

Thursday January 6, 2011

Minutes taken by: Cindy Sweeney

Minutes

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

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

Not present: All present

Meeting convened at 7:30 AM

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

- 1. Reciprocal / Gratis memberships:** Discussion was held regarding instatement of policy pertaining to an organizational trade for RVBA membership fees. It was suggested by Richard that, in instances agreed upon by the Board, the RVBA would exchange a payment memo in lieu of actual payment for annual dues or other services provided by that organization. Further, granting of gratis memberships were discussed in cases where the organization or individual has voluntarily provided an abundance of supplies or services to the RVBA. There was general Board agreement on the validity of the policies and the immediate recipients. A motion to accept was made by Richard, seconded by Joe and passed unanimously.
- 2. 2011 Membership renewal status:** Richard presented the update. To date, two invoice mailings have been completed. The first round of invoices was sent out both electronically and via the postal service. A letter accompanied both of the postal service invoices. The third and final round of invoices are scheduled to be delivered on January 21st. Those members who still have not paid their dues following the receipt of the third letter will receive a phone call from Greg to assure they are aware of their membership status. At the time of the meeting a bit more than half of the membership had paid their 2011 Dues.

- 3. Visions Guide update:** Greg presented an update to the Board. He outlined both members he had already spoken with and others he intends to contact. After hearing the update, it was suggested by Laurel that perhaps there could be Board involvement when contacting some of the larger regional businesses. There was general Board agreement on this idea. It was decided that Greg would send a written report to the Board outlining the current status of The Guide membership involvement and target businesses. Following receipt of the list, Board members would report to Greg any information that he might find helpful.
- 4. Visions Calendar update:** Discussion was held regarding what to do with the remaining calendars. Following Board discussion it was decided that the calendars price should be changed to \$7.95 + tax and that each retail outlet would remit \$6.95 to the RVBA for each calendar sold. Sue raised the question of whether there should be a further reduction in price following and open time period. Following further discussion it was decided that all calendars remaining unsold after an unspecified date would be used as a marketing tool and given to new or strong prospective members. Richard made a motion to accept both of these policies, Erick Roosa seconded the motion and it was passed unanimously.
- 5. Marketing Committee update:** Richard gave the update for the marketing committee. He began by presenting the Board with the packet created for distribution to all paid members. He outlined the contents and briefly explained some of the programs already available to members. He specifically highlighted a new program created by the Marketing committee titled 'Member to Consumer Ad Program'. This program will give RVBA members the ability to opt into a secured database of shared customer contacts. This database will be used on behalf of the participating member businesses to send promotional emails. Participation options include coupon offerings and banner advertisements on the coupon pages. All present were in favor of the new program. Further discussion was held regarding some of the details of the other programs. It was requested that the survey which is included in the packet be made available online for submission electronically as well as via the postal service. Additionally, discussion was held regarding the production and distribution of RVBA membership cards to large organizations with several hundred employees. Richard stated that the committee had discussion regarding other possible methods of identifying those individuals qualifying for RVBA benefits since providing each of them with a card is problematic. He explained that one possible solution would be to have them use their employee identification, where available. There was general Board agreement that this was a good idea. Other solutions were still being discussed for what to do in the absence of company specific employee identification.
- 6. Scholarship Fund update:** Following brief Board discussion it was decided that the RVBA would continue it's support of the RVBA Scholarship fund.

7. **Events committee update:** Nik gave the update for the Events Committee. He stated that the committee had met twice and began by creating a comprehensive list of current RVBA events, events RVBA participates in which are hosted by others, and prospective events. This list will be used as a beginning outline for the 2011 events calendar. Discussion was also held regarding membership meeting locations and topics. He and Richard then highlighted a couple of new ideas formulated by the committee.

First idea presented was a Rondout Valley Destination Weekend Getaway. In this concept two separate lotteries would be held at both the Ellenville Blueberry & Huckleberry Festival and at the Visions of the Valley auction dinner. Entrance into these lotteries would be available

- Via purchases at RVBA businesses 6 weeks prior to the event (1 ticket for every \$10 purchase),
- By “checking in” at the RVBA booth at the Blueberry Festival
- With the purchase of a ticket to the Visions auction.

Getaway packages would include food, lodging and activities all donated by RVBA member businesses, some of which have already agreed to participate.

The second idea highlighted was the addition of Member business mixers. During the months when the RVBA is hosting a breakfast meeting, member businesses will be invited to host a mixer at their place of business. The event will be advertised to the membership by the RVBA on behalf of the host business. All expenses related to the mixer will be the responsibility of the hosting business. It was pointed out that this program should be added to the information in the membership welcome packet.

8. **Other committee reports:**

- Nominating committee - no report
- Finance committee - no report. Will present their quarterly report in February
- Outreach committee - no report
- Membership & ambassador committee - Greg reported that there was a meeting last night and that he will be writing up a series of notes that will be distributed to the Board.

9. **Bookkeeping:** Richard introduced Kate Kenney of Bad Beagle Bookkeeping to the Board. He explained that they have been working together with the Finance Committee and all bookkeeping was in order and financial obligations are being met. The Board was pleased to meet Kate and welcomed her.

10. **Other:** Richard presented to the Board an invitation by Boundless Edge to attend an ice skating show being held at Mohonk. He suggested that perhaps an email blast should go out to the membership regarding the event. Both Laurel & Sue questioned this, pointing out the RVBA policy of members needing to pay for such email blasts. Discussion was held regarding the purpose of the event. Richard stated that he was relatively sure the proceeds benefited underprivileged children but that he would need to do more research to be sure. Following brief discussion the Board decided that, if proceeds of the event were used for community betterment, the RVBA would send an email to the membership publicizing the event. However, if the proceeds were being used to benefit the business then they would need to pay for any emails sent to the membership.

The meeting adjourned at 9:05 AM

Action Items:

- Greg - Send written update to the Board
- Cindy - Adjust calendar prices
- Cindy - Send calendar accounting to the Board
- Richard / Cindy - Add membership business mixer program to the membership welcome packet
- Richard - Research Boundless Edge event proceeds usage

Special notation - During the January 13th members breakfast meeting the annual election was held. Members present at the meeting held a vote. Erick Roosa was elected at this time, replacing Ben Shor. Richard Travers & Dan Gagnon were also re-elected for a term of three years.

Submitted by Cindy Sweeney January 13, 2011