



# CALLICOON BUSINESS ASSOCIATION

## 2022 Monthly Member Meeting | 04.27.22 MINUTES

Meeting date | time 04/27/2022 | 5:30 pm | Meeting location Catskills Distillery, Callicoon + Zoom

Meeting called by:	<b>Nicole Vallance</b> , President	Timekeeper:	<b>n/a</b>
Facilitator:	<b>Nicole Vallance</b> , President	Call to Order	<b>5:35 pm</b> by Nicole Vallance
Note taker:	<b>Lily Smith</b> , Secretary	Adjourned	<b>5:35 pm</b> by Nicole Vallance

**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, Claire Marin **Guests:** Mike Levin, John Erik Karkula, Kayce Drasher, Alex Gardner, Lori Grant, Laura Moran, Francine Dominguez, Laurie Ramey, Zach Scheitlin, Kristina Smith, Dania LaScola, Mark Aubrey, Lance and Scott **Via zoom:** Dwayne Brown, Wendee Greene, Gary Ott

### AGENDA TOPICS

Agenda topic Announcements | Presenter Dwayne Brown, Catskills Pride

- Presents background: Catskills Pride GALA (gay / lesbian alliance) was formed 5-6 years ago. Since then it has grown and evolved, especially around COVID due to people coming to Catskills. The organization provides community resources, holds socials at – for example, the Forestburgh Playhouse – but it changes venues every month for 3-hour socials. In honor of the evolution of Catskills Pride (CP) wants to provide Pride celebration. This year CP wants to have celebration for in Callicoon due to the success of March social at the Distillery. Also, Callicoon is one of the towns with the largest LBGT owned businesses. “It’s important that CP resources go to our community – promoting and uplifting LBGT business owners and allies.”
- CP is bringing Super Social to Callicoon with an expected attendance of 500+ people. So far, they’ve secured The Western in addition to Distillery and venues.
- **Curation of the town will be CP’s largest expense.** Enlisted Scott De Lacruz Designs, LLC – member of CP who has experience working with major fashion brands and companies – is offering discounted estimate.
- Largest area to be decorated is Depot stage – that is, as a celebration station, tying upper and lower main together. It’s going to be a branded look, including 26 LBGT business members who will also have decorations. NV notes CBA holds the lease for Depot, but anything else has to be approved by Town of Delaware.
- Marketing and promotions will inform which businesses are participating and which are not, and which should be frequented. This will include sandwich boards in front of participating members. A percentage of sales will be going to CP, with different incentives offered.
- Estimated price is \$2570. Scott and Lance see value of being involved and they donated \$5K in props. Asking if CBA can donate \$1,000 toward expenses. They’ve spoken with the Sheriff to see if they can provide someone at event – but not entire day. They will have additional security cost to supplement police presence. “It will be swank event for under \$7K, which will be tied to Callicoon’s image.” CP is actively asking for donations from community.
  - NV: concern we don’t have full sense of discretionary funds available especially with big expenses currently being paid.

## AGENDA TOPICS

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### Agenda topic Announcements | Presenter *Dwayne Brown, Catskills Pride*

- Dwayne: Event needs to be promote by May 15<sup>th</sup> at latest.
- CM: DB and CM have raised \$4K so far. They feel CBA should consider doing this. \$1K is very good for the kind of media coverage and very good light which will be put on the town. 2022 will be a pilot Pride. Next year other towns will be considered to do this.
- RD: Rosie offers to donate toward event
- TF: Fred will pitch in if there's a short fall
- TD: Tom can carry \$1,500 from country fair reserve for this
- Event Date: June 18<sup>th</sup> - eM: [Dwayne@catskillspride.com](mailto:Dwayne@catskillspride.com)
- There will be a fee for entry to the Super social, but the event itself will be free.
- **Motion (FS) to donate \$1,000 for Callicoon Catskills Pride Day . Motion seconded by Claire Marin. All in favor - None opposed. Resolution Passed. [Resolution #2022-00\_]**

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### Agenda topic Special Guest | Presenter *Alex Gardner, Delaware Youth Center*

- Announcing River Run taking place July 24<sup>th</sup>: sponsorships letters being sent out. A PDF will be distributed to CBA members. It's a major Youth center fundraiser and a great event. The sponsorship form is on website. - eM: [liaison@delawareyouthcenter.org](mailto:liaison@delawareyouthcenter.org)
- All volunteers will be out in the race, so they won't be able to help with Country Fair. Asked if the NYC board if a \$10 entry is a lot? Resoundingly, yes.

