



# CALLICOON BUSINESS ASSOCIATION

## 2024 Monthly Member Meeting| 10.22.24 MINUTES

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Meeting date | time 10/22/2024 | 6:30 pm | Meeting location Seminary Hill, Callicoon, NY + Zoom

Meeting called by: Nicole Vallance, *President*                      Call to Order: 6:30pm  
Facilitator:                      Nicole Vallance, *President*                      Adjourned: 7:50 pm  
Note taker:                      Roy Harris, *Secretary*

Attendance: Board: Nicole Vallance, *President*; Roy Harris, *Secretary*, *Executive Board Members*; Rosie DeCristofaro, Lily Smith, Thong K *Member Guests*: Magda Stefanski, Jibu Kuruvilla, Heather?, Stacey Cervellino, Darko Hreljanovic, Shaun Gillen

### AGENDA TOPICS

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

Welcome and Call to order

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

- As we don't have a quorum who have reviewed the minutes, we will table to next meeting

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Agenda topic Treasury Report| *Presenter Nicole Vallance..*

- As of the last Bank Statement (10/31), we had just over \$11K in the bank, the majority earmarked to restricted accounts. (Events, beautification, etc.) As of today we have \$7,646 after paying expenses related to Artwalk on 10/13.
- The \$1500 Upper Delaware Scenic Byway Grant funds were deposited in the Callicoon Depot Inc. account as all bills associated with that project will be billed to them as 501(c)3 to take advantage of the sales tax exempt status.
- We are still awaiting the \$2,000 reimbursement from our county contract for Town Signs to highlight the North Branch Corridor. The project total was \$2,125.40. The county will pay \$2K and the balance will be reimbursed to us from the 4 Members who asked us to sponsor the Sign project. (Gardner & Co General Store, Buck Brook Alpacas, North Branch Cider Mill & North Branch Inn)

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Agenda topic Events Committee | *Presenter Nicole Vallance*

- **Callicoon Artwalk 2004 Recap** Despite the cold and rainy weather, the event was well attended and considering the day, was a huge success. Performances, Gallery pop-ups and mini events were all well attended and we even got small crowds throughout the day at the depot plaza to listen to music, participate in the clowning and weaving workshops and drawing contest.
  - **The Depot Pop up Gallery** did so we decided to continue the gallery on weekends through the end of the month and may consider having similar events in the future or during Dickens.
  - **Workshops** Lockwood Creation Studio did 77 children's passports and the parents really liked it. The children could be seen at various displays drawing the artwork all round the town.
  - **Thank you** to everyone who helped make Artwalk a success. We had a large and diverse group of volunteers and their hard work made the event really wonderful. Feedback from participants and attendees has been nothing but stellar.
  - **Artwalk Feedback:**
    - Magda: At the next marketing meeting should we talk about what went well etc- for next year!

- A Lot of fun- the whole day
  - Put on a good show- should end earlier in the future- was too long-
  - TK- the artists don't have to be there the whole day
    - Rosie- I ask then to stay the whole day
- **Designer Handbag Bingo | November 16<sup>th</sup>, 1-5pm**
  - Flyers & Posters have been distributed (there are some on the tables, please share)
  - Need folks to visit businesses to ask for Donations for The Basket Raffle. This is a critical part of the event's fundraising.
  - All the information has been posted to the website (events page) and on the Facebook Event. A eBlast has gone out to all prior attendees and we have and will continue to post to upper Delaware network and post on all related Facebook Group Pages. We also have a banner (leader board) on both the SC Democrat and River Reporter websites. We should also schedule eBlasts with the Democrat.
- **Annual Holiday Tree Lighting | Saturday, November 30<sup>th</sup>, 5pm**
  - **Planning** | Need to schedule a planning meeting asap to get details confirmed.
  - **Promotion** | Have scheduled radio ads with Bold Gold and will place ads in papers. It is already posted on Facebook and website.
  - TK wants to make it more robust. Nicole asks to see about DVJC students who may want to help with the Toy drive.
  - **Entertainment** | We've reached out to Bold Gold for an MC (Jen will do this again) Scheduled the SW High School Select Choir and have a performance from Faith Kelly singing a few songs from her holiday album. Faith & Caswyn will come to help with sound.
  - **Menorah** | Roy will reach out to Victoria Lesser regarding the donation of a Menorah
  - **Bonfire** | Concerns about having the bonfire now that barrels have been moved to create a seating area.
    - Rosie- disagrees with having the bonfire.
      - It's typically a very cold night and the bonfire helps keep people warm. Also the roasting marshmallows and smores has become a welcome part of the event. We have done this safely for many years, and always make sure to get Fire department Approval and have the assistance of a member of the Fire Department. This has always been Tom Dent as a longstanding board member. Nicole will reach out to the fire department to confirm permission and ask about whom we should work with on site.
    - Darko suggests 2 smaller fires or put it more in the middle of the site.
      - This can be an issue with the crowd gathering around, but we should do a site visit and reevaluate. The barrels may have to be moved for the event to create proper spacing. (but these can be moved back after). Will review and consult the fire depot.
      - Darko: don't move the planters to make room for the bonfire - planters should stay and the tree lighting and the bonfire should be made around the planters
        - NV: When you decided to move the planters to create a seating section, we were supportive, but did say that this placement isn't optimal for events and they would likely have to be moved during some events. They can always be moved back. The CDI and the CBA should work together for placement.
  - **Toy Drive & Raffle** | For the past 3 years we have collected toys for the Sullivan West Elementary Toy Drive at Tree lighting. As an incentive, the CBA has sponsored a raffle - every donation of a new unwrapped toy or other approved item, receives a raffle ticket to enter to win a gift certificate to a Callicoon business of their choice. Hope we can do this again.
- **Decorating | Saturday, November 23rd, 10am**

