



CALLICOON BUSINESS ASSOCIATION

2024 Monthly Member Meeting | 06.25.24 MINUTES

Meeting date | time 06/25/2024 | 6:30 pm | Meeting location The Creek House Grill, Callicoon, NY + Zoom

Meeting called by:	Nicole Vallance, <i>President</i>	Stack:	Genia Brodyn, <i>Vice President</i>
Facilitator:	Nicole Vallance, <i>President</i>	Call to Order:	6:37pm by Nicole Vallance, <i>President</i>
Note taker:	Roy Harris, <i>Executive Board</i>	Adjourned:	7:43 pm by Nicole Vallance, <i>President</i>
Timekeeper:	Genia Brodyn, <i>Vice President</i>		

Attendance: Board: Nicole Vallance, *President*; Genia Brodyn, *Vice President*; Roy Harris, *Secretary*; Rosie DeCristofaro, *Executive Board Member*; Thong Keokham (zoom), *Executive Board Member*, Lily Smith, *Executive Board Member* **Guests:** Darko Hreljanovic, Heather Lockwood (new member), Karen Detorri, John Detorri., Lee Hartwell, Victoria Lesser, Isabel Braverman + Shaun Gillen & Charity Cino on zoom

AGENDA TOPICS

Agenda topic President's Report | Presenter Nicole Vallance

Introductions + welcome Heather Lockwood of Lockwood Creation (Art Camp, Nature Camp, etc)

- **Welcome everyone -talked about the by laws- a lawyer will be looking at them and review all the bylaws changes and we can discuss at the next meeting**
- **Roy- introduced myself A&R Hacienda**
- **Victoria Lesser, Lee Hartwell , Rosie C, Darko, Lily S (business coach, resident)**
- **Nicole: talked about the Bylaws Review - reached recommended consultant /lawyer, Anthony Dividowitz - helps small not for profits such as ours, strengthen bylaws and internal controls. he will be reviewing and at the next meeting will be talking about the by-laws such far**

Agenda topic Secretary's Report | Presenter Roy Harris

- **Minutes** | Review and adopt 05.24.24 General Meeting Minutes
 - **Motion (GB) to Motion to adopt the May 24th Member Meeting Minutes motioned to adopt by Genia and all in favor Motion seconded (RD). All in favor -yes**
 - **Roy: Minutes on the website and the mailchimp we sent out**

Agenda topic Treasurer's Report | Presenter Various

- **Treasurer Position** Still open
 - NV: Discussed need for a Treasurer- will be receiving assistance from CDI Treasurer to get us up to date, but need a Treasurer ASAP - someone familiar with Quickbooks online.
 - Rosie may have an idea who may be interested
 - Please reach out to your networks -If you know anyone who may be interested, please contact a member of the board and/or email secretary with persons interested.
- **Current Report** | Nicole: We did bring the last treasurer's report + recent bank statements, but we have no treasure to report. However, we are solvent- our ending balance is \$13,659.89 and still waiting on several sponsorship checks and vendor fees.
- **Insurance** | Our CBA General Liability & Directors and Officers insurance renewals are coming up. Board has just made a motion to pay these bills.

- Lee- does insurance cover events like Country Fair-etc- Nicole - yes-it covers the property the Depot sits on, the CBA events, etc,
- protects board members from getting sued on behalf of the

Agenda topic Story Corps Presentation | **Presenter** *Isabel Braverman* from WJFF

- Talking about Story Corps- “One Small Step” Program
- showed her presentation One Step Program-
- They are seeking participants |
 - Involved filling out a questionnaire and pair folks on the opposite political spectrum, etc toto have conversations about anything but politics.
 - If you are chosen the conversation is 15 minutes long and asking for help in spreading the word
 - Goes until the end of the year- but want to get this done as soon as possible
 - Interested in life changes, such as become a grandparent, starting a new job
 - write a bio etc
 - questionnaire on line 5-7 min questionnaire and match with someone
- It’s a recording conversation in a studio or virtual and can be selected to be edited
- Please help spread the word
- WJFF is committed to recording 25 conversations & need 50 people
- has brochures and please spread the word-brochure will be on the website
- Democrat and River Reporter will be in have flyers- more info than that one
- I have the brochure- check it out and put in the minutes
- Announcing in the local papers, taking ads, ect. trying to reach people all over.
- Nicole: Will the The video will be shared with the mailing list and people can contact Isabel (yes)

