

RVBA Board Meeting: 2012 Business Plan

Thursday, November 3, 2011

Friends and Family II

Submitted by: Susan Benz

In Attendance: Richard Travers, Nik Gerner, Carl Pezzino, Tim Sweeney, Laurel Sweeney, Eric Stewart, Sue Benz, Joe Alfano, Denise McCarrol, Dan Gagnon, Erick Roosa, Marla Siegel.

Not Present: Dan Johnson, Steve Kelley

Kate Kenney joined the meeting for the Financial Review only.

The meeting came to order at 4:05 p.m.

Richard called attention to the materials distributed for the meeting including the 2008 DOT Exercise, 2009 and 2010 subsequent business plans and the 2012 agenda.

2011 REVIEW

As an introduction to the financial review, Richard explained that the state of our finances is devastating. Our priority must be to improve the cash flow over the coming year.

Dan Gagnon reviewed the complete financial statements which were prepared on both an accrual and cash basis. The accrual basis matches revenue to expenses for the current year. The cash basis reflects the actual cash in and cash out.

Each event's individual financial results were reviewed. The need for the Chair of each event to complete and submit a budget worksheet was reiterated. Dan then reviewed the wrap up and Balance Sheet.

At this time the RVBA does not have funds to pay expenses. We have \$1,000 of restricted funds for the Rail Trail and there is cash in the checking account from ad sales for the Visions Guide. We have no operating cash until the 2012 dues are received. We cannot continue on this track.

2012 VIEW

Each event was reviewed including assessment of the financial results, recommended improvements and/or whether the event will continue in the future.

It is generally agreed that improvement is needed in the timeliness and quality of marketing, advertising and press releases. There are venues (print, radio, TV/YNN) that we could be taking advantage of at no cost. Quality and results need to be improved.

Joe Alfano suggested that we try to concentrate events as much as possible toward the beginning of the year to increase attendance.

Garden Tour

This is one of our most profitable events. Ways to improve: We will sell tickets at three locations next year (Davenport's, Saunderskill Farms and Victoria's Gardens). Vicki Coyne will be a co-chair next year. As mentioned above, emphasis will be placed on improved marketing/advertising.

Blueberry Festival

This event was not intended to result in a profit; it was to promote the RVBA. There were several issues which caused the event to result in a significant loss. This event will not be continued.

Visions – Auction/Calendar

There were several issues and problems with this event which resulted in a loss. Previous years' results have been positive, but not in an amount great enough to justify the event.

The auction will not be continued.

Richard will obtain quotes for printing a decreased number of calendars for 2012. Once that information is received a decision will be made as to how to move forward with the 2012 calendars. The calendars will not be printed in 2013.

Visions Guide

Richard and Erick Roosa will work to get the Visions Guide completed and printed for distribution early 2012. The Visions Guide will not be continued in the future, as discussed at prior Board Meetings.

Wine Dinners

Wine dinners will continue with an effort to promote them better resulting in a greater number of attendees.

Jennie Bell

Much was learned from our first year taking on this event. It was agreed this should be the RVBA's "signature" event. It has the potential to be very profitable.

The following recommendations were made:

- Pie contest will be moved outside
- Food vendors will be controlled
- Parking will be handled differently
- RVBA will be a food vendor
- Planning needs to start further in advance
- Profits need to be appropriated on basis of man hours of volunteers
- Compensation/pricing of rides will be reviewed
- The event will be "broken into pieces" and assigned responsibility to separate committees

Rail Trail

There was discussion of different ideas on how to accomplish having the Napanoch Prison section of the rail trail made accessible as well as the overall trail initiative.

Membership

It was agreed that each board member will be given a goal of bringing in 5 new members for 2012. We will develop a "prospect list" of people to be approached and contacted. The board will contact any non-renewing members by February. Sue Benz will look into the RVBA gaining the ability to automatically charge customers for dues (ACH) as well as improved credit card services. We will reach out to the membership for volunteers to make phone calls prior to mixers and breakfast meetings to increase attendance. This will also increase member involvement. Notices for mixers and meetings will go out further ahead on the website and email blasts, followed by a reminder.

Breakfast Meetings:

Topics

Venue

January	Annual Meeting and Mike Hein	UCCC
March	Town Supervisors	
May	School Budget RVCS	
July	The Business of Small Business (CPA, Attorney, Insurance)	
September	Alternative Energy	Mohonk
November	SWOT/DOT Exercise	

Mixers:

February, April, June, October, December – venues to be determined by Special Events Committee.

Rondout Valley – A Destination: Calendar Website Creation

The Marketing Committee will meet with our Web Master to pursue creation of an event calendar.

Member to Consumer: Marketing Program

Tim Sweeney reported on the Member to Consumer program that he and Joe Alfano are working on. Printed material will be ready for the presentation at the breakfast meeting next Thursday, 11/10, at Ivan’s. Each participating member will be able to offer contacts on their lists the opportunity to opt in or opt out through Constant Contact.

- Pricing structure is as follows:
- \$25 per month per business (+\$10 per month if RVBA designs ad)
 - \$10 for banner ads
 - 1 year membership
 - 6 month membership for seasonal business
 - \$150 per year for twice annual dedicated email blasts
 - ACH and auto debits for paymen

Board of Directors

Richard will forward list of Board Member terms. Nominating Committee will meet to review.

Review of Committees

Finance Committee: Dan Gagnon, Carl Pezzino, Sue Benz

Marketing/Website Committee: Tim Sweeney, Nik Gerner, Joe Alfano, Richard Travers, Maria

Nominating/HR Committee: Laurel Sweeney, Carl Pezzino, Dan Johnson, Steve Kelley

Events Committee: Eric Stewart, Erick Roosa, Nik Gerner, Denise McCarrol,

Tim Sweeney, Richard Travers

Carl Pezzino made a motion to adopt the October Board Meeting minutes. The motion was seconded by Richard Travers and unanimously approved.

Meeting was adjourned at 7:20 p.m.