



CALLICOON BUSINESS ASSOCIATION

2023 Member Board Meeting | 2.23.23 MINUTES

Meeting date | time 2/23/2023 | 5:30 pm | Meeting location *The Callicoon Library*

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| Meeting called by: | Nicole Vallance , President | Timekeeper: | n/a |
| Facilitator: | Nicole Vallance , President | Call to Order | 5:32 pm by Nicole Vallance |
| Note taker: | Lily Smith , Co-Secretary | Adjourned | 6:25 pm by Nicole Vallance |

Attendance: Officers: Nicole Vallance, *President*; Zack Scheitlin, *Vice President*; Lily Smith, *Co-Secretary*, Roy Harris, *Co-Secretary*; Rebecca Tharp, Rosie DeCristofaro **Guests:** Laura Silverman, Laurie Ramie, Tanya Vannatta, Kayce Drasher (via zoom) **Absent:** Tom Dent, *Treasurer*, Rachel Littman

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

- Welcome + Introduction to the New 2023 Executive Board
- Congrats to the Winners of River Reporter's 'the BEST 2022 for 2023' Awards (awardees provided on handouts)

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

CBA is working on implementing new operating and marketing systems to facilitate member engagement. We'll be sending out a revised (i.e. much shorter) version of last year's member survey. Please look out for it within the next month and share your feedback.

Motion to approve January minutes (Rebecca) 2nd (Roy). All approved.

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

- **Motion to accept treasurers (RD) 2nd (TV) all approved**
- **Membership dues letter will go out in next 30 days.**

Agenda topic *Membership* | Presenter *Zach Scheitlin*

What are we looking to improve in membership?

CBA will be co-opting some radio advertising. We only have four events for which marketing will run June to December. Starting April we'll be advertising the country fair; during July / Aug we'll focus on members.

We've hired social media coordinator, who has so far gotten coverage on Outside Institute as a new business coming to town: posted on Instagram and visitcallicoon.com

Zach: We'll try to amplify and step up our game with more original content, higher quality content. We plan to go around to talk to members and cover stories.

We now have benefits to membership in a one-sheet and we have a list of who they all are. Before Spring time we'll be covering Agway, etc.

Also, in the interest of reducing redundancy we're cutting meetings to one BOD / member meeting. We can use the Executive meeting time at other times during the month.

Once we have the membership letter out (which will be sent ASAP) we'll reach out to sponsors. Once we've confirmed membership, the goal is to have a mixer with all members around March 16th at Seminary Hill. We'll possibly do this on a quarterly basis – during off season when people are available.

Laura Silverman: re. Instagram, it would be great to have a way to communicate what we would like and be give a chance to edit before posts publish.

Agenda topic Events Committee | **Presenter** *Tanya Vannatta & Zach Scheitlin*

TV: Purse Bingo – one of our major sources for income – will take place May 13th (Saturday before mother's day). We have social media posts ready to promote the event. The only thing needed now are raffle item donations.

Announcement of 2023 Calendar of Events

March 30th Kayce: Member mixer at Seminary Hill

April: litter sweep organized by Upper Delaware Council.

May 13th: 1st Purse Bingo

June 3rd: Country Fair (at Park): petting zoo, acoustic music, moved from July (too hot) will take place in the park. Will send info to vendor once town approval is secured.

June 17th: Pride Day - TBD

July 29 or June 10th: Gala fundraiser – Casino Night @ Seminary Hill (Zach's BDay)

Oct 8th Art walk -(activation) for whole week thru to following weekend:

Nov 18: Purse Bingo:

Nov 24: craft market

Nov 25: tree lighting

Dec 9: Dickens on the Delaware

Mike Levine: suggests we look to Pantomine in England for event ideas at the Depot, i.e. a garland crafting workshop at with cash prizes, which Mike will donate. Mike will send link to British example so Events can confirm date options.

Laurie R:

- 3rd Annual Upper Delaware Litter sweet (sponsored by UD Council): April 22-30th
- May 19-21: founding fish festival – 18 different events from Point Jervis to Hancock. We'll focus on 5-6 events, including the Delaware Shad Shing Ding. UDC is looking for other events that have anything to do with migration of fish.

Mike L: suggests we improve curve appeal by the wooded area that goes up to tracks, which currently "is a shambles". (Nicole will see if it's a railroad property.) It needs to be cleaned up; it would be a boon for the town.

NV: that has been on our radar. Last year the Sullivan Renaissance grant couldn't cover it, but we'll see about getting grant money this year.

Schedule of Event Committee Planning Meetings to be announced.

Agenda topic Beautification Committee | **Presenter** *Nicole Vallance & Zah*

Beautification Committee: Rosie has volunteered to be the Beautification Chair. We're still looking for additional volunteers. TK will talk to the Job Corps about getting kids involved.

Sullivan 180 Grant & Intern Applications for 2023 are due March 1st. Historically Sullivan Renaissance & the Kuwanis Club have helped, but they are not able to do so this year. CBA is taking it on. Sullivan Renaissance grant's target is SR grant target to get as many youth involved as possible. The top grant is \$2500 with a 25% match. Usually CBA covers the baskets.

We'll be sending out the Spring newsletter, which will announce 2023 event dates and call for volunteers for beautification and other committees.

Mike L: The pump station area is so ugly. Can we clean up the trellis garden?

NV / Rosie will bring it up to Tess to see if town has interest in improving the property.

Lily: suggest we create a wish list of projects we'd like to address and need volunteers for.

Agenda topic Social Media / Marketing Committee | **Presenter** *Nicole Vallance*

Agenda items:

- Draft 2023 Marketing budget
- Marketing goals for 2023
- Year-to-date commitments
- Budget reallocation

In the interest of honoring a 6:30 end time..

- **Motion to move marketing update to next meeting (Zach) 2nd (Rosie). All approved**

Agenda topic Train Depot Update | **Presenter** *Nicole Vallance*

Train Depot Project Update:

An architect who newly joined the board has CAD software to help finalize the RFQ.

The CDI welcomed a new board in February – it now has 15 board members.

Laurie Ramie notes they are all super qualified people.

NV adds they have a lot of experience in operations, and many have national / regional involvement. There is hope for progress this year.

Agenda topic Public Comment | **Presenter** *Nicole Vallance*

No additional comments from public.

NEXT MEETING - Thursday, March 23rd 5:30pm

MEETING CLOSING - Motion to Adjourn (Rosie) at 6:24pm, 2nd (Roy). Approved Unanimously