



CALLICOON BUSINESS ASSOCIATION

2024 Monthly Member Meeting| 09.24.24 MINUTES

Meeting date | time 09/24/2024 | 6:30 pm | Meeting location Seminary Hill, Callicoon, NY + Zoom

Meeting called by: **Nicole Vallance, President**
Facilitator: **Nicole Vallance, President**
Note taker: **Roy Harris, Executive Board**
(zoom)
Timekeeper:

Stack:
Call to Order: **6:30pm** by Nicole Vallance, *President*
Adjourned: **7:50 pm** by Nicole Vallance, *President*

Attendance: Board: Nicole Vallance, *President*; Genia Brodyn, *Vice-President*; Roy Harris, *Secretary* (zoom); *Executive Board Members*; Rosie DeCristofaro, *Member* **Guests:** Joanne Brinkerhoff, Dan Brinkeroff, Stacey Cervellino, Darko Hreljanovic, Mark Aubrey

This will be a truncated meeting as we do not have a quorum. Will just cover a couple of items quickly for those who are here and we will table the rest of the agenda for another time.

As we began there was a request from Member, Mark Aubrey, who wanted to make a statement before the meeting started. It was allowed.

- Mark was offered the option to wait for more people to join the meeting, but declined.
- (Mark Aubrey of the Kitchen Table) Requested on behalf of his business and other unnamed businesses asked the board to immediately remove the current president Nicole Vallance for harm to business, raising accusations that:
 - The Kitchen Table as well as many other (unnamed) CBA businesses are harmed, citing:
 - The Kitchen Table is never posted or promoted on the website- stated only 4 businesses have been promoted all year and sometimes we promote organizations that are not businesses on the account. (these were not named and attempts to clarify were not accepted)
 - Vendors during Callicoon Country Fair who sell similar items to his business were allowed to be placed across from his business. (note: these were other CBA Members, not vendors)
 - Stated that he had a petition signed by himself and other businesses. (this was not produced)
 - He and other businesses were upset that Vendors were told they could use merchant bathrooms and wifi. [Secretary's note: this is false - instructions for vendor wifi and portable restrooms was sent to vendors 3 times prior to the event]
 - They demand that the board vote now to remove Nicole as President immediately.
 - There were several attempts to answer the accusations as they were issued, but these were refused and the board was unable to have a discussion to properly explain.
 - Genia & Roy had attempted to explain - they apologize for any issues due to the location of the other CBA members booths during the fair and explain it was a mistake that Genia and

Roy allowed and was not the decision of Nicole. Also tried to clarify that they were not vendors but CBA Member Businesses. (responses were spoken over and dismissed)

- Nicole also attempted to explain how shares on Instagram work and how those who utilize tags, collaborations, and message the cba with content get posted more frequently because. again - dismissed. She also tried to explain that the kitchen table has had several stories shared over the account - again this was dismissed.
- Nicole asked if would like to provide the board with a copy of the letter/statement or the petition he referred to earlier for the record and official review.
 - There were no documents available to provide to the board.
 - Roy made additional attempts to explain what occurred. Member stated he will contact his attorney and the Attorney General and left the meeting.

The meeting was then called to order at 6:30 PM

- Apologies for the disruption, but we wanted to hear our members out and try to have a discussion. We're sorry for any inconvenience.
 - Roy clarified how there had been an issue of wifi & bathroom use from another member directly after the Country Fair (via email) They had assumed that vendors were told they should use merchant wifi and bathrooms and we responded to the member directly. This was not true and we clarified that all vendors (and members who would have booths, including the merchant who brought the issue) were provided with detailed Vendor Instructions 3 time prior to the Event. These instructions outlined that there would be portable restrooms at the depot and that public wifi was available -log in credentials could be found at the message board at the depot; it also outlined for other vendors who could not connect to the public wifi they would be connected with a specific merchant. (we used Callicoon Real Estate's wifi for this) - At no time was any vendor told to use merchant wifi or bathrooms.
 - Darko: There's no way to control what vendors will just ask to use others wifi.
 - Unfortunately we can't who doesn't want to use a port-o-potty, but all vendors were given instructions, and told again when they arrived where their wifi credentials were located (message board & Callicoon real Estate) and if they had issues come to the CBA Info Tent.
- **New Members** | We'd like to welcome a couple of new CBA Business Members, JURNI Quantum Healing Center, Sway and Papi's, Baked by the Lake and Creative Leaves. (also announced July Meeting, but this was not well attended)
- **Country Fair Recap** | This event was a moderate success. Volunteers and attendees provided largely positive feedback, especially for the kids' section and variety of vendors. Most vendors had a good day and expressed interest in future events, though some raised concerns about Wi-Fi and rude business owners. Some merchants did not see increased business.
 - Challenges included many last-minute cancellations, no-shows, and complaints about Wi-Fi and bathroom facilities. CBA acknowledges needing to balance costs and resources for future events.
 - CBA recognized the challenges of promoting the town during economic downturns, and discussed the shift to a more global advertising approach. They addressed businesses'

reluctance to participate in events like pop-ups, emphasizing attracting new visitors vs. immediate profits.

