

Thursday, January 19, 2006 Minutes

Minutes Taken By: Sue Benz

Marbletown Business Association Minutes of Meeting 1/19/06

The meeting was called to order at 7:20 p.m. There were 34 attendees, and the meeting was held at The French Corner.

Introductions were made around the room.

Results of Brainstorming Sessions were reviewed (strengths, weaknesses, threats "Dot" exercise. The new Mission Statement was reviewed and adopted unanimously.

Mission Statement: The mission of the Marbletown Business Association is to improve the economic health and general well-being of the greater Marbletown area by promoting local businesses and stimulating tourism, attracting new businesses to the area, and providing services, support and representation to both the business community and the community as a whole

We seek to enhance economic opportunities for local residents while preserving our cultural, historic and natural assets, and to further a regional vision through collaboration with community partners throughout the Rondout Valley.

Three new standing committees have been created: Public Relations and Marketing, Community Services and Events, Membership and Finance.

Membership and Finance Committee Report:

Tim Sweeney reported that the committee met Tuesday, 1/17. They reviewed the existing by-laws and will be submitting a draft of proposed changes. Changes include: formation of a Board of Directors and Executive Committee, change of bylaws to expand membership requirements to more accurately reflect current membership, proposing different standing committees, and the hiring of a part time Administrative Assistant to handle communication and coordination of committees.

Public Relations and Marketing Committee Report:

Mike Taylor reported that the committee met this morning. At this point, the sign committee is pursuing coordinating signage with Marbletown, Rochester and Rosendale – with a Rondout Valley branding message (and designating Accord, Kerhonkson, Stone Ridge, High Falls and Rosendale). This would require 32 signs (10 large for main roads, 22 small for county roads). The first bid obtained is from Timely Signs and would put the cost between \$34,000 and \$44,000. The committee envisions fundraising as the main source of funds. There was much discussion and disagreement among the group about whether to brand for the Rondout Valley or independently as Marbletown, whether to coordinate with the other Towns, cost and appearance of the signs, etc. The committee will continue work and report back.

The committee is also discussing a possible "Ambassador Program", with each committee member taking a "section" of members to be responsible for (communications, issues, etc.) and possibly also recruiting new members.

Community Services and Events Committee Report:

Laurel reported that the committee had discussed topics that they envision addressing: expanding MBA's visibility, beautification, coordinating local events, more family events, Library Fair (changes?).

Tom Edwards announced that MBA would sponsor a Valentine's Day Party Feb. 10 at the High Falls Café. Pending approval from all the sign groups, any proceeds will be used toward signage. The event is planned as a dinner dance with a silent auction, \$37.50 per person, 7:00 to midnight.

Announcements:

Sean Nutley, representing the High Falls Civic Association, announced that this Saturday Crazy Hat Bingo would be held at the DePuy Canal House. Festivities will include bingo and a hat fashion show. Pizza, salad and soda will be served and you're welcome to B.Y.O.B.

Sean also announced that The Second Annual Ice Skating Party at the Horwitz's would be 2/11.

Tim Sweeney announced a meeting for Conservation Guidelines/Zoning Changes in the Town of Marletown 1/24, 7:30 at the Marletown Community Center.

Gus Hall wonders when cell phone coverage will improve in the area? Sean Nutley relayed that High Falls will be installing a water tower as part of their water district and that they are talking to cell tower companies about affixing a transmitter.

Judith Pokowitz announced the Second Annual Evening in Vienna, benefiting the Chamber Arts Festival of Marletown – Sunday, March 19, 6:30 at Mohonk Mountain House.

The meeting adjourned at 8:05 p.m.

Respectfully submitted by Susan S. Benz