- Committee Meeting Dates + Call for Volunteers for Dickens, Tree Lighting & Decorating-
- Dickens on the Delaware | Saturday, December 14th
  - Committee | Need to confirm if Shawn Lang will Chair or Co-chair Dickens and set up a meeting schedule. Nicole will reach out to confirm if this is still a go.
  - Meetings | In the interim, let's continue to have events meetings following the bi-monthly Marketing meetings on 1st and 3rd Tuesdays - so Events will be 6:30p at Callicoon real Estate unless this is changed by the chair.
  - Planning | We have started planning and have obtained sponsorships, booked the horse and buggy, ordered the fire logs, booked audio teck, reached out to theater performers (Farm art collective will perform once again!), musicians, SW HS Choir, and sent out the applications for the holiday market.
  - Holiday Market | We have arranged renting the Western Terrace for 8-10 vendors and we will also have vendors at the depot. We may also have a third location at the Callicoon Flea are if needed.
    - Unfortunately, there will be no indoor locations this year, as the Western Ballroom will be closed for repairs.
    - We may have a few smallgoods vendors inside the depot, possibly in coordination with another pop up gallery and/or holiday portraits or another display. Need to work these details out in the committee.
      - Darko: The CDI may want to have a used book sale in the station during Dickens. CDI needs to raise money and sell merchandise like everyone else. CDI should use our space for selling to achieve goals etc. Darko wants to make sure everyone is represented.
        - NV: We understand the need for fundraising, but as we have discussed all year, on the hamlet event days, the CBA has priority to use the site for event specific programming. In years past the CBA and CDI have both used space together with noissue - CBA for programming and CDI for outreach and tours. We have just started planning so details are not yet confirmed. I will keep you posted. While we need to ensure that we have space for all the festival activities first, let's meet as a committee, see what the uses are and find ways to work together.
        - All CDI Members as always are invited to join the events committee to assist in planning and come up with ideas for the event. We meet on 1st and 3rd Tuesday at Callicoon Real Estate.
    - Applications have been updated and have been posted + gone out to our Vendor list.
  - Feedback:
    - Darko: I have never been, what is it like?
      - It's a Victorian holiday festival with folks dressing in costumes and the town is decorated for the season - and there is live music, street performances, horse and buggy rides, fire logs and each business has specials throughout the day.
      - It is a major driver for late season tourism and holiday shopping. As one of the last big events, it provides the businesses a fantastic boost in sales as we go into the slow season. Many businesses report it is one of the best sales days of the year, so its a very important event.

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Agenda topic Marketing Committee | Presenter *Various*

- Website Update | Lily: We have the content almost done.
  - Shaun has taken a lot of wonderful pictures for the site

- The tricky part is the development and Esteban is working on the back end - a section for the businesses to have control of their listings to make it easy to update. We are working to have it completed by the end of December
- **Social Media Manager** | Nicole: Shaun Gillen has offered to take up the role of social media marketing manager vacated earlier this year. We can do this as an interim position or if all are comfortable we can make it official. As we have events coming up - it is important to have as much support as we can right now.
  - The scope has been updated and provided and the role comes with a \$350/month stipend and requirement for 5-7 weekly posts - at least some of these need to be new content. The role requires quite a bit of work and a typical Marketing manager would be \$800-\$1200 a month so this is more a volunteer with a stipend for expenses. It requires some travel to businesses to take pictures + work on posting.
    - In our previous board meeting the board feels its a great solution and would like to move forward with designating Shaun to this role, if all present agree. All are in agreement.