Agenda topic Membership Committee **Presenter** *Roy Harris*

- **STR** - Roy is working on compiling a list of local STRs to reach out to to engage.
- **STR Taxes** - Many rentals may not pay taxes. Airbnb and VRBO must pay taxes: Booking.com- can charge tax and not pay it- nobody knows about it; Many are on the list-we do not know who so many of the people are
 - Lee - if they are rentals they are under the stay tab (Nicole- said where they are on the website.
- **Promoting STRs** - Roy- one of my goals is to get the rentals part of the CBA- and get the list of rentals on a QR code in the area- so people can scan the QR code to get a list of places in the area you can stay
 - Victoria- asked about becoming a business member as an Airbnb- Nicole - yes you can upgrade to a business member- go from community membership to business membership
 - Lee- pictures of the place- brochures, cards, etc. leave at his business
 - Roy- my business cards have QR codes- need tp get to more businesses- Lee said to give to him and he will post.
- **Expand Membership** | Roy- we are trying to expand the town and make everyone aware of the great happenings in the town-working further on ideas.

- **Country Fair- July 27** | Call for vendors is still open and we have receiving lots of applications. The Application is posted on Facebook, our website and Instagram. This year we return to a Hamlet-wide format on Lower Main street, Callicoon Depot, Callicoon Creek Park and the Parking area. Lower Main Street will be closed from Bridge Street to A. Dorrer Drive with thru traffic as normal on A. Dorrer drive and Upper Main Street.
 - **Volunteers** | Call for volunteers for the day of and for the Country Fair committee. Please contact our co-chair Genia Brodyn at vp.callicoon@gmail.com.
 - **Entertainment** | A Call for Musicians has been posted. Genia is in charge of booking.
 - **Vendor Market** | Vendors are largely local - but there are also regional vendors - focused on artisan items and those items produced and or designed locally/regionally.
 - We will have vendor booths for members, sponsors, and NFP organizations.
 - Business Members receive a FREE Both - Those who would like a both, please contact Genia or Nicole. - Vendor spots go fast if on Main Street. If someone is a business member has the option to have a booth- stores can put the booth in front of their store
 - We are being very mindful of accepting food vendors that may be a conflict with businesses in town
 - The vendor has been circulating on social with 6 weeks flier on the vendor application
 - Call is still open - when get 60 -65 then will cut off have 40 now-in the past 65-85
 - Lee- used to have the number of the Callicoon country Fair-this should be the 40th
 - **Family & Children's Section** - Callicoon Creek Park will host pony rides, face painting, lawn games, a dunk tank and family focused vendors.
 - **Volunteers** | we need volunteers to assist
 - **Promotion** | Press release this week- waiting for last 2 sponsors to confirm- they need to be on the press release
 - Planning | We started planning in April and most of event planning has been done - securing pony rides - dunk tank - face painter etc.
 - **Next Meeting** | Next "Tuesday" - at 6:30 (Callicoon Real Estate) an events committee to talk about country fair - to talk about all the details (every Tues and Thurs- committee events committee meetings
 - Budget | Budget planning began in April ad event will be funded by a mix of business sponsors, vendor fees, and additional funding.
 - **Sponsors** | Currently 7 sponsors - Thank you **SC Democrat, Foster Supply Hospitality/Nine River Road, Villa Roma, Garnet Health, Jeff Bank and Mike Preis insurance**. We are waiting on 2 more sponsors to confirm. (since **Catskill Provisions, Wayne Bank and MEADOW** have also confirmed - Thank You!)
 - **Day of Sales** | We will also be selling 'Callicoon' T-shirts, posters, cowboy hats and bandanas on day of event and charge a small fee for the dunk tank.
 - We have also written a grant to the SCVA Events marketing Program (Update: we have been funded! - Thank you SCVA and SC Legislature)
- **Callicoon Art Walk** | Sunday October 13th.

- We need to see if we want to make it for the weekend as in the past. Last year started on Friday maybe do the same thing this year. But need to be mindful of the holiday on Sat.
- Planning a digital gallery of all the artists so that the artists have a larger audience this year- looking at this idea
- **Next event: Callicoon ArtWalk** on October 13th - We need to start planning the day's entertainment and activities and pick them to develop artwork.
- We have secured a \$2550 grant from DVAA and have received several Business sponsors for our annual events.
 - Please not in deference to the holiday that the Main Event Day will be on Sunday. The committee may opt to have a weekend of events but as of right now it has yet to be determined.
- **CBA Annual Event Sponsorships | Packets are available for Business Sponsorships of Callicoon Hamlet Events.**
 - To date we have commitments from the SC Democrat, Seminary Hill, Garnet Health, Villa Roma & Jeff Bank. There are several other businesses who are yet to get back to us.
- **Events Rack Card** | Roy- is there a way to get a little shot of the events printed and put into all the windows- because when people come here now should see when the events are and want to come again and stay for the event
 - Yes we can design a rack card.

