



CALLICOON BUSINESS ASSOCIATION

2023 Monthly Member Meeting | 10.24.23 MINUTES

Meeting date | time 10/24/2023 | 6:30 pm | Meeting location Creek House Grill

Meeting called by:	Nicole Vallance , President	Zoom Attendant:	Rebecca Tharp , Board Member
Facilitator:	Nicole Vallance , President	Call to Order	6:36 pm by Nicole Vallance
Note taker:	Lily Smith , Co-Secretary	Adjourned	7: 12 pm by Nicole Vallance

Attendance: Board Members: Nicole Vallance, *President*; Roy Harris, *Co-Secretary*; Lily Smith, *Co-Secretary*. *Executive Board Members:* Rosie DeCristofaro; TK Keokham & Rebecca Tharp. **Special Guest Speaker:** Sara Halpern, *Social Media Manager*. **Guests:** Lee Hartwell, Maggie Moore, Leo Schmitt, Genia Brodyn, Irene Nickolai, Karen Dettori & John Dettori. **Zoom Guests:** Wendee Greene (6:30) & Laura Moran (6:50pm)

AGENDA TOPICS

Agenda topic President's Report | Presenter Nicole Vallance

- **Zoom Format Change:** Following last month's meeting when 3 zoom attendees harassed and disrupted the meeting. New format, Guest must register - after you register once you shouldn't have to again. We'll see how that works. Additionally, we'll have a full-time monitor on zoom to vet people on zoom.
- **Announcement:** Zach, our CBA vice-president has stepped down due to recent appointment as a Cocheton political group official and personal reasons. We now have openings for a CBA Marketing Chair & Events Committee Co-chair. We have one more event for this season – Dickens. Planning has commenced, but we will need 1-2 more individuals to co-chair the event, especially anyone who's been involved in the past.

Agenda topic Secretary's Report | Presenter Lily Smith

- **Motion to accept September member meeting notes (Roy), 2nd (Rebecca). All approved.**
- **Streamlining Minutes** | Roy is looking into an app to transcribe video / audio into text, which we can then edit to help expedite minutes.
- **Member Survey | Roy:** Everyone should have received a copy. So far, we've received 6 responses. We are circulating digitally and on paper and by next meeting we'll have a summary of feedback. If any of you have suggestions about anything that should be changed, please let us know, i.e. any additional comments and concerns. I will push this again and again to hear suggestions people have.

Agenda topic Treasurer's Report | Presenter Tom Dent (absent)

- Tom is here this evening, so we will review at next meeting & forego Treasurer's Report today.
- **Irene:** How much was raised for (Mother's Day) Purse Bingo?
 - **NV:** I believe around \$3,200, but we'll have to check with Tom.

Agenda topic Depot Update | Presenter Wendee Greene (CDI President) & Nicole Vallance

Wendee reports:

- UDSB reaffirmed commitment to visitor center. Project Team has moved forward to activate DASNY grant.

- **Architect Bids** | Need to get more architect submissions to go by CBA procurement policy. We have 2 proposals received + reached out to 7 more but didn't have a great response to the initial outreach. We have sent additional notices.
- **Fundraising** | We're also doing other development; we have CDI volunteers to looking into funding & grants.
- **Loading Dock /Stage** | Repairs will resume early next week and take around 1-1 ½ weeks to complete. We were able to connect with business owners about the stage rebuild, and we publicly thanked Hoffer Lumber who donated all the hemlock wood. We had intended to purchase the wood, but Mr. Hoffer refused to take payment and offered to donate the materials + Jeff Sanitation has also comped on of the dumpster rentals as a donation. It warrants noting that all this substantially reduced our expense, keeping money in the community. Its amazing that there are so many people stepping in to help.
- **CDI Meetings** | Moving to 3rd Thursday of the month to encourage more people to attend. All are welcome as guests.
- **CDI Elections** | We're also moving into recruitment season. Next election is January 17th. (Wendee) I want to make clear volunteering doesn't require board commitment to participate. You can successfully volunteer on ad hoc basis, as well.
 - **Irene:** Where and when are meetings announced?
 - **WG:** By eBlast from the allaboard@thecallicoondpot.org ; I'll add you to the list. Also, you can get the schedule from the QR code on the bulletin board at the Depot. We'll begin posting meeting notes on the board, too. The QR code will work as we now have Wi-Fi access.
 - **NV:** What time and where will the meetings be held?
 - **WG:** 7pm - exclusively on zoom
 - **Lee:** About membership – do they have to be voted for?
 - **WG:** Not for volunteers. But, Board Members are voted in for CDI board of director positions. Current board members elect new board members who have given submissions.
 - **Lee:** That's confusing
 - **WG:** Current board terms are ending in January; these are the positions we want to replace. Anyone can nominate candidates, or self nominate and on Jan 17 the current CDI board will vote in new board members.
 - **Irene:** Are current board members on website somewhere?
 - **WG:** No, but this will be updated soon.
 - **Lee:** Have you ever had members who you've said no we don't want you on the board?
 - **WG:** Yes, last election one person was not elected. (note: there were 16 candidates for 15 seats)
 - **Lee:** Are the names of people who were not elected made public?
 - **WG:** No. But, while the board is open to all people who want to help, we're specifically looking for members who are historic residents of Callicoon / Delaware valley. In recent past we had new comers on board. While they are all well meaning, to be equitable to entire community, we want members who have been long-time residents in the community, too.
 - **NV:** Anyone who wants to can come to CDI meetings
 - **WG:** Meetings are every 3rd Wednesday – next meeting is November 15th at 7pm via zoom. You can email us with questions at: Allaboardatthecallicoondpot.org

