6:30p. Gina & Tanyia are Co-chairs, (Nicole will assist). The event is selling very well and we're looking forward to a great event. Please share our flyers. There will be Pizza and snacks for sale, 10 rounds of bingo, a door prize The 2020 event raised \$1500+.
- **New Idea! Donation Month** (#callicoongivesback ?) for either late 2021 or for Oct/Nov 2022.
  - Mark shared how the Cafe & Pantry raised \$1,200+ in September from the sale of specific items that donated a percentage of each sale + contribution from tip jar) – \$500 for Sullivan Fresh & \$500+ for FarmARTS.
  - Patti suggests a town wide initiative, such as a raffle for a charitable cause, such as Sullivan Fresh. We will do some research and come up with a proposal on how best to raise funds for a cause.

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

- **Holiday Ornaments** | Starting in 2020, each year the CBA will release a Holiday Ornament with a different graphic to encourage folks to buy each year & collect them. Last year's ornament featured the Callicoon Turkey and was a huge success, raising \$1,500+. (Go Gina!!)
  - This year's ornament will feature the Callicoon Depot and will once again be crafted by Ellany Gable of Honey Hill Pottery in Callicoon.
  - They are a gift with a \$20 CBA donation. We will begin displaying them at Tree Lighting, and begin dispersing them to participating shops and restaurants soon after, also posting to social & adding to website.
  - Francine volunteered to photograph the new ornaments. Thank you!

**NEXT MEETING - TBD (will announce in next 2 weeks)** [*Secretary's Update: scheduled for 12/2/21*]

**MEETING CLOSING - Move (PM) to Adjourn at 6:21 pm - 2nd (NV) Approved Unanimous**