

RVBA
Minutes

Meeting of the Rondout Valley Business Association Board of Directors
Thursday, May 1st, 2008, 7:30am at Friends & Family II.

In attendance: Richard Travers, Tim Sweeney, Ev Mann, Denise McCarrol, Rocco Pucino, Carl Pezzino, Ben Shor, Brooke Pickering-Cole.

I. Insurance Brochure and Directory Display

A. Insurance Brochure: Richard initiated a discussion of the RVBA Travers O'Keefe Insurance brochure in response to an anonymous complaint made to Ben Shor. Richard asked the board's opinion as to whether the text on Travers O'Keefe general services was appropriate, and Ben added that the brochure was not in keeping with what he had originally envisioned when requesting a piece specifically geared toward insurance services for RVBA members.

While many board members stated that it was okay to include some information on services offered by Travers O'Keefe, most agreed that the brochure would be better if made simpler and if the service provided to RVBA members were more clearly articulated. Richard offered to revise the brochure for inclusion in future packets. A brief discussion followed with varying opinions on the validity of bringing anonymous complaints before the board.

B. Directory Display: Richard showed board members the cardboard display holders for RVBA membership brochures. These have a Travers-O'Keefe business logo. All agreed that this should be replaced with the RVBA logo and Richard will have new stickers made.

II. April 2008 Minutes

Ev Mann made a motion to approve the 4/03/08 board meeting minutes. The motion was seconded by Carl Pezzino and the minutes were unanimously adopted.

III. World Café

A. Rescheduling: Board members discussed the cancellation of the World Café workshop and agreed that it would be better suited to fall/winter time frame. November was suggested, as was getting out more information to the membership with more advance notice and including dinner.

B. RVBA and local agriculture: The board discussed a recent e-mail (in response to World Café invitation) on the subject of the RVBA and its relationship with local farms and agricultural issues. The following points were discussed:

1. RVBA membership includes local farms/growers.
2. Ev Mann suggested reflecting on any potential misconceptions/perceptions that may exist in the spirit of rectifying them.
3. If the subject is broached by the membership at the future World Café meeting it can and should be addressed.
4. Tim reminded board members of past joint efforts/initiatives of RVBA and RVGA to promote the buy local agenda. He (revised 6-5-08 to read "Carl") offered to approach them for a joint meeting or project.

IV. Meeting Schedule/Topics:

June 12: will be breakfast at the Postage Inn with the Rosendale Supervisor.

July 10: Richard will confirm with White Wolf for July dinner.

August 10: Visions of the Valley event, Rondout Golf Club

June meeting topic/Canopy: Tim suggested that the RVBA take a position on the proposed Canopy development in Rosendale and offer feedback to Pat McDonough (Rosendale Supervisor and June guest speaker). The pros, cons, and potential implications of the RVBA taking a position were discussed, with board members responding positively to the following:

- Richard suggested getting feedback from the membership at the June meeting, once the members have had an opportunity to listen, ask questions.
- Richard suggested taking a survey of the membership on the issue, then publishing the results.
- Ben agreed to prepare Pat for the RVBA members wanting to discuss Canopy. Carl added that information about process (i.e. Rosendale Town Board/Planning Board roles) would be useful.

V. Directory Photo: Ben passed out candidates for the 08/09 directory cover photo. All agreed on two photos: the creek (#1 choice) and Mohonk (#2 choice).

VI. RVBA Boundaries/Visions Scholarships:

The discussion of the RVBA boundaries and their effect on Visions scholarships was continued. Carl questioned including Onteora in the scholarship program given that it is considered the Catskills as opposed to the Rondout Valley. There was general agreement to the following:

- A. Scholarships should be for Rondout Valley and Ellenville school districts only.
- B. Specific towns within the RVBA boundaries should not be listed on RVBA letterhead.
- C. Scholarship money should be given to the schools funds and they should pick the individual recipients/students (i.e. administer the scholarships).
- D. Carl will help with the scholarship aspect of Visions. Richard will approach Ellenville.
- E. General boundaries of RV are North/South: North Marbletown to Ellenville and East/West: Rosendale to the Catskills.

VII. Discover RVBA Day: This event/subject will be considered at a later date.

VIII. Visions of the Valley update: Richard reported that he is working on finalizing the judges. Denise offered to ask Jonathan Blair and Ev offered to talk to the head of the UCCC art department and Center for Photography in Woodstock.

IX. Misc. Business:

- A. Phonebook ad: Richard reported that the RVBA phonebook ad is \$300. All agreed to discontinue the ad. This was made as a motion by Carl and seconded by Rocco Pucino.
- B. Quickbooks: Ben reported that he has a version of Quickbooks that can be used by the RVBA administrator. Richard stated that he will meet with Dan Gagnon to discuss the bank account and other financial procedures. Per Tim's suggestion, Brooke will ask Dan for the checking account balance for reporting at future board meetings.
- C. RVBA insurance coverage: Richard mentioned that RVBA insurance (liability) coverage should be reviewed e.g. for events, administrator, etc.

The meeting adjourned at 9:00am.