- **Artwalk 2023 Recap:** Co-chairs Rebecca Tharp & Rachel Littman did amazing job. Overall, Artwalk was an always amazing event. Not great weather and the stage was issue, but we made sure the site looked great and it was received positively overall –I hope everyone felt the same way. We tried new things this year because the whole weekend there were conflicting events in other towns, such as the Friday evening Art Crawl. We’re open to any feedback you’d like to share here or otherwise.
 - **DVAA Grant:** In 2022 our grant application wasn’t approved in 2022 (usually \$900-1200)– luckily through the efforts of Tanyia Vannatta and the Events Committee, we were able to raise enough funds through sponsorships to do a scaled back event that year. However, going into 2023, we reviewed the priorities of the grant program, noting that a heavy emphasis was given to providing artist stipends and funds going directly to artists. As such we made the decision to commit 100% of funds raised on the production of Artwalk with any surplus to be divided among the participating fine artist’s as a stipend. This also justified the increase of our request from the usual \$1200- \$1500 request to \$2000 this year – which was approved. Funds were first used for the production and promotion of the event and additional funds left were divided into \$20 stipends for each of 47artists. (there was approx. \$800 remaining – with board members volunteering to donate additional funds if necessary)
 - **Irene:** Regarding the \$800 grant (note: it was a \$2000 grant) that was divided among artists as stipends – my artist felt they wanted to give back money to CBA.
 - That was very kind and appreciated. (if you have the checks could you please give them to Tom)
 - **NV:** The DVAA grant was turned down last year, which could have been because NYSCA highlights direct contributions to artists, so we committed to splitting anything left among artists, which ended up being \$20 per artist. That is why that was sent out. We’re discussing other ideas for using that money, i.e. digital gallery representing artist to continue exposure, for next year. We’re open to brainstorming other ideas.
 - **Roy:** I got similar feedback from a questionnaire respondent suggesting we use the money for marketing.
 - **Irene:** I agree. We can use the money to promote Callicoon, create signage, etc.
 - **TK:** getting his art in restaurants is more important to him as an artist.
 - (NV) While this was a term of this year’s grant proposal & a small stipend *can* help with materials or transportation – there are probably better ways of using this type of funding in the future that would have a bigger impact – suck as an opening or closing reception or creating a digital gallery of all artists. We will investigate this ahead of filing the grant for next year’s event in November.
 - **Lee:** How many business owners charged artists commission for any sale of work? There should be a 15-20% commission that goes to the CBA and this can be used as fundraising. Artists will love it; otherwise, you’re selling work for free, basically.
 - **NV:** To *my* knowledge it has never been practice to charge a commission. If anyone has been, the CBA has not asked for, nor received funds from artists. I’ve only been on the board since 2018, but my understanding was that the concept of Artwalk was to highlight local artists in and around Callicoon that help make this place so desirable to live and visit – basically, an opportunity for us (as a business community) to promote & give back. The event promotes Callicoon like any of the events, but the focus is on putting a spotlight on music and the arts,

right. Personally, I am not sure if the concept aligns, but I think were open to discuss all ideas from our membership.

