



CALLICOON BUSINESS ASSOCIATION

2022 Monthly Member Meeting | 03.23.21 MINUTES

Meeting date | time 03/23/22 | 5:30pm | Meeting location Seminary Hill Cidery, Callicoon, NY + Zoom

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| Meeting called by: | Nicole Valance , President | Timekeeper: | n/a |
| Facilitator: | Nicole Valance , President | Call to Order | 5:39 by Nicole Vallance |
| Note taker: | Lily Smith , Secretary | Adjourned | 6:30 by Nicole |

Attendance: Officers: Nicole Vallance, *President*; Rosie DeCristofaro, *Vice President*; Tom Dent, *Co-treasurer*; Tanyia Vannatta, *Co-treasurer*; Lily Smith, *Secretary*. **Executive Board Members:** Tom Freda, Fred Stabbart III. Gina Fenton (via zoom) **Attendees:** Zach Sheitlin, Lori Grant, Francine Dominguez, Matthew Lane, John Erik Karkula

AGENDA TOPICS

Agenda topic President's Report | Presenter Nicole Vallance

- Greeting from Seminary Hill Host | John Erik Karkula
 - NV proposed to JEK if Seminary Hill might offer Cidery Tour discount to CBA Members. JEK will discuss with owners.
- Committee Chair Updates & Announcements:
 - Rosie DeCristofaro will chair Beautification Committee
 - Zach Sheitlin and Tanyia Vannatta will also co-chair Events Committee
- Lily suggests CBA organize a Volunteer Committee. Zach agreed and will reach out to Sullivan West H.S. FS will help reach out.

Agenda topic Secretary's Report | Presenter Lily Smith

- Lily explains due to technical difficulties, February's meeting minutes have not yet been released. This will be sent out before next month's meeting.

Agenda topic Treasurer's Report | Presenter Tom Dent & Tanyia Vannatta

- (TD) CBA has almost \$10K in bank accounts, between the general fund and across restricted funds (earmarked for specific uses).
- Dues letter will go out tomorrow, Thursday 24th.
- Overall, CBA is in good financial shape and all bills are paid to-date. We've also already received sponsorship monies for events this year. The Association is sound.
- (TD) Tom and Tanyia are co-treasurers: Tanyia will handle financial oversight for The Depot and Tom will continue managing CBA affairs.

Agenda topic Events Committee | Presenter Tanyia Vannatta & Zach BD

- CBA 2022 Events
 - (TV) Zach, Tanyia and Nicole will oversee events. Planning has been started ahead of years past, including the following:
 - The call for vendors has been processed.

- Outreach to local artisans will focus on the fact that there are a lot of talented people in the community.
 - Vendor applications will be juried to make sure quality vendors are signed on. The Event Committee will start meeting every other week starting April at the Callicoon Pantry / Market.
 - Sponsorship applications have also been finalized and set for mass emailing.
 - Sponsor packet with dues letter will go out tomorrow. We've already gotten some sponsors. (Thank you Lori of Spruce Home Goods for their sponsorship and for joining ahead of the game!)
 - Events Committee is recruiting volunteers.
- (LG) Is there a calendar where members can see when meetings are happening for different events?
 - (TV) Events Committee meetings will take place every other Tuesday – venue TBD. Email reminders will be sent out via MailChimp. (LS) Suggested creating a calendar; that is, a community calendar for public view.
 - (NV) Will look into calendar widgets to add to CBA website
 - How will we encourage local artisans to participate? (TV) We have put out a call for artisans via our former participant list, publicly via social media platforms and through our email list. Being artisan herself, Tanyia will vet applicants beforehand with photos and website submissions. Vendors will have marketing materials to promote in their social media and help increase engagement.
 - (LG) Lori will be participating in the County Fair, and is investing her marketing dollars into community events.
 - (ZS) marketing gives every business owner opportunity to be in contact. Makes us look together
- **Earth Day event:**
 - (ZS) Pantry owner, Dania, might have plans for Earth Day – perhaps a weekend event. ZS will look into it and collect details.
 - Laurie Ramie: Litter Sweep begins in April. Currently there's no litter leader this year. A leader is needed to organize clean-up, manage all interactions with many people. The Litter Sweep will take place April 22-30.
 - Tom Freda suggests Laurie reach out to Sullivan West H.S. Leadership Program to lead Litter Sweep.
 - FS asks if we can we call them Garbage Guru's.
- **Callicoon Beautification**
 - (FS) Fred and JEK will be working with Kiwanis for this year's beautification efforts. (NV) CBA will work with CDI to beautify & maintain the depot.
- **Other Ideas**
 - **Sweetcorn Festival** A festival is being organized for September and it will be made into a competition, (eating contests, etc.)
 - **Shad Festival / Festival of the Founding Fish**
 - Shad having tremendous historical ties with community, a festival is being organized by the

