



CALLICOON BUSINESS ASSOCIATION

2024 Monthly Member Meeting | 03.05.24 MINUTES

Meeting date | time 03/05/2024 | 6:30 pm | Meeting location Delaware Youth Center + Zoom

Meeting called by: **Nicole Vallance, President** Stack: **Thong Keokham, Executive Board Member**
Facilitator: **Nicole Vallance, President** Call to Order: **6:35 pm** by Nicole Vallance, *President*
Note taker: **Lily Smith, Executive Board** Adjourned: **7:28 pm** by Nicole Vallance, *President*
Timekeeper: **Genia Brodyn, Vice President**

Attendance: Executive Board: Nicole Vallance, *President*; Genia Brodyn, *Vice President*; Roy Harris, *Secretary*; Rosie DeCristofaro, *Executive Board Member* (zoom); Thong Keokham, *Executive Board Member*; Lily Smith, *Executive Board Member*. **Guests:** Nick Brodyn, Patty Dannic, Laurie Ramie, Veronique Gautier, Scott De la Cruz, Ryley Howells, Veronique Lauren, Irene Nickolai, Stephen Peck, Walter Rohmer, Riley Howells, Scott De la Cruz, Cara Enteles, Magdalena Stefanski (7:14p), Victoria Lesser (7:14p) **Zoom Guests:** Melanie Bendavid, Matthew Bliefernich, Matthew DeCristofaro, Esteban Elias, Jenn Frederich & Lee Hartwell.

AGENDA TOPICS

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

- Welcome | Thank you all for making time to come to the first meeting of the 2024 CBA Board. We are very happy with such a great turn out, particularly on such a rainy night.
 - New Members Introduction - Welcome to Esteban joining tonight from Roger That Bakery!
- Meeting Protocol | In an effort to run efficient meetings that cover the entire Agenda and keep to an hour we will be returning to having more structured meetings.
 - Public Comment | We will hold questions and comments until the *Public Comment* section so that we may keep to the Agenda and get through the business of the Association before opening the meeting up to discussions, unless otherwise noted.
 - Time + Stack Keeping | We will be utilizing a timekeeper and designating an individual to keep stack at each meeting. (Genia + Thong volunteer.)
 - Guests will be called in the order that they raise their hands. If you've had an opportunity to speak and others are waiting, please wait until everyone on stack has had the opportunity to speak before raising their hand to speak again.
 - Please keep comments to 2 min. so everyone can be heard. If you require more time, please request it and we will do our best to accommodate everyone within the time that we have.
 - Etiquette Reminder | We raise our hands to get on the 'Stack,' speak one at a time, and please no interrupting, speaking over each other or cross talk. Thank you.

Agenda topic Secretary's Report | **Presenter** Roy Harris

- Meeting Transcription | We are conducting a trial run of a new audio A.I platform, so please state your name when you speak. Thank you!
- Questions | Make meetings within the hour. Any questions and concerns will be asked and answered during the public comments at the end of the meeting, if time allows. enough time will be allotted for this section. We will be putting out a notice on MailChimp so members can send questions they may want to bring up at the next meeting. They are send the questions to secretary.callicoon@gmail.com
 - Or any concerns or questions, give Genia if you see her in town. When we have public comments we'll make time to answer questions. With ongoing issues will add to New Business.

- Review Monthly Member Meeting Minutes | The 11.28.23 Meeting Minutes Draft have been publicly posted. Request for any feedback or changes from attendees. No changes requested.
- Motion to move Adopt 11.28.23 General Meeting Minutes, by (Genia) 2nd (Thong). All approved.

Agenda topic Treasurer's Report | **Presenter** *Vacant / Various*

- No Treasurer Currently and no changes have been made since the last meeting.
- Call For Treasurer Candidate | An official call was issued on Jan. 18th.
 - Thus far 1 candidate had expressed interest. (prior to the call) We are confirming if they are still interested in the position.
 - We may have more candidates since we have a much larger membership.
 - If anyone knows of anyone with experience Quickbooks, bookkeeping, please forward recommendations to secretary.callicoon@gmail.com.
 - We will leave the call open until at least 3/14. We will send out additional reminders as well.
 - Longest we can wait until 3/27, assuming we have candidates.

