

Thursday June 2, 2011

Minutes taken by: Cindy Sweeney

Minutes

Meeting of the Rondout Valley Business Association Board of Directors Thursday June 2, 2011, 7:30am at Friends & Family II.

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

Not present: Dan Gagnon, Steve Kelley, Laurel Sweeney

Meeting convened at 7:30 AM

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

- 1. Visitors Guide update:** Kate gave the Board an update on the financial progression of the Guide to date.
- 2. June membership mixer:** Richard requested the Board make a decision on the location of the upcoming membership mixer. Following brief discussion it was decided that Friends & Family would be an ideal location.
- 3. Kerhonkson Accord Chamber of Commerce:** Richard attended a meeting last week with Mark Craft and two members of the KACOC to receive an update on the status of the KACOC. To date, letters have been sent out to their members requesting a vote on whether they would like to change their membership to either EWCOG or RVBA, or if they would like their membership money back. Board discussion then moved on to the Jenny Bell Pie Festival, which was previously sponsored by the KACOC. Richard will be attending the first meeting to discuss the pie festival Friday night. He anticipates details regarding the details of this years' festival will be discussed. He also mentioned that there are already some volunteers within the RVBA who have expressed availability to help with the festival. Board discussion then turned to the EWCOG Blueberry Festival and the RVBA's participation in it. Richard stated that he is currently the chair of the events committee for both the Blueberry Festival and the Pie Festival, but would prefer another Board member take over the position. Brief discussion

was held and it was decided that Dan J. would become the Blueberry festival event chair and Richard would continue to chair the Pie Festival committee.

4. **Garden Tour:** Eric gave an update to the Board. He began by passing around a copy of the press release and the advertising forms which will be sent out to the membership. He explained that the day of the event is the 16th of July. The deadline for advertising is June 27. Kerry Vitek of Lederman Childrens Center will handle advertising collection and guide layout. The RVBA will be handling the finances. Eric then gave a brief update of the gardens that have committed to being on the tour. He stated that 5-6 more garden sites were needed. During the course of his presentation he also received several advertising commitments from the Board members present at the meeting.

5. **Blueberry Festival - RV as a destination** - Richard opened discussion by referring to the Kiosk that was going to be shared by the RVBA and the Scenic byway. He was concerned that the Kiosk would not arrive in time for the Blueberry Festival. He then opened discussion about solutions for creating a booth at the festival. Brief discussion revealed that the framework for the booth (tent, tables and chairs) would not be difficult to procure but the Board needed to discuss what promotional materials would be distributed from the booth. Additionally, a budget would need to be constructed.

6. **Rondout Esopus Land Conservancy (RELC) RVBA Grant** - Richard informed the Board that the anticipated Rail Trail Grant monies from the RELC have been received. The RVBA was notified by way of a letter outlining the terms and conditions of acceptance of the monies. Richard read the letter and requested Board discussion and/or agreement to the terms before he signed the acceptance notice. Following an overview of the acceptance letter, Joe made a motion to accept, Eric seconded the motion and it was unanimously passed. Dan J. raised a question. Since the RVBA is now able to receive donations would we like to begin to solicit them? General consensus was definitely yes. Joe suggested a letter to the membership informing them of the grant. He agreed to assist with that process. During discussion an idea was presented to use the grant money as a dollar for dollar grant. Everyone present agreed this was a great idea. Richard said he would contact Walter Levy and ask if this would work within the parameters of the RELC requirements. Further discussion was held regarding the map. Sue suggested posting to the website a "map in progress" detailing both the finished and unfinished portions of the trail.

7. **Valley of the Giants special mixer** - Nik wished to discuss the details of the mixer and the requirements of the RVBA in relation to the mixer. Richard explained that there will be a special mixer at Kelders farm. Maria and Lisa will provide the refreshments. The RVBA will send out an email to the membership as per the usual price of \$50 for two email blasts or one set of mailing labels.

8. Other business -

- Distribution help was requested from Board members putting up posters in the Valley. Several Board members agreed to help.
- Member to consumer mixer - Joe promised a report very soon
- July meeting - Social media meeting location was needed. Richard suggested Pine Grove Ranch as a first choice. Lydia's country deli and High Falls Café were second and third choices. All present agreed. Discussion was then held regarding combining the member to consumer and the social media meeting. It was pointed out that having a separate mixer would cost the RVBA money where as combining the two topics into one breakfast meeting would eliminate most of the overhead.

The meeting adjourned at 9:00 am.

Submitted by Cindy Sweeney June 27, 2011