Delaware Company and Upper Delaware Scenic Byway. Plans are yet loose, but Tom F, Tom D and Fred S are working with organizers. It will take place in the park on a Saturday in May.

- The Callicoon Theater is participating and will be showing “River Runs Through It”.
- Other vendors participating in festival and activities such as hiking, canoeing, fishing guides, etc. will be organized to pull people into the park for a day. It will be a pull down for the farmer’s market. They’ll have weather resistant tents so the event will take place rain or shine to play up outdoor element of our community.
- Lori Grant notes people don’t know about hiking trails, adding we can also have foraging tours. She suggests we have maps of the outdoor show and vendors, food, etc. as well as activities for kids. That said, she would like for CBA events to be focused on sending people back to businesses.
- (FS) It can all be listed on the CBA website

○ **Callicoon Food Fest**

- (LG) A food festival is being proposed for March celebrating Spring harvest and shares that Matthew Lane has expressed interest in participating with this.
- (LS) Proposed farm-to-table idea, where farmers are paired with local restaurants / food vendors with each pairing featuring a specialty dish representing the farmer / vendor collaboration that both promotes the eatery and local farmers.
- Lori Grant expresses frustration about Main street not being open during week – especially in winter months. Claire Marin’s proposed Foodie Festival and tie-in with agriculture would be great to see celebrated. If everyone is participating, everyone shops.

○ **Wellness Market & Earth Day**

- Lily proposed Wellness Market for the months of January or February and a larger production for Earth Day / Month to solidly position Callicoon as a sustainable community.
- Lori Grant suggested we reach out to Laura from River Wellness and agreed to discuss this in more detail with LS offline.
- Given time constraints Zach and Tanya recommended a smaller Earth Day production for 2022, but will discuss larger production for 2023 at weekly Events Committee meeting.
- Laurie Ramie suggested CBA could collaborate with UDSB’s Litter Sweep this April.

○ **Other**

- (TV) on the subject of promoting town ideas – TV points to example of Honesdale’s Main street; retailers all come together to publish a card, which is purchased for its benefit of extended discounts. Perhaps Callicoon business owners might do the same as an incentive to get more foot traffic in stores – that is, a “Callicoon Discount Card”.
 - ZS adds that a passport / punch card would support businesses and they might include a gift; that is, a bonus gift in addition to a discount.

Agenda topic Beautification Committee | Presenter *Fred Stabbart III*

- FS announces beautification will be managed by the Kiwanis Club this year in collaboration with John Erik Karkula (JEK). JEK explains:
 - Planting can't start until May / 1st week in June.
 - Reminder: new Agway owners extending 20% discount to members. The discount can be used for anything – personal or business. It's a ONE TIME purchase offer! (NV) would expire on 7/31/22
 - JEK is recruiting volunteers for planning the 1st week in June– just for two hours.
 - RD asks to confirm if we have to wait until after Labor Day to plant planters. JEK confirms it would have to be the first warm day after Labor Day when we can be sure there will be no more snow.

Agenda topic 2022 CBA Member & Community Outreach Survey | Presenter *Lily Smith*

- **Overview + Goals**
 - CBA's goals are to increase engagement and work more in conjunction with members about the activities the association organizes. To do this we need to hear from members about what they see has worked and what has not in the past, as well as what they would like to see changed. For this purpose, a Member Survey was sent out via email to get member feedback. Members are asked to please help encourage fellow members to respond.
 - Lori Grant shared that she feels encouraged by the changes she's seeing, including with CBA reaching out to community.

NEXT MEETING - April 27, 2022

MEETING CLOSING – Move (TD) to Adjourn at 06:30pm – 2nd (LS) Approved Unanimous.