Agenda topic Marketing Update **Presenter** *Nicole Vallance & Lily Smith*

- Social Media/Marketing Media
- Team | Magdalena, Shaun Gillen and Esteban (Roger Bakery), have joined the marketing committee and we are super grateful to have such a great team. Shaun Gillen- joined 2 meetings ago , Lily . We're focusing how to attract and promote folks and individual businesses.
- **Member Survey** | Lily- survey focuses on business and marketing- trying to get a 100% response from all the business members-looking to get 100% response from the business owners- giving ownership and access to all businesses on the website
- **Website** | Lee- access updated- our photos- Lily- yes: Lee- we can do it ourselves once it's set up. Moving at a faster pace now that we have new blood helping out
- **Analytics** | Working on getting better analytics, better website, all the tools needed to see how it can help us. Lily- better than google analytics- a lot of cool tools coming up- more people to do posts- etc

Agenda topic Beautification Committee **Presenter** *Various*

- We need help in watering the plants - we have a couple wonderful volunteers pitching in, especially Monty Patel who has been watering 3 times a week!
- Intern | this year all 4 candidates did not fit well with Sullivan 180's program (it was mainly due to travel and scheduling) Still looking for a beautification intern - the position pays \$16.95 an hour but needs to attend a Tues intern meeting and that seems to be why it's hard to get an intern-

have great applicants but that is mandatory- a leadership meeting on that day- no transportation, other issues etc-its a challenge.

Agenda topic Depot Update | **Presenter** Darko Hreljanovic, CDI President

- **Cost estimate** | We are going to reconcile the numbers so we can satisfy the preliminary needs. Trying to close the gap and then look at what we can do and so forth. Need to look at the estimate and what can be done
- **Outreach** | Have an open house last Sat of every month to engage and show the community about the depot
 - Will have the Arts and Crafts this Saturday we are hosting- for this month
 - Within the depot a small scale book sale
 - Lee- flyers for the window to tell people about it
 - A tent that will have information about the CDI and the Depot
 - In the depot a small scale book sale- encourage people to come into the depot and see the historic importance.
- **Depot Town hall** | Schedules for Tuesday July 16th, 6-8 PM at the Delaware Youth Center
 - Will be more formal than the open house
- **Parking** | We now have several issues with property damage at the site.
 - power lines have been ripped down 2 times, the stage has been backed into 2 times, breaking the railing and access door and damaging the new stage + many small run-ins with planters knocked over etc
 - This area is not a municipal parking lot + parking will be limited- etc
 - Lee: The Town doesn't lease the parking lot?
 - No - The Town leases the opposite side that is paved only.
 - Rosie's area- the parking is public parking- is leased as public parking- the town pays insurance (Nicole)
 - The CBA/CDI has not strictly enforced parking as to not to make parking more difficult - however as we are liable for insuring the space we can not say it is open to the public, nor take on liability for the public parking. We just don't have the resources to take on the expenses to upgrade to DOT standards or insure it properly for this use.
 - Once the Visitors Center is open - there will be visitor center designated parking - a pedestrian area will have tables and chairs- and a through driveway for emergency vehicles.
 - Darko- it's a very gray area- we have had damage on the property- we do not want to do it in a hostile way - but eventually it will not be accessible to public parking

Agenda topic Public Comments | **Presenter** Various

- **Trash** | Lee- no place to put trash- people come into the shop and ask me, "can you take our trash?" where to put trash- I know you've brought up the issue.
 - We have 3 sets of cans that have seasonal pick up provided by the town. 1)railroad square 2) at the depot next to the billboard, and 3) in the alley next to 1906 - only one pick up a week

during high season will not increase it. can discuss taking a collection from merchants for more possibly?

- Victoria: need signs- "please do not leave your trash"- people put them in the planters-
- Lee: we need to do something about this.
- **UPS Box** - Lee: the new owners did not want it there- need to find a business that will have the UPS box next to them
- **Sullivan County Budget Allocation** | Nicole: We received an approval for \$2000 to put up way-finding signage on 17B + signs for North Branch Cider Mill, North Branch Inn, Gardner & Co. General Store & Buckbrook Alpacas.
 - As Callicoon retail locations fill and the CBA expands into the larger area, it's important to work to expand to additional retail corridors to support our businesses.

Nicole: Thank you to everyone who came out tonight

- **Next Meeting** - Tuesday, July 23rd, 2024 at The Creek House Grill
- Adjourn | Meeting Closing: Motion to Adjourn: Nicole at 7:43 PM 2nd- Lily. Approved Unanimously