#### Agenda topic CBA Bylaws | Presenter *Various*

- **Bylaws Review & Development of Amendments** | We have been working with an attorney Anthony Davidowitz of Broad Strokes Consulting, (as a consultant) to review and revise the Bylaws to align better with our organization's growth and current obligations, as well as changes in not-for-profit requirements. The prior document was vague and left much up to interpretation. We have gone over the language, gaps and needed changes, etc.
  - The Board will review once more and then send out a DRAFT to all current CBA Members for review.
  - Following this, we will schedule a review meeting with membership to discuss the proposed changes and answer any questions and take feedback and suggestions. Which we will then incorporate and update the draft and resend to Membership.
  - No less than 2 weeks after the Review meeting, we will have a special member meeting to do a final review and adopt changes.
  - A quorum of our Membership needs to be present at the meeting to vote on /accept any revision to the bylaws - this is 12%.

#### Agenda topic Beautification | Presenter *Nicole Vallance*

- **Upper Delaware Scenic Byway Signage & Pollinator Grant** | Route 97 Town of Delaware Sign Garden rebuild with pollinator garden and solar lighting. + add pollinator plants and fall bulbs to the Depot Stone Garden and Route 17B Callicoon Canoe Garden. (grant circulated at meeting)
  - Nicole: Working with the DV Job Corps, we will rebuild the garden, adding fall bulbs, pollinator perennials and solar lights. Additional plants to be added in the spring.
  - The Canoe garden will be planted with bulbs that will flower in the spring
  - Add additional pollinator perennials to the Stone Garden at the Depot. with help of CDI Beautification.

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

- **DASNY Update** | Great thanks to Anthony, Eric and Nicole for getting the paperwork together to submit the budget substantiation for the Grant Disbursement Agreement.
  - Now just have to wait until hopefully they approve the process and then will have a commitment to release them to get the process started.
- **Norfolk Southern Grant** | Applying for an other grant to fund a facade repairs/facelift, etc
  - have to be very specific what the visitors center really needs eg the roof must be done - the painting is not needed

- o have an additional grant and now looking for additional grant to get money to cover certain pieces of work
- **Silver Feather Funds** | These must be spent down by mid December and we are targeting several project needs and repairs to do this, such as roof repair, electrical, dehumidification and possible drainage, ADA Accessibility and Architectural plans.
- **Roof Repair/Patch** | We are not sure when the roof repair will be done (when DASNY money will be released) so in the short term we are pursuing having Home Pro Exteriors give us a proposal to Tarp portions of the roof so the roof then in the future can be done in total. I will get the estimate tomorrow.
- **Storm Water Diversion** | There is a water issue on the track side of the building with stormwater runoff coming up to the building and seeping into the basement. The best course of action is to install a drain to divert water and repair any gaps. I will meet with excavators and see where the water is coming out around the Depot.
- **ADA ACCESSIBILITY INTO THE DEPOT**- if the visitors center is closed you cannot get ADA people in, so changing you can go to the back of the people- in the future - phase one must be ADA compliance. May be possible to solve this and water problem at the same time
- **Electrical Upgrades & Repairs** | We're working with Job Corp on some electrical work at the depot. We will pay for the materials and labor will be provided through the work based learning agreement the CBA has in place with the DV Job Corps.
  - o **Exterior** | Will re-run damaged electrical from exterior box to the outlet by tree. Will do this by running a line on the utility pole using same path as other wires. down the pole into the ground and trench along the wall to the existing box. will add 1-3 additional outlets along the way for future use.
  - o **Interior** | Have met with instructors and will repair and/or replace missing switches must go to the main fuse box to turn everything on; no drilling, no extra holes; they found a lot of space above the rafters to be able to drop conduits - have done that and bought stuff needed so they can do that. saw a way to illuminate other areas in the depot
  - o Total proposal is about \$980 +/- this is less than last year's \$1600 quote for exterior only repair.
  - o **Motion by Rosie DeCristofaro to approve the approximately \$1000 expense. Seconded by Lily Smith. Approved unanimously.**
  - o Darko - Now approved - we can be done by next week!
- **Next Town Hall** | We are anticipating when we get a sense of all the repairs it will be appropriate to have a Town Hall again- need to think about timing.
- **T-Shirt Design Contest** | CDI will have a T shirt design contest announced through the website and at the town hall meeting will be announced for the contest - every year a new shirt each year
- **Next Community Open House** | Callicoon Depot Community Open House with DV Job Corps on October 26<sup>th</sup>. This Saturday with the DV Job Corps. Come learn about all their programming. We will also have a used book sale.

**-Meeting has gone over time and must table the balance of the agenda to the next meeting. -**

- **Next Meeting** - Tuesday, November 19<sup>th</sup>, 2024 at Seminary Hill
- **Adjourn | Meeting Closing:** Motion to Adjourn: Nicole at ? 2nd-? Approved Unanimously