Agenda topic Membership | **Presenter** *Various*

- Member Letter & Application | Member letter of application has been updated. The information is largely the same, with minor updates. The Application has been updated to further clarify that dues are accepted via check or Venmo by the business or individual, indicating no cash will be accepted.
 - The mailing should go out later this week.
- Member Engagement | One of the biggest priorities this year is Member Engagement, particularly from our Business Members.
 - Meeting turnout has steadily decreased in recent years largely due to the contentious nature of some meetings. (this information was confirmed in our Survey conducted in 2023) We have reached out to many Members and they are interested to re-engage but only if we can ensure meetings will only be run in a collaborative and professional way.
 - A new year brings new opportunities to make changes and improve the ways with which we engage with each other. We will be enforcing our code of conduct and making other positive changes to create a more positive environment to encourage membership participation.
 - Keep up with Community surveys. A couple of people are interested in beautification, marketing but need to change the dynamic of meetings to increase engagement.

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

- New CDI Board | Callicoon Depot Inc. is our project development partner for the Depot Project. We are excited about the new board members and look forward to working with them this year. Many of its new members have experience in Communications, Architectural and Construction design and Development, operations and grant writing.
 - This years' officers are Darko Hreljanovic, (President) a recently retired architect and long time Callicoon local, Antony Sunga (Vice President), a continuing board member from last year and also an architect, Kailtlyn Poplaski (Treasurer) who was interim last year, a CPA with experience with Not-for Profits, and Nancy Anderson (Secretary) who also continues on the Board. A number of board members are continuing their terms: Edward Barnes, Randy Bushart (Depot Historian), William Kenny (Beautification Lead) and Jennifer Weiss Ruell; they are joined by new board members, Meng Ai, Dwayne Brown, Eric Delacova, (formerly on Advisory Board), Elizabeth Green and Nancy

McGraw. Richard Lowe will continue as the delegate from the UDSB with Nicole Vallance as the CBA delegate, and Rosie DeCristofaro as alternate.

- We have several productive meetings and are really looking forward to working with this team of talented, engaged and enthusiastic volunteers.
- After meeting with their officers we are pleased to share that they will be making updates to their website www.thecallicoondpot.org, (where you can sign up to be a part of their newsletter and receive updates), which should include posting Board members, adding updates and listing public outreach. The new leadership agrees that public outreach is critical. They are organizing their new board currently, but will soon be working on planning to establish quarterly town halls and public meeting dates.
- After 2 very productive meetings with the CDI Construction Committee and architect Aaron Schwarz who is volunteering his time to help the project - the team will be getting quotes for the cost estimating required for the DASNY Grant Disbursement Agreement, which we are working on now. This is the last phase and needs to show the budget substantiation to align the project with available funds. Aaron has worked on DASNY funded projects and will be seeking out quotes from cost estimators vetted by DASNY.

Agenda topic Events Committee | Presenter *Various*

- Committee Chairs/Co-chair | With one Co-chair stepping down and another taking time off after welcoming a new family member, we will need to put out an open call for chair/co-chairs. While we don't have any annual events scheduled until July, this is the time of year we begin our planning for the whole year's events. We will be sending out sponsorship packages to member businesses, and plan fundraisers - grant writing for Artwalk 2024 was done Nov. 23'. It's important to organize now in order to have a productive year and secure funding to cover our budgets well in advance of events.
 - Open call for event co-chairs will go out next month and we will work to establish set dates for people to organize, set up meeting schedules, logistics, etc.
 - We typically will have a Chair or Co-Chairs of the Events committee that work with the individual events committee to oversee planning, raise funds, and budgets. There is also a designated committee for each event (w/3 contacts for each) who will set up a committee, establish a budget and do the planning for that event. It's too much work for 1-2 people to do any one event, so we like to have a team for each.
 - Getting a sponsorship package out in the next month. Fundraising at the beginning of the year streamlines the process and eliminates the need to repeatedly contact the same businesses over and over through out the course of the year. A business may elect to sponsor all events for the year or choose one. Again, this helps establish our budget so the event team can focus on planning.
- Callicoon Artwalk 2024 | October 12th, 2024.
 - DVAA Arts for Sullivan grant (submitted Nov 2023) was recently awarded in the amount of \$2,550.
 - DVAA will be announcing the awards at the end of the month.or in April with the Ceremony in May.
 - Planning | With the roll over from 2023- this brings our beginning budget to approx. \$2900. (copy of grant circulated).
- Cardiovascular Heath Conference Proposal | Dr. Nicholas Brodyn has spoken to the American Heart Assoc. (nat'l) : He would like to create a symposium, sponsors, models etc.
 - He has scheduled an interview on 3/26 with Garnet Open Heart Program with Columbia Presbyterian Hospital to propose a conference discussing 'Advances in Cardiac Medicine.'
 - Last year there was a similar event and it drew several hundred people. For example: One speaker for coronary disease, etc. Line up one for each specialty. Invasive and non-invasive speakers. .

