

## **RVBA Board Meeting: 2011 Business Plan**

### **Thursday November 4, 2010 Friends & Family II**

Submitted by: Sue Benz & Richard Travers

In Attendance: Ben Shor, Carl Pezzino, Dan Gagnon, Joe Alfano, Dan Johnson, Denise McCarrol, Eric Stewart, Laurel Sweeney, Nik Gerner, Richard Travers, Sue Benz, Tim Sweeney

Guest: Erick Roosa

Not in attendance: Steven Kelley

As to the agenda...

#### **Overall Objective 2011 : Move the RVBA to the next level of Membership (250+) and improve our functional operations.**

- Please note that copies of the 2009 Business Plan (4 Pages) and the 1/18/2010 Special Board Meeting (7 Pages) were provided for background reference and are available for review upon request .

#### **1) Board Members / 2011 Candidate Slate:**

The following individuals were, nominated by D. Gagnon, seconded by D. Johnson and appointed by the Board as Board Members, effective 11/4/10, to serve the remaining term for retiring Board Members:

- Nik Gerner (for Ev Mann, resigned 10/10, term expires in 2012)
- Joe Alfano (for Pam Hoveling, resigned 10/10, term expires in 2012 )

The following individual was nominated by Dan Gagnon and seconded by Dan Johnson and endorsed by the Board for the 2011 election:

B. 2011 Candidate: Erick Roosa ( will be standing for the position currently held by Ben Shor, expires in 2014)

We also obtained the *Member Since* information for all Board Members. The board term sheet will be updated to reflect this information.

- RVBA Officers: Eric Stewart was nominated by D. Gagnon, seconded by C. Pezzino approved by the Board and accepted the position of Vice President.

#### **2) RVBA Administration:**

A. Bookkeeping: Retain a Bookkeeper to oversee Dues collection and manage Payables/Receivables. The Board approved the retention of Bad Beagle Bookkeeping as the RVBA bookkeeping service at

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a rate of \$35/hour for a period not to exceed 4 hours/month, subject to a 3 month and 6 month performance review. A contract will be executed outlining specific services including quarterly reporting to the board. Motion by D. Gagnon, seconded by C. Pezzino, approved by the Board

B. Director of Marketing: Retain an individual whose responsibilities include the development of Membership, Sponsors and Advertising Sales. The Board approved the retention of Independent Contractor, Gregory Schoenfeld as Director of Marketing. Specific responsibilities will be defined by contract, subject to a 3 month and 6 month review, thereafter annually as of January 1st of each subsequent year. Remuneration will be based upon sales at the rate of 25% of generated revenue for new business and 15% for renewal membership. Motion by L. Sweeney, seconded by B. Shor, approved by the Board

C. Headquarters: Consideration will be given to the establishment of an RVBA office during 2011 and to formal Hours of operation (T-W-T 10AM - 2PM ).

**3) Committees:**

We need to reaffirm current committees and/or add new members and committees, as necessary, the results are listed below:

- Finance and Budget: Bookkeeper, Dan Gagnon, Carl Pezzino & Sue Benz.
- Marketing: Director of Marketing, Tim Sweeney, Nik Gerner, Richard Travers, Joe Alfano and Maria Reidelbach\*
- Nominating: Laurel Sweeney, Carl Pezzino, Dan Johnson & Steve Kelley.
- Events Committee: Eric Stewart, Richard Travers, Nik Gerner, Denise McCarroll, Tim Sweeney & Erick Roosa -
- Membership and Ambassador(s): Director of Marketing, Dan Gagnon, Dan Johnson, Carl Pezzino, Ben Shor & Maria Reidelbach\*
- Outreach / Relations Committee: R. Travers, D. Johnson and S. Kelley - efforts will be made to foster a more pro-active working relationship with the Chambers of Commerce, other business and civic associations, and the Public Institutions in the Rondout Valley.

Notes:

\* An RVBA Member who will be asked to join these committees.

#1: The committees are requested to have an initial meeting, elect a Chairperson and Co-Chair and advise Sue Benz, Recording Secretary as to their decision.

#2: Regular committee reports will be incorporated into each monthly board meeting.

