

RVBA
Minutes

Meeting of the Rondout Valley Business Association Board of Directors
Monday, September 8, 2008, 7:30am at Friends & Family II.

In attendance: Richard Travers, Tom Edwards, Laurel Sweeney, Tim Sweeney, Ben Shor, Carl Pezzino, Ev Mann, Dan Gagnon, Brooke Pickering-Cole.

I. Minutes

Ben made a motion to adopt the minutes of the July and August 2008 board meetings. The motion was seconded by Ev and unanimously approved.

II. Visions of the Valley Calendar

- Auction report: Richard reported on the August 10th auction and reviewed the finances as follows: The auction took in \$2,415.00 (admission plus photo sales, minus payments to photographers). Expenses totaled \$1,969.94, a portion of which was spent on the large panels for hanging the photos which will be re-used. Net gain was \$417.81.
- Next year's auction: Richard described some of the changes being considered for next year's event, such as paying for framing (the labor and materials were both donated by Dianne Paulson this year). Also the auction may be scheduled for September in 2009.
- Ellenville: The question of lack of support from Ellenville was briefly touched on in the context of scholarship funds. In terms of the RVBA geographical span, Board members suggested giving the subject some time to incubate, see how things progress, and consider issues of RVBA control. Richard may meet with the head of the Ellenville Chamber of Commerce.
- Calendar sales: Board members reviewed the draft of the calendar. Richard spoke about plans for distribution and sales of the calendar (quantity = 1000). Board members offered suggestions regarding the logistics of member discounts and pros and cons of selling them wholesale vs. on consignment to member businesses. Dan confirmed that the RVBA will be subject to income tax if there is over \$1000 in profit from calendar sales.

III. Board Members

- Current board terms: Ben passed out a list of current board members' terms.
- Officers: Tom explained his intention to stay on the board, but due to his business emphasis in New Paltz he will not be taking on the role of RVBA President. Richard offered to continue in his capacity as President through Tom's term.
- Carl's status: Carl offered to remain on the board and all present were pleased.
- Potential new board member: Richard introduced the idea of Pam Kimmerling-Hoveling as a possible replacement for Howard. She is the new owner of Pace Fitness in Accord and has a significant background in marketing and advertising. Richard will organize a lunch to introduce her to a few board members before moving forward.

IV. October Workshop Meeting

- Title and theme: Brooke reported that she met with Carl and Laurel to discuss the workshop, and explained the idea of a marketing/profit oriented theme. Board members were asked to think about the title, and the best way to promote the evening to the membership. Tom and others suggested referencing the increasingly difficult economic climate.
- Food: Both pizza and subs/sandwiches will be investigated. Possible sources include: TJ Scoops/Cherries, Nibble Nook, Chefs on Fire.
- Facilitator: Brooke reported that Andy Lutz will facilitate with Laurel.
- Calls to members: Board members agreed to make reminder calls to the membership a week or so prior to the event. Brooke passed out phone lists and explained that RSVPs should be by e-mail or phone directly to RVBA (board members are not expected to collect RSVPs).
- Mailing: Board members agreed that Brooke should send a mailing with workshop flyers and directories to the entire membership.

- Future event: Tom suggested holding a business card mixer at Sparrowhawk. Richard promised to connect with the new owners.

V. Buy Local/RVBA Branding

- Sandwich Boards: Richard re-introduced the Buy Local sandwich board project and board members gave Richard and Tim the go-ahead to continue researching costs & logistics.

- Buy Local Day: Ben reminded the board that a Buy Local Day had been proposed. Richard suggested this be discussed at the 10/9 workshop and/or when 2009 events are on the agenda.

VI. Future/New Events: Chamber Music Festival, Historic House Day & Other

- Chamber Music: Richard reported that the Chamber Music Festival board approached him about RVBA sponsorship of this event. After some discussion board members concluded that this event would neither be suitable in character nor financially viable for the RVBA.

- Historic House Day: Ben explained the Marbletown Historic Commission's idea for the RVBA to sponsor a historic house tour as a fundraiser and means of stimulating tourism. Richard suggested this be discussed at the 10/9 workshop in the context of tourism, marketing and events.

- Jazz and/or Chili event: Discussion of the above led to ideas for a new RVBA event. The concept of an event involving food (chili) and music (jazz) was met favorably. Tim suggested that such a fundraiser could take place at the SR Orchard.

VII. Directory Distribution

It was agreed that the old directories will be recycled. Brooke explained that new directories will be mailed to members and passed out at future meetings. Members will be notified that directories are at Nutshell Realty. Brooke and Richard will distribute directories at key locations.

VIII. Garden Tour Funds

Brooke asked the board for approval to distribute Garden Tour revenue amongst the three participating organizations (RVBA/Lederman/HF Civic Association). The board agreed that the funds should be distributed. Further advertising money received (\$275 currently outstanding) will be equally distributed when it is received.

The meeting adjourned at 9:07am

Submitted by Brooke Pickering-Cole 9-18-08