

Thursday August 5, 2010

Minutes taken by: Cindy Sweeney

Minutes

Meeting of the Rondout Valley Business Association Board of Directors Thursday August 5, 2010, 7:30am at Friends & Family II.

In attendance: Richard Travers, Carl Pezzino, Denise McCarrol, Sue Benz, Eric Stewart, Dan Johnson, Pam Kimmerling-Hoveling, Cindy Sweeney

Not present: Laurel Sweeney, Ev Mann, Steve Kelley, Dan Gagnon, Tim Sweeney, Ben Shor

Meeting convened at 7:30

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

- 1. Garden Tour:** Eric gave an overview of the outcome of this years' garden tour. According to Eric the tour was attended by aprox. 120 people which was a significant increase from past years' attendance. The total gross amount generated by the tour was approximately \$5000. Eric explained that he felt the advertising sales in the brochure needed to be increased next year. Richard explained that this task would be made easier using the new website. Richard also made a suggestion of putting small signs at the garden locations with the advertisers names on them as a way of increasing incentive for advertising in the brochure. General discussion was had regarding advertising in the brochure and how to make the expense more worthwhile for the advertisers. Sue suggested using the website to offer discounts to businesses and individuals that choose multiple RVBA advertising opportunities. Every present agreed this was an excellent idea.
- 2. BCDF Pictures:** A presentation was made by guest speaker Claude Dal Farra of BCDF pictures, a film company has recently taken up residence in the Rondout Valley. The following notes are an excerpt from a letter written by Richard to the Board following the meeting:

We had a very nice conversation about the Rondout Valley. The RVBA's history, our Mission, our Initiatives: Visions - the Photo Contest, the Auction, the Calendar, the Rail Trail, the Garden Tour, Visions - The Guide, etc. Claude actually commented that he had found The Guide to be one of the most informative pieces he had found for info on the RV. He then explained how he found his way to the valley

- you can read most of what he said this morning in the following article from the Times Herald-Record. <http://www.recordonline.com/apps/pbcs.dll/article?AID=/20100726/ENTERTAIN/100729835>. Claude then spoke of the opportunities that could be created for what I will refer to as product placement. As an example, the thought of filming gardens during the Garden Tour, similar to the filming recently done in Rosendale during the Rosendale Street Festival. The thought is that we might be able to get gardens to participate in the tour that previously did not choose to participate if they were offered the opportunity of having their garden appear in a movie. There were a number of ideas that we could collaborate on which could create a revenue stream for the RVBA, while simultaneously highlighting our valley and promoting our member businesses. The upshot of this meeting is that BCDF is interested in collaborating with the RVBA. They love the valley and are interested in promoting our Mission, while we assist them with the creation their films. They plan to make 4 - 5 films a year with a budget of \$20M - \$30M. Claude believes as much as 50% will be spent locally in the Greater Hudson Valley, a significant portion of that here in the Rondout Valley since the majority of the filming will be within a 15-20 mile radius of Kerhonkson. Pam and I will be preparing a series of talking points for further discussion with BCDF and will report back on our progress.

3. **August member meeting BBQ:** Richard explained to the Board that due to a lack of RSVP the BBQ had to be canceled. In further discussion he pointed out both past years' poor attendance to meetings during the month of August. Based on these observations he made a motion that the RVBA not hold a membership meeting during the month of August. The motion was seconded by Sue and passed unanimously. Brief discussion was held regarding the August BOD meeting and it was agreed by all present that the August BOD meeting should continue to be held as scheduled.
4. **Visions of the Valley Photo Contest:** Richard gave a brief update to the Board of the status of the photo contest. He explained that 57 photos had been received and the judging is scheduled for August 17th. He also explained that he & Cindy have already begun discussion on ways to improve the 2011 calendar, including adding important RVBA events to the calendar among other ideas.
5. **Fourth quarter meeting review:** Board discussion was held regarding the location and topics of the years' remaining meetings. The outcome of the discussion was: September will be a breakfast meeting at Lydia's Country Deli. Speaker will be Alex Shiffer. Topic will be: Regional Newspaper in Today's Economy. October will be a mixer with the location still TBD. Discussion was held about the possibility of the meeting being hosted by Stone Ridge Wine and Spirits. November will be a breakfast meeting to be held at the Postage Inn. Speaker will be Mike Hein, County Executive. Topic will be: The state of Ulster County from a business viewpoint. December will be a holiday party. There was general Board discussion based on last years' poor attendance of this meeting. Pam suggested and all present agreed that the party should be held on the usual second Thursday of the month so as to avoid conflict with the many weekend holiday parties that happen in December. The meeting/party will be held at the RV Golf Club.

6. **RVCS**D: Carl gave a brief update on some of what he has learned regarding the prospective path of the RVCSD. He said that from his viewpoint the school district is focusing on improving the quality of the education being offered but neglecting to adequately address the finances required to effect these changes. Richard suggested that a meeting should be arranged between the RVBA and Superintendent Rosario Agostaro following the next RVCSD Board meeting to discuss the financial aspects of their planning and how it relates to their educational goals.

The meeting adjourned at 9:20am.

Submitted by Cindy Sweeney August 22, 2010