

RVBA

Meeting of the Rondout Valley Business Association Board of Directors Thursday January 7, 2010, 7:30am at Friends & Family II.

In attendance: Richard Travers, Carl Pezzino, Pam Kimmerling-Hoveling, Ben Shor, Rocco Pucino, Dan Gagnon, Ev Mann, Eric Stewart, Denise McCarrol, Dan Johnson, Cindy Sweeney

Not present: Tim Sweeney, Laurel Sweeney

Meeting convened at 7:30

Motion made by Carl to adopt the minutes of December 2009 board meeting. The motion was seconded by Richard and unanimously approved.

1. Calendar Update: An update of the calendar sales to date was given by Cindy. Total income to date is \$3,269.65. 177 calendars are left (out of 500) and 12 pieces are unaccounted for. Richard pointed out that despite cost reducing efforts, no more calendars sold this year than last. He suggested it should be discussed at the RVBA working meeting whether or not the event generates enough profit to continue hosting it.

2. Membership Meeting 1-14-2010: The upcoming meetings guest speaker will be Rosario Agostaro, superintendent of the Rondout Valley School District. Meeting will be held at Friends & Family II Restaurant and topics will include: The district capital project, communication, integrating technology and 21st century skills, expanded partnership with Ulster County Community College, Board of education wants to hear input regarding development of the school budget.

3. RVBA Working Meeting 1-18-2010: A working meeting will be held at Friends & Family II on the 18th from 9am – 3pm. Agenda topics were discussed at length and on the suggestion of Carl, Richard agreed to also assign a time frame to each topic in order to help stay on track during the meeting. Richard will prepare and distribute the agenda for Board member review and comment.

4. Website: Richard suggested that the website definitely needed to be a topic for discussion during the working meeting. He suggested that the website committee should meet and discuss the current status of the website, discussion of the revised quote from Cornerstone and how to proceed.

5. Rail Trail initiative: Richard had contacted Shadowlawn to inquire about using their location for the committee meeting. It was unanimously decided that the price they wanted would not work for the RVBA. It is understood that further investigation will be needed to find a suitable location.

6. Membership renewal 2010: A letter was crafted by Richard and Pam, edited by Cindy and sent out to the membership on January 7th. A notation was made that new membership cards need to be printed since the old ones have the date 2009 on them. Discussion ensued regarding the cards. Richard suggested creating a card that could be used multiple years. He also suggested that before the cards were sent out to paid members, we should contact them by phone to ascertain how many employees and family members were part of their organization and would also need cards. Every present agreed this was a good idea. Ben suggested that we could gather some of this information by passing around a clipboard at the next meeting. After general discussion was held about the design of the cards and anticipated usage by those possessing them, Ben suggested printing signs to be displayed in participating member businesses as a reminder that the RVBA discount cards are accepted at their establishment. Everyone present agreed this was a good idea.

7. Other –

a. In lieu of direct mail marketing this year, Richard suggested having more direct contact with the membership via phone calls preceding membership meetings. Carl agreed and suggested becoming ombudsman for specific members and working with them throughout the year. Dan G. expanded on the idea by suggesting getting the membership more involved in the process by having ambassadors working with chosen board members who will pass specific tasks to them for completion. All present agreed these were good ideas.

b. In response to an email from a member stating their intent not to renew their membership, Richard suggested the need to broaden our range of representation. It was his feeling that perhaps arts organizations and sole proprietors were feeling under-represented. Dan G. suggested focusing on economics rather than individual businesses would give a wider view. Carl agreed, adding that we need to clarify our market development plans. Richard pointed out Ev's work on promoting Rte. 209 as a cultural corridor and expressed their mutual desire to make sure art's organizations were properly represented in the RVBA. Pam suggested a need to better position current members at meetings to make sure they get visibility. Dan J. suggested that he would like to be able to bring prospective members to meetings at no cost to them. Several present stated that they had done that and just paid the bill themselves in order to avoid an expense to the RVBA. Dan G. suggested that it should be written into the budget as a membership campaign cost.

Action items:

- Richard to prepare agenda for RVBA working meeting
- Website committee meeting ahead of working meeting
- Ben to create signs for businesses participating in RVBA rewards program

The meeting adjourned at 9:00

Submitted by Cindy Sweeney January 8, 2010