- Dr. Brodyn would donate his services and can get speakers, but would need help with logistics. He would require a fair number of people to help. The Sullivan County community is grossly underserved. How big and when. Will take 1-2 months to set up. Venue receives speakers, can bring models, diagrams, education, Won't cost a cent.
 - Genia: will ABA pay for the venue?
 - Dr. Brodin: will f/up. What will the rental fee be? It's always been successful.
- Genia will work on the project and will find out information about logistics.

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

- Goals for 2024:
 - Redesigning www.visitcallicoon.com website
 - Creating a *Callicoon* field guide.
 - Reviewing brand standards and style guide.
 - Esteban web developer and software engineer.
- Bi-monthly Meetings are usually held on the 1st and 3rd Tuesday of the month. This next month is very hectic with planning for the whole year, but will likely get back to regularly scheduled meetings after March 19th. We will notify folks via mailchimp when these are set up.
- Should have a preliminary Marketing Plan for March 27th meeting.

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

- Planters | We have 12 gorgeous new planters courtesy of DV Job Corps Carpentry Students. The Center is kindly storing them over the winter. Will be delivered once we have set planting days.
- Baskets | They will be large red geraniums - similar to the baskets Binghamton is known for. (photographs of baskets circulated) We'll be visiting businesses to have them order their baskets starting next week.
 - Please contact Genia to order your baskets.
 - Rosie: They have been ordered and are growing as we speak. We will have a good showing of geraniums in town. Some think they are higher maintenance, but don't believe so. We have used them on the stone wall annually for years and have always been complimented on them. They can take a lot of abuse, heat and sometimes no water. Will have the town looking good.
- Sullivan 180 Beautification grant | A grant for \$2500 was submitted on March 1st. (copies are circulated)
 - Last year CDI and CBA submitted applications separately. The CBA received \$2500 from Sullivan 180 toward the total budget of \$5,800. The CDI also received a \$2500 grant that went toward an approximately \$3,250 project. (\$2500 is the maximum request and requires 25% match-funding)
 - This year we've been asked to consolidate - include the Depot within the hamlet beautification.
 - Freda Eisenberg has been working with us to provide the estimate for the depot and has also offered to help with planning and design of the hamlet beautification as well.
 - We will need to scale efforts on both fronts, get creative and plan an additional fundraiser to cover the additional costs.

Agenda topic Announcements | **Presenter** *Various*

- Delaware Valley Job Corps Employer Roundtable | Mach 21st 11:30 am
 - We are joined By Matthew Bliefernich, Center Director for DV Job Corps.
 - We will be hosting an employer roundtable at the Center- all business members are invited to join Mach 21st 11:30 am.

- We're looking at two things: To increase internship programs with local businesses, as well as receiving a lot more local students and identify local businesses with permanent employees. Problems with new employees, new skill sets needed, in Callicoon and Sullivan county. Get in touch with the call center Marian Wood. Reach directly to the center, too.
- **Member Meetings:** Meetings will be on Wed. starting at the end of month – Weds March 27th.
[Secretary's Note: This has been stricken as meeting will remain on the 4th Tuesday of the Month, unless otherwise noted]

Agenda topic Public Comment | Presenter *Various*

[reminder: please keep comments to under 2 minutes]