- **Leo:** Did the grant require the money be given to artists?
 - **NV:** It listed it as a priority, but we could have chosen not to included it. BUT as we did and it ws approved, we had to make the effort to honor it. This was only for money left in surplus.
- **Leo:** (note: re: commissions) You can donate the money to promote the event.
 - **Lily:** Lee’s suggestion to take the opportunity to fundraise is a great idea.
 - **Lee:** If we had a 15% commission that goes to CBA; that is, if you give a wall to someone - rent is not cheap. I’d rather have the client know they are supporting the CBA. It makes for a cleaner sale and happier artist.
- **Lily:** I don’t know if business members are aware of the fact that only 5-7% of CBA budget is from member dues. The rest is of the year’s budget is raised by the board. As it stands, CBA’s business model is not sustainable if we’re to solely rely just on volunteers. We need consistency and accountability of paid staff and need to raise money for this. We welcome any fundraising ideas you all may have.
- **Genia:** We have to reach out to community one-to-one. Board members have to talk to community.
 - **Roy:** Please help us distribute take the survey – as business owners i.e. like Karen and John, who have volunteered to go around to community and share the survey.
- **John:** How do we gauge how many people show up to events?
 - **Rachel:** It is difficult to gage who is here for the event or just visiting for the day.
 - **John:** We only had three people who showed interest in the artwork.
 - **Karen:** We asked patrons if they came in for the artwork and they all said they didn’t.
 - **Irene:** As a restaurant owner I can say Friday and Saturday were rainy, Sunday I couldn’t tell if they were there for art or Columbus Day weekend.
 - **Lee:** I have an assistant who posted our artist’s work on Instagram and bio. Still a lot of people came in and didn’t know ArtWalk was happening.
 - **Roy:** All events for following year need to be sent out at beginning of the year. In that way, dates can be promoted long before the event, i.e. if people are in for a wedding they see events agenda, they’ll come back.
 - **Irene:** Dates are already set every year.
 - **Lee:** But news about it comes out late.
 - **NV:** We select/confirm dates in November (usually the same weekends we pick annually) – they have to be submitted ahead of time to be published in the SCVA Visitors Guide. However, each year we get complaints about competing events. With so many activities up and down the corridor there will be conflicts (even with careful planning) as the area becomes busier.
 - We also hear ‘why you close down lower main street’ or ‘I don’t like vendors in front of my store’ or ‘my clients stay away on event days.’ Some want country fair to be earlier to drive traffic before busy season, some love it in the middle of the summer. Each business has its own priorities that work for them, and sometimes different types of businesses want different things. Also some owners who come regularly or give

feedback one year, won't be the same group who comes regularly the following. We do our best to listen to all the feedback and respond accordingly. Sometimes we will try a change and see if it works. If it doesn't work, we can go back or try other suggestions. Overall, we try to consider the broad needs of the business owners and hopefully come up with solutions that everyone can be okay with.

- **Genia:** I think we should go back to what it was – a Main street event. It worked. (note: country Fair)
 - I agree that the later date seems to work best. BUT we also made the change a few years back from a street fair with flea market vendors to more of a country fair with committee approved vendors, skewing heavily to local vendors, artisans, artists, and locally produced goods and added more children's activities to bring families – both have been a huge improvement overall. So some good changes too.
- **Tree Lighting | November 25 – at 5pm**
 - **Ornaments + Community Tree | Roy:** It would be great if had a ornament making event by community, i.e. The Library organize kids to make ornaments.
 - **Lee:** Is there an events brainstorming date?
 - **NV:** Events Committee Meetings are held Monthly on the 1st and 3rd Tuesdays, 5:30pm at the Callicoon Pantry.
 - **Lee:** Can we make money from this?
 - **NV:** Tree lighting is a free event we produce for the community.
 - **SW Toy Drive | NV:** We've reached out Sullivan West about again collecting for the annual elementary school toy drive. These toys go to children in our school district who come from families who need a little extra help around the holidays. Last year we ran a raffle - anyone donating a new unwrapped toy or other recommended item receives an entry into a drawing to win \$100 from any Callicoon business – sponsored by the CBA.
 - **Lee:** I would donate the \$100.
 - **Call for Volunteers | NV:** We're also looking for volunteers for Tree Lighting. We talked to Fire Truck Santa – we're making it promptly at 5p and we'll keep it to an hour. Anyone want to sign up for Dickens?
 - **Genia:** Volunteered to co-Chair Dickens. She'll have people signed up and carolers, too.
 - **Lee:** Has anyone looked into local barbershop chorus?
 - **Genia:** Why not do that for Tree Lighting?
 - We have the Sullivan West HS Select Choir committed to perform again, but another performance would be great. Lee, can you reach out to your contact and see if they would perform?
- **Designer Handbag Bingo | November 18th. 1-5 pm at the Delaware Youth Center**
 - **Production & Promotion |**
 - We've set up a Venmo QR code to order tickets. We will accept payments by cash, Venmo, and check.
 - Posters & Flyers have been distributed.
 - Facebook event with details is live + venue secured
 - We are meeting with Tanyia this week to go over details of run of show for the day of.