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4) Membership Meetings & Mixers/ 2011: The board agreed to continue the Mixer/meeting format. There will continue to be a total of 6 mixers and 5 breakfast meetings scheduled for 2011 as follows:

- January / Meeting: NYS Business Council - HealthCare Reform /Changes in HealthCare
- February / Mixer: Inn at Stone Ridge
- March / Meeting: Town Supervisor Panel - The Sate of our Towns
- April / Mixer
- May / Meeting
- June / Mixer
- July / Meeting
- August / No Event
- September / Meeting
- October / Mixer
- November / Meeting
- December / Holiday Party

Note: Other Meeting Subjects approved for 2011: - Economic Develpoment in the RV, a panel discussion  
- The Community Foundation

6) **RVBA Sponsored Events:**

A. Garden Tour

B. Visions of the Valley: - Photo Contest

- Auction / Dinner - Saturday October 1, 2011 @ RVGC / Ivan's

C. Rail Trail Fund Raiser: TBD

7) **Valley Events:** Participation in events not being hosted by RVBA will be at discretion of Events Committee. Criteria for participation will be based upon whether event: 1.) Increases visibility & membership 2.) Promotes local business, 3.) Can be used to promote or sell tickets for RVBA events. These are the events that the RVBA will potentially participate in during 2011.

- A. Jenny Bell:
- B. E - W CoC Blueberry Festival
- C. Friends Historic Rochester / Heritage Day
- D. SR Library

8) **RVBA Initiatives:**

A. RVBA Foundation, a 501(C) 3 Corporation: Dan Gagnon, Mike Siegal & Richard Travers : Further research will be conducted to establish the cost of forming this corporation and will be report on at the December Board meeting, and a formal motion will be considered at that time. Consideration of utilizing a third party recipient for the funds will be considered (like the Community Foundation or Mohonk Preserve).

B. RVSD: Committee Members - Tim Sweeney, Carl Pezzino, Dan Gagnon, Nik Gerner, Erick Roosa & Richard Travers will ask the RVSD Superintendent for a follow up meeting.

C. ECSD: Scholarship Fund - creation , a committee comprising Dan Johnson, Steve Kelley, Laurel Sweeney & Richard Travers will investigate the formation of the Fund and the increased awareness of the Vision of the Valley Calendar Initiative in the ECSD.

D. RVSD: the creation of a committee to be increase the awareness of the Vision of the Valley Calendar Initiative in this school district.

E. SUNY, UCCC: the creation of a committee needs to increase the awareness of the Vision of the Valley Calendar Initiative in this institution.

D. Joint Programs with Valley CoC's: on hold for 2011. However see Out Reach Committee (above).

E: Rondout Creek Watershed Initiative: not discussed

F. Rail Trail: This initiative to continue under the direction of the RV Rail Trail Initiative, Executive Committee, chaired by R. Travers and co-chaired by D. Johnson..

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G. Location Scout: Richard presented the following concept. An RVBA on-line Website Portal designed to showcase business, homes, locations, sites. As you aware there is now a Film Company headquartered in Kerhonkson, BCDF Films. They are planning to produce 3 - 5 films in this area per year for a number of years. They have made a fairly large investment in their location at Vinci Farm. They have approached the RVBA asking us to assist them in finding locations for films: businesses, homes, property, activities, parks, etc. you name it they might need it, even temporary housing. So in thinking about the task I came up with the concept of an RVBA on-line location scout, as part of our website. I thought my idea was novel, turns out it is exactly what others before me have created (see below). Anyway what they have not created is an on-line site exclusively for the Rondout Valley, a site that could assist the RVBA in meeting its' goal of creating the valley as a designation and in helping the local economy. So what I am thinking about is utilizing our Member specific Web Page as the source page for the LOCATION SCOUT. Below are my initial thoughts...

### NOTES:

[www.filmwerxlocations.com](http://www.filmwerxlocations.com) a good example of what could be created

[www.hudsonvalleyfilmcommission.org](http://www.hudsonvalleyfilmcommission.org) a good example of an index for locations.

- One must be a dues paying RVBA member (maybe, maybe not), and
- utilize a Member Web Page as the information product, (we could charge members \$15 for the webpage and non-members \$35), the
- RVBA would control all location information and would function as the agent for all location contracting, fees, etc. and would pay location. Split 75/25, we would,
- utilize our Marketing Manager to sell service, we
- Create a Flyer to seek participants: Want to be in the movies? Have your business showcased in a movie? Your home, property - join the RVBA Location Scout, it as easy as 1, 2, 3...

#1 Go to [www.rondoutvalley.org](http://www.rondoutvalley.org) click on the Location Scout tab, if you are already a Member goto #2, if you are not then become a Member.

#2 Complete a profile form and submit this with up to 4 pictures (inside and outside) of your business, property, home). We will bill you for \$15 upon receipt, upon payment your location page will be built.

#3 Review your Location Scout Webpage.

### Conclusion:

The Board agreed to pursue the concept; to form an explanatory committee comprised of, R. Travers, E. Stewart & L. Sweeney, plus Jeremy Jones of BCDF Films; to hold a focus group meeting comprised of Members, Realtors, Landscapers, etc. Then to prepare a report on the viability of the concept for the Board.

**END**