- Walter Rohmer: My main concern with CBA looking out for businesses – a major problem is parking. I had to move out of town to find a place to park. Can't afford to take away parking from the Depot. Locals won't go downtown because people who live here all their lives we're trash to them. They do what they want to do - Sunday here is so bad a fire truck couldn't get through.
 - NV: This is an ongoing issue that we are very aware of and has been a part of the conversation since inception. When doing the initial due diligence for the project a Parking Study of the hamlet was done. (\$7800 from grant funds) This study was provided to the Town in 2021. [Note: Parking was deemed sufficient in that study + a number of possible improvements were suggested, some municipal, but the majority involved suggestions for improvements that involved private land, so not something the CBA or Town has authority over.]
 - The Train Depot site is private property and historically no one had used it for public parking. However, in the last few years the public has started to use it as one. One big issue in the past 2 years is property damage/accidents; cars running over planters, pulling down electric lines (twice last year) backing into a pole and breaking it off, etc. This cost for the damage all falls on the CBA, since the CBA leases and insures the site. Having the liability solely falling on to the CBA is an issue. The plaza looks a lot like the municipal lot across the street/many folks do not realize it is not owned by the town. We have approached the Town to discuss if it would be willing to help with insurance or maintenance costs to allow a public use, but unfortunately they were not able to take on the expense.
 - WR: If you take that away all businesses are going to suffer. The Farmers' Market on Sunday disaster. People can't find a place to park to go to work.
 - NV: No one wants to contribute to parking issues, but taking on so much liability at this point isn't something the CBA can handle. This is all part of a larger question on how to address hamlet parking.
 - Walter even if they fix the railway station- with no parking, they'll drive away.
 - [Note: There has always been parking included in the planning for this site's use.]
- Laurie Ramie: (Exec. director of Upper Delaware Council) Thanks to CBA promoting Litter Sweep, April 20-28. Appreciate town Delaware has litter leaders for that, Thong, Tess McFee, Zach - welcome volunteers to help . UDC nonprofit takes donations to support the event. Thank you for promoting that through e-blast.
- Riley: When will the planters be going up? Like to donate fertilizer for the town.
 - NV: Probably early May
 - Genia: Can steer the beautification committee to you.
- Veronique: First time coming to a meeting since working in hamlet three years. I would love to contribute to ideas, but have limited time. What's the best way to contribute to ideas?

- NV: The CBA has several standing Committees, Beautification, Marketing, Events, Member, etc. These are working committees and typically meet monthly. These are the best places to bring these ideas.
 - VG: When do know when to show up?
 - NV: We are just getting organized for the year now, but once a schedule is set up, we will send announcements with meeting dates and post them. And I can let you know about the marketing meetings you asked about.
 - Roy: All will be sent out – MailChimp announcement. Any questions email me secretary.callicoon@gmail.com
 - Genia: Once we have committee chairs then we can refer Qs to that person.
- Stephen Peck: (Callicoon St. Nick from tree lighting) Since he is the official Santa Claus, he would want to be on the committee. When I come through town, I want it to be like Rockefeller Center, not white lights. The event can be bigger. Kids really want to say hello. Important – local families bring their kids to be part of this. I've been at Job Corp for 23 years. Being part of this town is a big part of me – I grew up in Honesdale, Pa. Being Santa is an honor, coming to see kids and families and the impact of tree lighting. Want to be part of that push to make it bigger and more exciting. Callicoon has become new hamptons. All kinds of famous people are moving here. Mark Ruffalo, Debra Winger, cool people to see them and their kids grown up in our town. We're all family. Also want to be part of Dickens. Think xmas in Callicoon can be way bigger, not just for people but for businesses. From Dickens to tree lighting.
 - Roy: What you're saying is something my husband and I have been saying. i.e. New Hope PA,-the town can be like a hallmark movie. That's what I think this town can be.
- Victoria Lesser: It would be nice to have a menorah to celebrate all backgrounds. I will donate electric menorahs – just so we realize we're all together.
 - NV: We have been planning to do this. Roy had a small one in railroad square last year, but it would be great to have a larger one for the holiday season. We just have to plan and fundraise.
- Irene: Thank everyone who's here today. New faces attract more people who want to get involved.
- Monthly Member Meetings | Meeting are always announced via mailchimp with a reminder sent the day before. They are also posted on www.visitcallicoon.com on the Member Tab/Meetings + Minutes and on CBA page on Facebook.
- NV: Thank you all for coming. This was a great turnout..

NEXT MEETING - March 26, 2024: 6:30pm at The Creek House Grill

MEETING CLOSING - Motion to Adjourn (Roy) at 7:28pm, 2nd (Thong). Approved Unanimously.