

Thursday September 2, 2010

Minutes taken by: Cindy Sweeney

Minutes

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

In attendance: Richard Travers, Laurel Sweeney, Steve Kelley, Carl Pezzino, Denise McCarrol, Tim Sweeney, Ben Shor, Sue Benz, Eric Stewart, Dan Johnson, Pam Hoveling, Cindy Sweeney

Not present: Ev Mann, Dan Gagnon,

Meeting convened at 7:45

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

1. Visions:

- **The Auction:** The Auction is scheduled for Sunday, October 3rd. Richard has been working in conjunction with the New Paltz Chamber of Commerce on a trade in which he allowed signs to be placed on his property and arranged for them to be placed at Emmanuel's Plaza advertising the "Taste of New Paltz" event. In exchange the New Paltz Chamber will send an email blast to their membership advertising the Visions of the Valley Auction.
- **The Calendar:** Richard explained to the Board that he and Cindy have begun the process of having the calendar produced for 2011.
- **Visitors Guide:** Richard explained to the Board that he has been in contact with Marian McCorkle of Marian McCorkle Design and is waiting for her quote to handle the design of the 2011 Visitors Guide. He explained that if her quote was found to be reasonable he expected to move forward with the guide production using her as the designer. He also explained that this year Cindy would be handling the ad sales. There was general Board agreement on this approach and brief discussion regarding content followed.

- 2. RVBA sponsored Artist Tour:** Richard presented to the Board a concept that was recently brought to his attention. The town of Saugerties is host to an annual artist tour which apparently has met with great success both for the town and the involved artists. He suggested the idea to some local artists

and they were so enthusiastic about the idea that they went ahead and formed a committee to begin the process of creating an artist tour in the Rondout Valley. Richard expressed to the Board his support of the project and suggested the RVBA be involved as a sponsor. His idea was that the RVBA would establish a new membership category for artists. The cost to join as an artist would be \$50. Of that money, twenty would be used for promotion of the Rondout Valley Artist tour. Concerns were voiced regarding the status of the currently inactive Marbletown Arts Association. Tim stated that he would contact the previous director of the MAA to make sure this idea would not be a problem for them and seek their involvement with the artist committee. There was general agreement that the general concept of a Rondout Valley Artist Tour was sound. Richard requested Board approval to proceed. Steve put forth a motion, it was seconded by Carl and passed unanimously.

3. **Rail Trail update:** Richard explained to the Board that he is currently doing follow up work with the Deputy Council for the DOC, George Glasinos, regarding the section of Rail Trail bordering the correctional facility. Richard then went on to share a request sent to the RVBA by March Gallagher of the UCDC to attend a “Friends of Mike Hein” event. Since his support would be helpful to the success of the Rail Trail initiative, Richard felt it would be beneficial to attend. Ben expressed his concerns about the RVBA being involved in politics. There was general agreement that this concern was valid. Carl, Tim and Richard then expressed their interest in attending the event as individuals involved in the Rail Trail initiative and not representative of the RVBA as an organization. Richard then went on to update the Board on some of the other “pieces of the puzzle” he is currently working on including working with Dennis Doyle in regards to the section encompassing Kyserike to Lucas Ave. and OSI (Open Space Institute) regarding the details of an Old Kings Hwy. access, parking lot and trail head.. He also told the Board of his plans to work on clearing a section between Kyserike and Lucas Ave. with his brush hog on September 18th.
4. **RVBA Foundation, 501(c) 3 designation:** Richard pointed out to the Board that with the current RVBA tax status, the organization is not allowed to accept tax-deductible donations. He suggested that the RVBA should change its designation to become a 501(c)3. He told the Board that Mike Segal has already agreed to handle the paperwork should the RVBA decide to make the change. A motion was set forth by Steve to change the RVBA tax designation, seconded by Tim and unanimously approved.
5. **Catskill Resort Museum:** Richard shared with the Board an initiative he heard about at the Blueberry Festival for the creation of a Catskill Resort Museum. He felt the Board should know about it because of it's economic value to the area. When Richard introduced the idea, Steve Kelly stated that he is the Treasurer for the group and is working on their 501c3 status. The founder of the initiative is Jack Godfrey, a Rondout Valley native currently living in Virginia who knew many of the important entertainers

of previous decades and wanted to give them a place to leave a legacy. Richard suggested to the Board that they consider having Jack as a guest speaker at one of the meetings. The idea of both the museum and Jack as a speaker were well received.

6. **RVCSD:** Carl gave an update as of a meeting held by the RVCSD at the end of August which was attended by both Carl and Dan G. He relayed to the Board that while the educational process is being overhauled, the costs involved in the proposed programs are still not being discussed. Richard was perplexed about how direction could be discussed without looking at a budget. Carl suggested that perhaps the proposed changes are being mapped first and then the finances will be applied according to availability. Board discussion was held regarding various opinions about how things should be handled within the school district and possible ways to reduce costs. Following discussion Richard brought the meeting to focus once again and asked Carl what he thought would be the most effective way to refocus the RVCSD on fiscal responsibility. Carl suggested a letter to Rosario stating the RVBA's concern and requesting a meeting. He also suggested that before the letter is written, the Board should wait to hear from Dan G. The subject was left open pending Dan's report.

7. **Website improvements:** Richard gave a brief update of the website stating that more information was needed regarding local links. Laurel offered to send informational pages currently being used on the Nutshell website. Cindy stated that she could add a list she had compiled during the first website redesign process. Richard then went on to tell the Board that a copy of last years Visitors Guide is now online in PDF form and available for remote viewing. He told the Board that he is still working with the webmaster to refine the readability.

8. **Other:** Tim again brought to the Board the concept of creating an initiative to get businesses to share mailing lists and create a monthly coupon email. There was again general agreement that this was a sound concept. Richard suggested that Tim chair a committee aimed at addressing this initiative.

9. **Unpaid member dues:** Richard brought to the attention of the Board the number of members who's membership dues remain unpaid at this time. Each Board member was supplied with a list of unpaid members. The list was gone through and each Board member spoke up regarding whom they were willing to call. Discussion then ensued regarding how to avoid this situation again next year. Several ideas were brought to the table at this time. Carl suggested that members be given the option of paying for next year's dues at the same time. Sue suggested a multi-tiered billing approach followed by a deadline. Richard suggested that the penalty for missing the payment deadline could be exclusion from the Visitors Guide. More discussion ensued regarding methodology following which Richard suggested a draft of the process with timeline should be created.

Action Items:

- Laurel/ Cindy - Content to Webmaster
- Dan G. - Provide update of RVCSD budget process
- Tim - Monthly coupon initiative
- Richard / Sue - Map membership dues campaign for 2011

The meeting adjourned at 9:15 am.

Submitted by Cindy Sweeney September 21, 2010