

**Thursday October 6, 2011**

**Minutes taken by:** Cindy Sweeney

Minutes

Meeting of the Rondout Valley Business Association Board of Directors Thursday October 6, 2011, 7:30am at Friends & Family II Restaurant.

In attendance: Richard Travers, Nik Gerner, Carl Pezzino, Dan Johnson, Tim Sweeney, Laurel Sweeney, Steve Kelley, Eric Stewart, Sue Benz, Joe Alfano, Denise McCarrol, Cindy Sweeney, Kate Kenney

Not present: Dan Gagnon, Erick Roosa

Guest attendee: Marla Siegel

Meeting convened at 7:30 AM

Motion made by Joe to adopt the Board minutes of the September 2011 Board meeting. The motion was seconded by Carl and unanimously approved.

- 1. "Come to your Senses": An initiative by State For Land to create a major event in the RV:** Richard reminded the Board of the "Come to you Senses" initiative, which had been presented to the RVBA several years ago by community members. Those same community members again approached the RVBA again with the concept of working together to create one "major" event to highlight the Rondout Valley. Richard and Joe attended a meeting on the subject. At the meeting Richard suggested that, rather than creating another event, the group work to figure out a way to highlight all the events in the valley to increase attendance. Laurel suggested that we invite them personally to assist the RVBA with our events.
- 2. Website:** Richard suggested to the Board that a Committee is needed for the Website. Both Richard and Cindy feel that the website format is not arranged properly and the process of keeping it updated is in need of change. Following brief discussion it was decided that Joe Alfano, Maria Reidelbach and Tim Sweeney would be ideal Website Committee members.
- 3. Calendar on the Website:** Richard suggested to the Board the concept of having a website separate for the current RVBA website, dedicated specifically to Rondout Valley community events. This website would be assessable by anyone in the Rondout Valley who would like to post an event and would be launched at the beginning of 2012. Board discussion followed and it was decided that it would be better to keep the calendar as part of the RVBA website and not create it as a separate website.

4. **Community project day:** Laurel Sweeney received an inquiry from Rondout Valley High School regarding a community project day they host for students. On this day, students go into the community and perform tasks on a volunteer basis. RVBA was asked if there were any tasks they would like the students to help with. Following discussion it was decided the RVBA had no need of their services. Additionally, Laurel stated that the school had requested a fund donation from the RVBA to help cover the cost of the project. Kate advised that the RVBA does not have funds available give them at this time.
5. **New members dues schedule:** An email had been sent out to the Board during September in response to new member inquires about dues schedule. The new members had questions regarding prorating their initial membership payment. Richard suggested to the Board that a fee schedule be set up that would pertain only to new members as follows: New membership payment in the first quarter would be \$100, second quarter \$75, third quarter \$50 and fourth quarter \$25. Richard asked for Board approval of this new fee schedule. Sue made a motion to accept, it was seconded by Tim and passed unanimously.
6. **Signs & Decals at non- member locations:** Richard explained that at a previous Board meeting this discussion had already been addressed. However, since that discussion new circumstances arose that prompted Richard to reopen the discussion. A community member was unhappy with a local business that was displaying an RVBA sticker. She contacted the RVBA with her complaint because of association with the business. The business in question is not a current RVBA member but still displays the RVBA sticker. Richard feels that non-members should not be allowed to display RVBA stickers or the "Buy Local" signs, which were distributed by the RVBA. At the same time Richards suggested that many of the signs were in need of refurbishing and should be retrieved from the members for that purpose. He then made a motion stating that the "Buy Local" signs should be rented to participating businesses at the rate of \$25 a year, that they remain the property of the RVBA and that as needed they are collected and refurbished. Board discussion was held. Steve suggested that the issue of the rogue former member should be separated from the question of the signs. All present agreed. Discussion was then held regarding the signs. Richard stated that he would request the signs back from former members, suggesting they join again or offering a \$25 buy back of the signs if they were not open to simply returning the sign. Richard then asked the Board to accept a motion that, moving forward, the RVBA would rent the signs to RVBA members at a price to be determined at a later date. Tim made a motion to accept, Steve seconded and the motion was passed unanimously.
7. **Nominating committee - responsibilities amended to include Human Resources:** Richard requested a motion to change the nominating committee responsibilities to include Human Resources. Steve requested Richard clarify the definition of human resources. All present agreed. Steve then made a motion to add Human Resources to the responsibilities carried out by the Nominating Committee. Dan J. seconded the motion and it was passed unanimously. Richard stated that he would check the By-Laws to see if a By-Law change was needed to finalize the change.

- 8. Marla Siegel - New Board member introduction:** Steve gave an introduction of Marla, ahead of her morning visit, for the benefit of the benefit of the Board members who had not yet had the opportunity to meet her. She is a member of the Lonstein Law Office in Ellenville. She grew up in the Rondout Valley, left for schooling and has since returned to practice law.
- 9. Consumer marketing program presentation:** Tim & Joe were scheduled to give another presentation regarding the Member to Consumer Marketing Program at the October membership meeting. Discussion was held regarding the upcoming meeting location and it was decided that the meeting would be held at Stone Ridge Wine & Spirits. Further, it was decided that the presentation should be saved for November to increase the opportunity for pre-event promotion to the membership. Richard said he would contact Mohonk to find out if the November 10<sup>th</sup> breakfast meeting could be held there. If not, it was agreed that the meeting should be held at Ivan's.
- 10. Visions Auction update:** Richard explained to the Board that, the Paulson family, who have every year handled the framing of the photographs for the auction, have been questioning the return on investment. As a result, they may not wish to continue their donation into future years. Richard wished to inform the Board of this possibility and have brief discussion regarding ways to increase attendance at the Auction event. He presented the idea of getting promotional flyers into the schools for distribution to the students.

Carl said he would contact Rondout Valley and Cindy has been working in concert with Sarah Johnson to get them in the Ellenville schools.
- 11. Visions Guide update:** Richard explained to the Board that 80% of the revenues have been collected and suggested removing non-paying advertisers from the Guide. Tim suggested that he and Carl visit the non-paying advertisers first and try again to get the money. Richard then turned discussion to updating the contents of the Guide to reflect a new distribution schedule. He asked the Board to discuss what that new distribution schedule might be, stating that he felt that November is not a good time for release. Following Board discussion it was decided that the Guide should be printed immediately, a small amount should be distributed locally immediately and the rest be distributed at the beginning of 2012. Additionally, following printing, each advertiser should receive a copy of the Guide along with a letter from the RVBA explaining the distribution schedule.
- 12. November 2012 planning meeting:** The planning business meeting will be held Thursday, November 3<sup>rd</sup>, 4:00 pm at Friends & Family II. There will be an Executive meeting of the Finance Committee on October 17<sup>th</sup> ahead of the business meeting.
- 13. Jennie Bell Pie Festival:** Richard gave an overview of the event stating that it was a success. A small profit was made and brief discussion was held regarding future plans based on this years' experience.
- 14. Marla Siegel:** Marla Siegel arrived and was welcomed by the Board.

15. **Other:** Laurel opened discussion regarding 2012 dues billing schedule. The discussion was tabled until another meeting.

The meeting adjourned at 9:20 am.

Submitted by Cindy Sweeney October 25, 2011