

RVBA
Thursday, April 2, 2009

Minutes taken by: Cindy Sweeney

Minutes

Meeting of the Rondout Valley Business Association Board of Directors Thursday, April 2, 2009, 7:30am at Friends & Family II.

In attendance: Richard Travers, Rocco Pucino, Carl Pezzino, Pam Kimmerling-Hoveling, Dan Gangon, Denise McCarrol, Eric Stewart, Tim Sweeney, Laurel Sweeney, Cindy Sweeney

Not present: Ben Shor, Tom Edwards, Ev Mann

Meeting convened at 7:30

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

1. Website committee report: The committee has received proposals from three designers and one set of questions from another. Committee will wait until Monday for one final proposal and then make a decision based on information received. Richard introduced to the Board the idea of working with Visit Vortex.com for the membership portion of the website. The idea is that we will use their service to provide this portion of our website. We will pay a startup fee (tbd) to Visit Vortex to establish the site. Once in place, members will pay a fee for slide show or video listing and at that point, the RVBA will revenue share with Visit Vortex. Committee members: Ben, Pam, Sean G., Richard, Cindy
2. Membership renewal: Discussion began with Richard suggesting that Not-for-profit members should be given a discounted rate of \$30.00. Additionally, members with more than one business should pay \$75.00 for the first business and \$30.00 for additional businesses. Motion was made by Richard and seconded by Tim. It was also decided that a letter should go out to eligible (paid) members informing them of a credit on their account. Unpaid membership is at 37. Cindy read through the list and each board member chose businesses to call directly. Richard reminded the board not to forget about soliciting larger companies (hospitals, banks, other institutions).
3. Visions of the Valley calendar update: Cost analysis sheet was reviewed. Last years calendar sale had a net loss of \$4,073.57. Many of the unsold calendars were donated to the area elementary schools for use in their art department. There are aprox 220 remaining. Richard suggests using them as promotional items when attracting new members. Discussion ensued regarding how to proceed re: cost of calendars. Richard wants to investigate prices for slightly smaller calendar and possibly a different source. Tim would like to integrate advertising into the calendar production to offset costs. He also would like to be able to produce the calendar at a price that would allow them to be given away as a promotional item. Carl suggested targeting what we expect in profits and work back from that point. Timeline was discussed with a call for photography set for mid April.
4. Garden Tour: Eric spoke re: a committee meeting attended by Richard, Cindy and Eric. At the meeting it was decided that the date would be changed to June 20th to avoid conflict with other area events. It was also decided at that meeting that tickets would be \$15.00 for RVBA members/ \$25.00 for non-members. This would include tour, entrance to post tour mixer and one drink of choice at the mixer. Attendance to the mixer only will be \$5.00 members/ \$10.00 non-members. Ev Mann was contacted and agreed to have his studio talent perform at the mixer. The RVBA will pay \$100 to Ev's organization to offset transportation costs. Richard introduced the idea of the mixer being held at someone's home instead of a restaurant. The idea was well received. Eric expressed a need for more volunteer input. Carl agreed to take care of ticket sales. Cindy suggested he call Colleen DePuy, who has expressed an

interest in being more involved with the RVBA events. Carl informed us Rocco and Paul DiGrazia are now members of the scholarship fund.

5. Membership campaign: Richard reviewed the RVBA media campaign. Membership drive will begin May 1st with a mailer to 1600 business in the RV zip code. Cornerstone will provide this service at a cost of \$900 plus printing. Simultaneous to the mailing, business articles and advertisements will be placed in the Bluestone Press and the Shwangunk Journal. The advertisements will run May - June. Also during the month of May, buy local think local first sandwich boards will be placed at area businesses. Richard had thought to sell the boards for \$35.00 to offset half of the per-board cost. Carl suggested selling them for the full \$70.00. Richard made a motion for the price increase, seconded by Tim. Williams Lumber and A&M Hardware will receive theirs for no charge in lieu of their respective donations. Richard also showed the board some plastic brochure holders he purchased which can be placed at area businesses to compliment the membership drive. Richard also suggested a member incentive in which the member would receive minor compensation (ex. \$5.00) toward the cost of their advertising if they agreed to include the RVBA logo on their ad. It was agreed this was a good idea but the administration details must be worked out. New membership cards were shown to BOD members.

6. Other business: Rocco received a letter from Dan Haspburgh regarding his joining with Shoprite to fight the planned Napanoch Walmart. He requested input and possible involvement from the RVBA. Richard offered to contact Dan and listen to his request. It was agreed by all present the RVBA did not want to get involved in this in any way.

The meeting adjourned at 9:10

Submitted by Cindy Sweeney April 3, 2009