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### Agenda topic Secretary's Report | Presenter *Lily Smith*

- **Motion (TD) to adopt March meeting minutes. Motion seconded by Rosie DeCristofaro. All in favor - None opposed. Resolution Passed.**
- Member Survey | There have been few digital replies. Printed copies will be walked around by Gina Fenton, Chair of Membership Committee.

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

- CBA financials are in good shape. Final 2022 Budget is still being worked on. Overall organization is solvent. There are additional expenses looming such as GL Insurance and D&O Insurance, due in a few months.
- **Motion (FS) to move to accept the Treasurer's Report. Motion seconded by Gina Fenton. All in favor - None opposed.**

- **Sullivan County Litter Pluck**
  - ZS: Litter pluck taking place April 28th & 30th. One team will be captained by Lori Grant / Spruce, on Thursday from 10a -2pm.
  - Social media efforts have been ongoing and now have over 40 people volunteering. Twenty Sullivan West volunteers will clean up the park on Saturday. If time permits, will do part of River Road, too.
  - Tanyia: cleanup will run from Budenhagen and Fosterdale Hill (perhaps toward Hortonville) in an allotted 2-hour time frame.
  - Laurie Ramey: UDSB is sponsoring Litter Sweep – we’re grateful for the sponsorship and funding, and to Tanyia and Zach for being litter leaders.
- **Callicoon Country Fair:** Logistics are being taken care of, i.e., fire department. TD will notify the fire department of the event. Tanyia and Zach will get approvals from the Town of Delaware and notify officials to close upper and lower main.
  - Sponsorships deadline is June 4<sup>th</sup>. We’ll need 8 weeks lead time to advertise print and radio.
  - We have 15 vendors so far, which are being juried at Events bi-weekly meetings. Non-profits and/or hand made products vendors are welcome. Flea market items or mass-produced items will not be accepted. Curation will cater to individuals coming to town.
  - Going to talk to Alex at the DYC about a collaboration for a kids area in Callicoon Creek Park, where we plan to have carnival games, a petting zoo and pony rides. We talked about the entry fee to earn some of the money back, the sand art booth, Krissy bringing cotton candy vendor, popcorn, marketing material stage... Moving forward where we should be so far.
    - (NV) Would great to include some ‘no and/or low’ cost games and activities, for children, such as sponsored face painter or providing some free-to-play lawn games, (Jenga, Corn hole, lawn checkers - have a large jenga and connect 4 to share)
  - Gina: raffle efforts have started – TD and TF each donating kayaks, Landers has donated river trips for two, basket of cheer from Claire, wine basket from Robin, Brewery is giving \$50 certificate, Francine is donating a framed wall art of cow + discount of photo-shoot. Looking for more donations: JEK of Blq, Danielle (Clothesline) will donate, and will plan to table Country Fair. Fred will donate subscription to the SC Democrat. Lori Grant is giving a gift certificate. That totals 10 donations.
  - **Country Fair /Event Committee Meetings** - Also recruiting volunteers: all are welcome to attend the bi-weekly (every other Tuesday) meetings Tuesdays at 5pm.
  - For more information, email: [Events.callicoon@gmaml.com](mailto:Events.callicoon@gmaml.com) for sponsorships, donations.
- **Holiday Decorating & Lighting :**
  - CBA needs someone to replace Gina to lead decorating efforts as she won’t be able to continue in the position this year.
  - Very old wreaths can be replaced and can stay lit, lighter, marquee “happy holidays” or “season greetings” in front of depot. No decorating needed.
  - Ornaments: ornaments were for fundraising. Dania being one of top sellers. In total, bringing in approx. \$1000 profit in 2020 and ornament sales totalled \$450 in 2021.
  - Garlands: Fire department says we can’t do it – old poles and wires in town are a hazard.
  - Lori suggest getting a grant for street lights

- **Callicoon ArtWalk 2022** | We're looking for a second co-chair.
  - We did not get approved for the DVAA grant program that usually helps support the event. However there is an additional grant program cycle just opened and we will need the Chair/CoChair to help write up a plan and budget to submit for this new SC Cultural Arts Programing Grant. Grand supply significant funding toward Artwalk Each Year.usually gives 50%, but we didn't get it; that's \$1200 lost. Another grant cycle is coming up.
- **Restaurant Week in Callicoon (CM):** May 13-22 – for two weekends. Local chefs / restaurants will be aligned with local farmers.
- **Shad Fest:** At heels of this will be the Shad Festival (May 20-22 – extending from Port Gervis to Callicoon), which will start to be promoted immediately.

