

Thursday December 2, 2010

Minutes taken by: Cindy Sweeney

Minutes

Meeting of the Rondout Valley Business Association Board of Directors Thursday December 2, 2010, 7:30am at Friends & Family II.

In attendance: Richard Travers, Laurel Sweeney, Steve Kelley, Carl Pezzino, Denise McCarrol, Tim Sweeney, Ben Shor, Eric Stewart, Dan Gagnon, Dan Johnson, Joe Alfano, Greg Schoenfeld, Cindy Sweeney

Not present: Sue Benz

Meeting convened at 7:30

Motion made by Dan G. to adopt the minutes of the November 2010 board meeting. The motion was seconded by Carl and unanimously approved.

- 1. Calendar sales outlet / other review:** Richard began by showing a finished copy of the 2011 *Visions of the Valley* Calendar to the Board. He highlighted the addition of RVBA and other local events being included in the dates of the calendar. The Board expressed their pleasure with the final product. Discussion then moved onto pricing and sales. Richard explained that several locations for distribution had been targeted and he requested Board involvement in contacting those locations for consent to sell the calendars. The Board agreed and assignments were made. Discussion then turned to pricing and how to handle associated expenses such as credit card fees and sales tax. Based on past experience and with ease of handling for the retailer in mind, it was decided that the selling price of the calendars is to be \$10.95 each plus tax, bringing the total to \$11.85 per calendar. In order to make it easier for the retailer and to assist in covering additional expenses such as credit card fees, at the end of the sales event, the RVBA would collect \$9.95 for each calendar sold, leaving \$1 per calendar sold for the retailer. Further, it was decided that a quantity discount would be offered. A customer buying 10 calendars would receive 1 free of charge. Further discussion was held regarding sales locations. Tim suggested direct sales of the calendars be held outside of Emmanuel's marketplace and conducted by Honor Society students. All present agreed this was a good idea and favorable dates and times for the sales event were discussed. Richard offered to call Rosario Agostaro of the RVCSD to make the suggestion regarding the Honor Society Students. Richard also suggested trying to get the calendars into the Ellenville & Rondout Valley school districts for sales.

2. **Visitors Guide update:** Richard began by explaining to the Board that the pricing for the Guide has been figured out based on 20,000 copies and 70 outlets, up from last years' production of 7,500 copies and 50 outlets. He explained that, with the new pricing structure and production/ distribution plans, market research to date has shown a favorable response. Greg Schoenfeld passed around a media kit that he and Richard created. Richard explained that the media kit (and calendars) would be available at the RVBA Holiday Party and that Greg would begin immediately selling advertising spaces in the Guide and memberships to area businesses wishing to be in The Guide that are not yet members. Further discussion was held regarding new formatting ideas, aimed at raising advertiser involvement. Carl suggested adding a community page and approaching organizations such as the Boy Scouts.
3. **Website review:** Richard pointed out to the Board that proper upkeep of the website requires constant review. He suggested that the Board consider which committee oversight of the website should fall under. Carl suggested that the Marketing Committee should handle it and decide if a subcommittee was necessary. There was general Board agreement of this point and discussion was closed.
4. **2011 Membership renewals:** Richard explained to the Board that the first 2011 Membership Dues renewal reminders have been sent out by Cindy via both USPS and email. He further explained that the plan moving forward is to send out a follow-up reminder some time in mid December, both electronically and by mail. Included in the follow-up letter would be an introduction of a cutoff date for inclusion in the membership section of The Guide. Eric S. raised a question regarding the proposed timeline of The Guide. Richard explained that the current target date for initial distribution is April 15th, 2011.
5. **Holiday Party:** Discussion began with a brief overview of the Holiday Party plans. Arrangements have been made with Ivan's restaurant to host the party. A DJ was contacted regarding playing Holiday and dance tunes during the party. The DJ agreed to play from 5:30 until an undetermined time, close to the end of the party. He also agreed to charge the RVBA a discounted rate of \$250 for his time (his normal rate is \$100/hr.) In addition to payment for the DJ, other costs would include tip for the wait staff at Ivan's. Following his outline, Richard made a motion for the Board to allocate \$500 for the Holiday Party. Several Board members present said they would not approve this motion. Following Board discussion it was decided that the DJ was not necessary. Richard then made a motion to allocate \$250 to cover tip for the wait staff, although he added that he did not necessarily expect to use all of the allocated funds. Steve K. seconded the motion and it was passed unanimously. Further discussion was then held regarding the format of the party. Richard stated that the check-in table would be used by Cindy & Greg to sell calendars and introduce attendees to the marketing package. Other suggestions were made for a 50/50 raffle or door prizes. Most present liked the idea of door prizes. Tim, Dan J., and Joe Alfano all agreed to donate door prizes. Tim then suggested that each Board member should try to bring a guest in order to increase attendance and that the Board members call the membership