- Volunteer capacity continues to be an issue and we need to find methods to increase merchant and business member participation.
 - Darko- we have a few people- Dwayne- etc could help on the CDI side.
 - Great - our marketing committee meets bimonthly on the 1st and 3rd tuesdays at Callicoon Real estate. We need marketing folks to be able to create posts at least 3X a week and work on the website and come to the marketing meetings.
 - Darko-I will talk with the committee about it. we may have the resources to assist.
 - we need a more consistent posting of the events and if you have members of the CDI who can assist maybe they can come to the marketing meetings and assist us.
 - Another challenge is businesses competing. It's not the Association's role to get involved in how businesses compete or any issues between them regarding similar products. For example, we now have at least 3 shops that sell baked goods on lower Main Street and another member who does the Farmer's Markets and Fairs. I don't know that it should be our place to judge who should become a member because of what they sell.
 - Roy: Narrowsburg has Tusten Cafe and now 2 Queens on the same block- you have 2 coffee shops and they don't fight. It's not an organization duty to choose who comes into the organization or exclude unless they don't follow our bylaws or code of conduct.
 - Darko: we cannot be a police force who comes in..etc
 - Cancellations /No shows - out of 68 booths registered, 13 canceled, were no shows, or did not put up a full booth outside their shop. So there was a lot of space - knowing correct info in advance allows us to adjust and move vendors to fill the gaps.
 - Bathrooms & Wifi: We can't control who uses the porta potty and goes to the stores and asks them to use the restroom or wifi - but we can add an item to instructions telling vendors more clearly not to do this.
 - Genia: what did they do before we got wifi in Callicoon- they used the wifi of the stores- never complaints- now it's a big issue to share.
 - Roy- this is an event one time a year- and it brings more people to the town to be exposed to the town and will come back again- it pushes business
 - Rosie- we got to see the big picture
 - Genia: a lot more businesses were involved in the past - and unfortunately, some folks just don't bother due to who doesn't like who.
 - Genia: our job is to get people into the town to help the businesses-different opinions from different people- its to put Callicoon on the map
 - **ArtWalk** | Discussed organizing an upcoming multimedia event showcasing a retrospective of past work at the theater for Farm Arts Collective. We are once again having a POP_UP Gallery at the Callicoon Depot which will show 8-12 local artists - Malik Bridges may curate a space at the depot pending further discussion. New lighting fixtures by Heather Lockwood could be used for planters and the event. Art Walk planning includes activating the Engine space for musicians. The next events meeting is scheduled for October 1st at Callicoon Real estate to finalize promotional materials

- Genia will remind people go register their artist. Many said they will do it online- but most folks haven't responded yet. Genia will go back to them again to find out who is the artist
- Roy:- I'm wondering why we aren't having a better turn out at planning meetings. After the Country Fair, a few members were asking for additional meetings - we set up a planning meetings for ArtWalk and none of the members having issues attended. We really need to engage more businesses - we need help planning and volunteers and it is far too much work for the board members to run all events - to make it successful we need everyone and successful events make the town look great.
 - Genia: if you cannot show up- you can email me any questions you want to ask or anything else
 - Darko- is there a venue where we can have independent artists.
 - Nicole - yes, we do this at the depot pop up gallery.
- **Tree Lighting** | The annual holiday tree lighting on November 30th, including involving the high school choir and incorporating multi-religious elements. we will do free smores for the kids again and also have the raffle - folks who bring a new unwrapped toy for the Sullivan West Toy drive get a raffle ticket and win a prize. We need someone to do the hot chocolate. - its always a big hit.
 - Roy- had some merchants who suggested last year- going to put up the small tree again so maybe merchants and kids can create their own ornaments on the tree
 - Genia: Victoria Lesser said she will donate some big Menorahs also
 - We should keep program short as people stand around get very cold.
 - We have a bonfire- will be great!
 - Darko - can we offer to give away something for free or offer a hot beverage
 - Nicole: Yes, every year I put together 100 smores packages and we give them to the children. Also we typically have hot cocoa bar from Grizzly bagels, but this year we will need to work with someone else.
- **Next Meeting - Tuesday, October 22nd, 2024 at Seminary Hill**
- **Adjourn | Meeting Closing: Motion to Adjourn: Nicole at ? 2nd-? Approved Unanimously**