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**Agenda topic** Beautification Committee | **Presenter** *Fred Stabbart III + Rosie DeCristofaro*

- CDI with CBA will be maintaining Depot beautification.
- Kiwanis Club is handling the rest of hamlet w/ John Erik Karkula (JEK) as our local beauty hero. JEK is recruiting volunteers for planting / basket hanging the last week in June. An intern will be taking care of watering. Contact JEK at: [Howdy@studiohoneysuckle.com](mailto:Howdy@studiohoneysuckle.com)

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**Agenda topic** Social Media & Marketing | **Presenter** *Claire Marin*

- In 2021 the town received extra attention with Co-op ads, etc. Difficult to execute the same this year with so much more focus on Events. This year it's more about the organizations and last year's work being continued. The goal is to stay within budget and perhaps by mid-may start putting up signs. Overall, there's a lot of excitement and buzz. We're trying to do more with less if we can.
- Having a calendar – goal to support each event vs. come to Callicoon.
- **Print** | Taking part in Route 97 map and an ad in Pure Catskills long, which has a shelf life.
- **Intern for Marketing** | Lily: an application has been submitted to Pencil.org for two interns to support marketing and events. That equates to 50 hours a week of intern's time for six weeks.
- **Social media:**
  - Lori: send email reminder what to do to share photos / posts
  - Zach: Sullivan County's visitors association asks if we tag them they'll reciprocate.
  - Send social media posts / content to: [Marketing.callicoon@gmail.com](mailto:Marketing.callicoon@gmail.com)
- **Visitor Map:**
  - (TV) a postcard is being developed with picture of map and a list of venues in the back. Asking for marketing budget to produce it, or can printing be sponsored.
  - CM: A visitor map was started last year and being picked up again to finish this year, which will be distributed to every store, hotel, etc.
  - Zach: Livingston manor guide is a great example.
  - Lily: will email a PDF of a map I made for the town of Tiburon, CA which dealt with very similar challenges are Callicoon in terms of number of businesses vs. print space. CBA board liked it as an example last year.

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Agenda topic Train Depot Project | Presenter *Claire Marin*

- (CM) RFQ is still not ready to be released. There are two firms already interested. Once RFQ is ready it will be posted for public. NV & Freda working on SQER process to finish with Sullivan Renaissance grant.

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Agenda topic Public Comment | Presenter *Multiple*

- Mike Levin: very exciting. Gay parade in NYC 1972/73 started out as a small block party. Same thing here – “from small acorns mighty oaks grow”. It’s one thing to have many people part of Gala & Day to be gay – this is going to bring together founders of those organizations to talk at Depot and share the richness of history and where we came from. It’s not just vodka and umbrellas event, we’re bringing community to a marginalized population. It’s a celebration of what we have accomplished and been through.
  - Vendors will be situated at Depot and will include seating, popcorn, snow cone machine, umbrellas, tents, etc. But, they’re not looking for huge business vendor station.
  - Upper main will be closed. There will be three keystone businesses in town for libations: Catskills Distillery, The Wine Merchant will have their own DJ & food,
  - Lori Grant will donate 10% of proceeds back to CP
  - Claire Marin / Catskills Provisions is donating 20% of proceeds + \$1,000 donation.
  - JEK: Seminary Hill want to do cider bar at celebration station.
  - Laura: Callicoon Library – offered library as Information Station. Plus can use tables upstairs... if you want Performance poets, etc. They also can promote event to rolodex full of people.
  - Krissy Smith: The Callicoon theatre is putting together Queer cinema for celebration including talk panel: a local film-maker will hold screening of one of his first films he made. There will also be colorist, cinematographers, talking about history of representation on screen.
  - WJFF: happy to help and set up tables, etc.
- **Insurance** will be handled by both CBA and CP have insurance. CBA to be listed as additional insured under CP Insurance as well..
- **Logistics**
  - **Port-a-potties** – there are three in CP budget
  - **Logistics of booth:** bring everything you need, low seating benches, tables, etc. (will be discussed further off line)
  - **Pallets:** can be used to sit on and can use 30. TD can provide 15.
- **Sponsorship & donation moneys:** If there is extra money left over it will go back to CP and be used for resources provided to the community– or for 2023 Pride Day. CP doesn’t have a donation package drafted just yet. Will be ready for 2023.
- **Volunteers:** so far have secured 25 volunteers for the day.
- **Event ideas** can be funneled through Claire Marin at [claire@Catskillprovisions.com](mailto:claire@Catskillprovisions.com) or Dwayne Brown at [dwayne@catskillspride.com](mailto:dwayne@catskillspride.com).

NEXT MEETING - May 25, 2022

MEETING CLOSING - Move (NV) to Adjourn at 6:59pm – 2<sup>nd</sup> (FS) Approved Unanimous