

**Thursday July 1, 2010**

**Minutes taken by:** Cindy Sweeney

Minutes

Meeting of the Rondout Valley Business Association Board of Directors Thursday July 1, 2010, 7:30am at Friends & Family II.

In attendance: Richard Travers, Carl Pezzino, Tim Sweeney (arrived 8:10am), Denise McCarrol, Dan Gagnon, Sue Benz, Eric Stewart, Dan Johnson, Ben Shor, Cindy Sweeney

Not present: Pam Kimmerling-Hoveling, Laurel Sweeney, Ev Mann, Steve Kelley

Meeting convened at 7:30

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

- 1. Rail Trail initiative:** Richard gave the Board an overview of the June 23 Rondout Valley Rail Trail (RVRT) initiative Executive committee meeting. He explained that this was the first meeting and the primary purpose was for introduction of the committee members to one another. Richard outlined to the Board some of the attendees, the topics covered & and how he intends, as committee chair, to maintain the forward motion of the initiative. General Board discussion was held and there was agreement that the ideas presented were sound. Richard then shared with the Board some of his excitement after learning about a beautifully maintained rail station and museum in the Town of Wawarsing located on a finished section of the rail trail that is owned by the Eastern Correctional Facility. He presented to the Board his idea of holding one of the (RVRT) Executive committee meetings at this location. The board agreed this sounded like a novel and appropriate location.
- 2. Visions of the Valley photo contest:** Richard explained to the Board that due to an unsatisfactory response to the contest, the deadline has been extended. He told the Board that 'posters' were printed and distributed, the website updated and that the road signs were going to be modified. There was Board discussion about some signs that had been impounded by the DOT. Dan J volunteered to arrange to have them picked up and placed in better locations.

3. **Visitors Guide:** Richard told the Board of a meeting he and Cindy had with Marian McCorkle (Marian McCorkle Design) regarding handling the layout and production of the Visitors Guide. He explained that he hopes to increase both content and advertising. Cindy has agreed to handle the advertising sales. Richard has been collecting various media kits to compare ad prices.
  
4. **August BBQ:** There was not a lot to be said about the BBQ except that the location had been changed to Marbletown Town Park due to unexpected expenses involved in hosting the event at Williams Lake. Ev and Sue requested Cindy put out a request for volunteers to the membership.
  
5. **Barn Dance/ Orchard Dinner:** Richard opened with a general accounting of the Barn Dance revenue. He told the board that approximately \$2500 - \$3000 had been brought in and 50% of that money will be coming to the RVBA. He explained that he felt the raffle sales were disappointing. He explained that a post event meeting has been arranged to discuss the Barn Dance and look forward toward the Orchard Dinner. Tim questioned whether the event had been worthwhile. Richard stated that he felt that it was and would be even more so with improvements.
  
6. **'Berkshare' money concept:** Richard presented to the Board a promotion being used in the Berkshire district of Massachusetts in which visitor can purchase "Berkshare Dollars" for a discount. He cited a possible scenario of 95 US Dollars being used to purchase 100 Berkshare Dollars. The visitor would then use the Berkshare Dollars at local businesses and realize a 5% discount on their purchases. Board discussion was had regarding the pro's and con's of the idea. Sue Benz offered to speak with Ulster Savings about implementation details. Richard said he would contact banks in other areas where the same concept is being used. After further Board discussion it was agreed that more research was needed to predetermine the details, pitfalls and methodology of the promotion.
  
7. **Website:** Richard showed the Board the first draft of the new website and explained the proposed fine tuning details he has requested of the webmaster. General Board discussion was had as Richard reviewed all the pages of the website. Various refinements were recommended but the overall Board opinion of the new website was very favorable.

The meeting adjourned at 9:00am.

Submitted by Cindy Sweeney July 13, 2010