



# CALLICOON BUSINESS ASSOCIATION

## 2022 Monthly Member Meeting | 05.25.22 MINUTES

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Meeting date | time 04/27/2022 | 5:30 pm | Meeting location Callicoon Wine Merchant, Callicoon

Meeting called by:	<b>Nicole Vallance</b> , President	Timekeeper:	<b>n/a</b>
Facilitator:	<b>Nicole Vallance</b> , President	Call to Order	<b>5:45 pm</b> by Nicole Vallance
Note taker:	<b>Rosie DeCristofaro</b> , Note Taker	Adjourned	<b>5:45 pm</b> by Nicole Vallance

**Attendance: Officers:** Nicole Vallance, *President*; Rosie DeCristofaro, *Vice President*; Tom Dent, *Co-treasurer*; Tanyia Vannatta, *Co-treasurer*; **Executive Board Members:** Tom Freda, Fred Stabbart III, Gina Fenton **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

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Agenda topic President's Report | Presenter Nicole Vallance

- **Summer Newsletter** (coming soon)
  - Nicole will help draft and coordinate, but asks the key person for each section to draft their copy, provide pictures and links to items to include. There should be a section on Beautification highlighting Callicoon Kiwanis and their beautification efforts for the hamlet this year which are much welcome and appreciated. (will reach out to John Erk and Fred to provide their copy and any pictures): Country Fair (Tanyia & Zach will add Country Fair, vendor and sponsor info); Agway Coupon Member Benefit; any upcoming DYC events. Anyone who wants to add please submit your content this week. We'd like to get it out early June.
- **Raffle** | Starting this week.
  - All members are encouraged to take tickets to sell. Please bring unsold tickets and proceeds to next meeting
  - There will be a table at the Callicoon Farmers' Market to sell raffle tickets
- **Delaware Farm & Garden / Agway's 20% Coupon** | Being released today.
  - These are for a one time purchase on plants & Trees and can be picked up at Callicoon Real Estate by members who have paid their dues.
  - Must be used by 7/31/22.
- **Social Media Submissions**
  - Need to boost awareness around how members can submit posts for CBA social media. The guidelines are on the website under the Member tab and included on the bottom of all announcements. If you have a post for FB, please give full information, picture, text, hashtags, etc. We should also send out a specific email to members regarding sending us their content.

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Agenda topic Secretary's Report | Presenter *Secretary could not Attend*

- **Minutes** | Adopt 3.23.22 and 4.27.22 General Member Meeting Minutes - All in favor

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

- **P&L** | Association is solvent with approximately \$6K in our account
  - Insurance is due – close to \$2k
- **Dues** | Coming in slowly with close to ½ of membership submitting their dues so far.
- Dues for Community members are \$25 & Businesses \$125
- Revenue / Fundraisers | Our biggest fundraisers are: Sales of Raffle tickets; Handbag Bingo on the Saturday of the start of deer season, and of course annual dues.

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Agenda topic Marketing & Social Media | Presenter *Chair could not Attend*

- **Marketing Budget** | Budget Review approved \$5k for 2022, approx. \$4,300 which has been spent on ads and radio.
- **Social Media Assistant** | We will be onboarding a new coordinator this month, please be patient during this transition and continue to send post to [marketing.callicoon@gmail.com](mailto:marketing.callicoon@gmail.com)
- A big Thank You to Jessica Roda who has been helping with Social media these past 2.5 years. Thank you for all your hard work!

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Agenda topic Beautification | Presenter *Rosie DeCristofaro*

- We have been approved for a \$520 grant from Sullivan Renaissance for use at Callicoon Depot. Grant for \$530 + Binder received.
- Start handing out Agway Coupons to paid up members – must be used by 7/31.
- Still looking for intern, 16-20 year old youth, at \$15/hr for the summer.
- Callicoon Kiwanis are leading the beautification effort for the hamlet this year.

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Agenda topic Events | Presenter *Tanyia Vannatta + Zach Sheitlan*

- **County Fair** | July 23rd, 2022
  - We have already 24 juried vendors at \$75 for Country Fair, including business members.
  - Carnival games are booked. \$400 covers prizes. Music is booked, Poison Love and 2 more bands. There will be a pie eating contest, for kids and for adults. Alpaca petting zoo
  - Radio ads are starting soon and Yard signs will be placed beginning of June
- Art Walk 2022 | Need chair for Artwalk and a new chair for Dickens

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Agenda topic Old Business | Presenter Various

- **Catskill Pride** | To take place in Callicoon on June 18<sup>th</sup> is moving forward. CBA Sponsorship of \$1000 has been sent and co-sponsorship contract received.
  - **Festival of the Founding Fish** |(AKA ShadFest) was a success.
  - Callicoon Restaurant Week | Organizers would like to start a yearly event.

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Agenda topic New Business | Presenter Various

- **Community Yoga** | Free Community Yoga will be held in Callicoon Creek Park every other Monday in July and August. This is a program sponsored by the Town of Delaware and was made possible by a Healthy Communities grant from Sullivan Renaissance.

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Agenda topic Public Comment | Presenter Various

- Marketing + Events Committees & The Board need to set a meeting coordinate advertising and branding for town in advance of the season.
- We have officially changed the month of elections to December, to remain consistent with a dues cycle.
- Policy for receiving dues: If submitted before 10/31 they will count for that year, after 10/31 for the next year.
- **Set Next Meeting - June 29, 2022 at 5:30PM at Catskill Distillery**
- Adjournment at 6.45pm