to personally invite them. Further discussion was held regarding the attendance of non-member guests. It was agreed that it was okay for Board members to bring non-member guests and that a limited number of more active members (non-Board) would be allowed the privilege as well. Stipulations of non-member attendance are that Cindy be notified ahead of time so a tag denoting their non-member status can be made. Following this decision Richard reiterated that the event is not open to the general public and that non-members would be allowed only by invitation.

6. **Committee meeting status:** Events Committee and Marketing Committee are still trying to find common availability dates for a meeting. The Finance Committee has met and will give a report. Nominating Committee has not yet met. Membership & Ambassadors Committee has not yet met. They have plans to do so after the holidays. Outreach & Relations Committee have not yet met but are in the process of scheduling a meeting.
7. **Finance Committee update:** Dan Gagnon presented a Finance Committee update to the Board. He began by distributing a tentative budget to all the Board members and stated very clearly that the numbers shown were based solely on last year's numbers. He expressed to the Board members the importance of each committee submitting, as soon as possible, projected 2011 budgets so the Finance Committee would have real numbers to work with during the finalization of the 2011 Budget. The Finance committee is hoping to have the final budget by mid January. Carl stressed to the Board the importance of proper class allocations for both profits and expenses. Richard suggested that the Finance Committee review each of the budgets submitted by the committees for accuracy before adding them to the overall budget. Richard also suggested that when the Finance committee presents their reports it be separated by event so it is easier to assess profits or losses attained by each individual event.
8. **UCDC Business seminar:** On Monday, December 6th the UCDC will be hosting a seminar on how to do business with Ulster County, NYS and the Federal Government. Richard suggested that he was planning on attending and encouraged other Board members to attend as well. Dan J. said he would go. Richard pointed out that this would be a good opportunity to network and gather information ahead of the planned RVBA Business Economic Forum meeting. Feedback from attending the UCDC event would be directed toward the Events Committee.
9. **2011 Meeting Schedule:** Richard suggested opening discussion regarding the 2011 membership meeting schedule starting with a breakfast meeting in January. He requested that the Board give thought to potential topics for the breakfast meetings. Carl suggested an overview of the Rail Trail as a subject. Tim suggested having a mixer on the Rail Trail. Richard said he had spoken with the Ellenville-Wawarsing Chamber about having a joint meeting with the topic of "Obama-Care". Richard suggested also inviting the Rosendale Chamber to take part in this meeting. The Board expressed concern about such a potentially political topic and expressed caution when approaching the subject.

10. Tax for 990: Tim had questions for Dan G. regarding the mandatory filing of 990 tax forms. Dan said, yes, filing of this form is mandatory for all not-for-profit entities. He also pointed out that before it is filed, the Board members must look at it. He again stressed that it is crucial for the Finance Committee to have a final budget before submitting these forms. Dan also raised the question of whether or not the RVBA has already in place a whistleblower policy and a whistleblower contact, which is required by the Federal Government. Following Board discussion it was agreed that the Vice President should be nominated to act as whistleblower. Steve Kelley presented the motion. It was seconded by Carl and unanimously approved. Eric Stewart currently holds the position of Vice President. Richard questioned Dan on further protocol regarding the whistleblower policy. It was noted that the By-laws needed to be amended to include a whistleblower policy with an automatic designation of the Vice President to the position. Further it was noted that this information needed to be posted to the website. According to Dan G. the purpose of a Whistleblower is to act as an outlet, should any member of the organization have an issue with the operation of the organization.

11. Bill payment: Richard questioned the new protocol for bill payment with the advent of a bookkeeper. Dan answered, saying that Cindy would continue to pick up the mail and do the deposits. All deposited monies would be detailed and photocopied and forwarded to the Bookkeeper. Cindy and Richard will continue with the payment of bills. Cindy will photocopy all checks written and forward them to the bookkeeper.

Action Items:

- Cindy - send call list to Board for Holiday party
- Amend By-laws to include whistleblower policy and post to the website
- Rocco Pucino needs to be removed and Eric Stewart added as signatory on the bank account

The meeting adjourned at 9:20 AM

Submitted by Cindy Sweeney December 21, 2010