- **Call for Volunteers** – we need 3-4 individuals to committee to helping on the day of to set up room, sign folks in, sell raffles, mystery purse cards, pick up pizza etc.
- **Raffle Baskets** | Thank you to everyone who has offered to donate raffle items! Raffle sales often brings in 1/3 2 half of funds raised. We are still accepting donations –please reach out to Rosie. Thank you in advance for your generosity.

Agenda topic Marketing Committee | **Presenter** Guest speaker, *Sarah Halpern & Nicole Vallance*

- **Social Media Marketing Manager** | (NV) We'd like to introduce our new CBA Marketing Manager, Sarah Halpern. Sarah came on board officially earlier this month and were super excited to be working together on CBA social.
- **Content Collection** | We've been putting together a calendar of posts and she will be reaching out to schedule site visits to gather fresh content that she can draw from to create engaging posts, reels and stories. We will be minimizing the reposting and instead using time to focus on higher quality content that will help us extend our reach.
- **Social Media Workshop** | Sarah has also generously offered to provide a social media session for our members t help inform business owners on Instagram (+ social in general) best practices tips, and the best way to share your content with her on the go. Date TBD.
- **Meet Sarah** | (Sarah) My family is from Livingston Manor, and I grew up in and around Callicoon. I will be focusing on CBA's IG account. My goal is to promote Callicoon and bring more awareness to town as a tourist destination. I hope to make viral content and reach outside our local area.
 - **Strategy** | To make a unique video of each business' information and learn about Callicoon through businesses - learn about things that they might know. It's an opportunity to organically reach people and showcase what our town has to offer.
 - **Sharing Content w/ Sarah** | Please forward information about anything you want to share, pictures and text is great. High resolution photos from your phone are great. And, *** **stick to a vertical format** ***. I would like to do a tutorial to show everyone how to do this and provide some other helpful information to help you get the most our o your accounts and share content with us in a meaningful way. We will discuss dates and get back to you soon
- **Questions for Sarah**
 - **Lee:** Can you take content from our IG and use that?
 - **Sara:** It would be helpful if you just DM them to CBA and we can link with that
 - **Lee:** Mix it in with other vendors?
 - **Sara:** Yes, I'll rely on people to DM me content.
 - At the next marketing meeting we'll give demonstration on best practices. TBD Please reach out to give me dates to schedule individual content pieces.

Agenda topic Beautification Committee | **Presenter** *Nicole Vallance & Rosie DeCristofaro*

- **Main Street Planters** | The Fall arrangements in the current planters look great (thanks Gina & Tim Fenton + Nicole) However, in a few weeks, these will start dying and we'll need to plan and budget for the holiday season. Please Note: There is no Sullivan 180 Phase II grant so we will need plan on a tight budget or seek donations for holiday decor.
 - We had planned to switch out the old planters with the new planters built by DV Job Corps this summer during the Fall to Winter turnover. However, it has been suggested to save the winter wear

and tear, store them and get one more season out of the current planters before hauling them off. Rosie has generously offered to store the 12 new planters until spring.

- As business owners, do you prefer to reuse these planters for winter or wait for Spring?
 - **Rosie:** I suggest we wait until Spring.
 - **Lee:** Spring
 - Karen likes spring & volunteered to be on beautification committee.
- Can we get rid of the old planters now – don't spend money on decorating and bring out the new planters in spring?
- Karen likes this Idea. Rosie agrees. Several yeses around the room.

NEXT MEETING - November 28, 2023: 6:30pm

MEETING CLOSING - Motion to Adjourn (Roy) at 7:53pm, 2nd (Rosie). Approved Unanimously.