

**Esopus Business Alliance - (EBA)**  
**Monthly Meeting - Monday, October 26, 2009**  
**Location: Shooters, 165 Broadway, Port Ewen, NY**

**Minutes**

Present:	Howie Slotnick	-	President
	Jessica Winchell	-	Vice President
	Luke Keyser	-	Treasurer
	Vincent Coq	-	Member of the Board of Directors
	Joanne Dorcent-Coq	-	Member of the Board of Directors
	Kathleen M. Milhaven	-	Recording Secretary

At 6:15pm the meeting was called to order by the President and everyone took a seat in the meeting area.

Howie Slotnick opened the meeting and proceeded to welcome everyone.

Howie then introduced Lois Ingelis from the Port Ewen Library:

**Speaker: Lois Ingelis from the Town of Esopus Library**

**Annual Community Awards**

The Town of Esopus Library's Annual Community Awards Ceremony will be held on Thursday, November 12th. This year the honorees are Mike Cafaldo and Mary Williams.

**"Promote Pride in Port Ewen"**

- The "Promote Pride in Port Ewen" (PPPE) Team will be taking out an ad to honor Steve DeSalvo. They will be selling tickets with the ads. Lois encouraged the EBA to take out an ad as well.
- Lois has approached Ulster County Community College to have them design a logo for the PPPE website. She suggested to EBA that we might want to be a part of this since it is possible that some day our two websites may be combined.
- Lois had approached The Town of Esopus Planning Board to see if there is some sort of welcome available for businesses. She was told she should approach The Town Board about this. Discussion: Town having a business overlay district so that Town is more business friendly.

### **Luke Keyser Presented EBA Treasurer's Report**

- Balance of \$1035.28
- \$65.00 is for the Pierre Toussaint School Fund.
- \$48.60 was paid to EBA Member Mike LaManna of LaManna Printing and Signs, Inc. for the tri-fold brochures he created which contains advertising for the EBA.
- EBA Member Caulie Brewer of Rondout Lift, Inc. paid for the food for tonight's meeting, which was provided by fellow member Clayton Shafer, Jr. of CJ's Deli.
- And more members have joined the EBA - so additional money coming in addition to the balance noted above. (Howie Slotnick to announce those new members later on in this meeting).
- Luke is using the software Quick Books for the EBA finances and that is very helpful.

### **Howie Slotnick Presented Old Business**

- Last month's EBA mixer was successful. We now have the following new members:
  - About Town, Vivian Wadlin
  - Ascension Church, Jennifer Burrows
  - Hudson Valley Sunrooms
  - Mercedes Ross, Realtor
  - Pecora's Fine Jewelry, Roscoe Pecora
  - Rainbow Sheep Shoppe
  - Susan Rogus, Business and Events Planner
- Jennifer V. Schwartz from the Ulster County Planning Board was at our last EBA meeting. She had introduced a presentation on the Ulster County Main Streets Program. There is a link on the EBA website for anybody who wishes to follow-up on this.
- EBA website is coming along little by little. There is a Members Page, an Events Page and a Members' Events Page. The EBA is seeking more information from each member to promote their own business. This info should be sent to the EBA e-mail address [esopusalliance@gmail.com](mailto:esopusalliance@gmail.com)
- EBA Member Jeff Mehl of Daybreak Virtual Office Solutions asked about the direction that the EBA is going. Port Ewen beautification? Being a political arm? Networking? Combination of the aforementioned? Jeff expressed concern that it cannot be all things to all people.

Howie Slotnick commented that we're still new and we do not want to focus only on Port Ewen. We want to bring people together, meet each other, and network. We want to help promote businesses, for example, via the EBA website. And to bring a little more exposure to the community and the members themselves. There are also potential future possibilities, for example championing a cause that we are either all for or against. We are not political. However, if there is legislation that could affect the business climate we want to know so we can discuss and see how to go. We are still feeling our way around. So far, the EBA is comprised mostly of small businesses. Most of the time it is the business owners who come to the EBA meetings, not just representatives for those businesses. In this current tough economy we need networking and self promotion. Nobody on the EBA Board or Committees is salaried. All are volunteers.

Jessica Winchell also commented that the EBA is what we want to make of it. Since she has joined the EBA she now knows everybody present at this meeting and they know her restaurant. She can now recommend the businesses of EBA members to her customers. The EBA is small enough to be affordable but where she can still be active in its participation.

EBA Member Mercedes Ross agreed with above but said EBA should be bringing in other businesses as well, then maybe those businesses can bring in other businesses to complement what we already have. Port Ewen and The Town of Esopus by themselves are not enough for shoppers. Not yet anyway. Howie Slotnick said that that is something that the EBA can grow towards. He asked Mercedes if she would like to head a sub-committee on this. Mercedes said that she would be more than happy to get involved. Additional comments from Mercedes and from EBA Member Sal Silvestri as to how public access TV can play a part in this. Howie asked Mercedes to bring in ad rates at next EBA meeting.

### **Howie Slotnick Presented on New Business**

- EBA push for new members during next month to bolster membership.
- Howie to meet with Dave Jackson, Sales Manager of AT&T Mobile Phones to see about discounts for phones.
- Howie investigating discounts for media if we bring in multiple businesses.
- Idea of having a member to member discount page on the EBA website. This would probably be a new page on the website.
- The next EBA meeting will be on Monday, November 23rd.
- The next EBA mixer will be on Monday, December 7th. This will be a festive holiday mixer.
- Christmas parade is scheduled within Port Ewen. Mike Cafaldo has offered a flatbed and trailer for the EBA to use. Howie asked attendees to let him know if they are interested.

### **Additional Discussions**

#### **Business Overlay District and Master Plan for Town of Esopus**

- EBA Member Roseane Balistreri of Rose Cottage Interiors brought up topic of business overlay district that Lois Angelis had mentioned previously. Sal Silvestri commented that this is a town function. Mercedes Ross commented that it is part of town's master plan; however Esopus' Master Plan is very outdated. Prime opportunity for it to be looked at again. Howie Slotnick asked if this is something that is currently adversely affecting our members? He then asked both Roseane and Mercedes to head up a subcommittee on this. Asked that they get a copy of the town's current master plan and business overlay district. Then maybe we can look at it and offer positive suggestions, not just negative ones. Per Jessica Winchell, we all need to be positive and welcoming to new businesses. We need to embrace new businesses. Sal Silvestri suggested that maybe the EBA can give new businesses directions on where to go and where not to go. Mercedes would like to ask the residents of the Town what they would like to see business-wise.

### EBA Goals and Advertising

- Vincent Coq commented that there are still discussions going on about the EBA's goals. We have done well so far. Networking and advertising are some of the goals we have achieved but are still working on. Vincent suggested that we approach the Kingston Freeman with a bunch of EBA members and see if we can get a discount from them. Howie Slotnick commented to the attendees that Jessica Winchell is heading the EBA's Advertising Committee and any help would be appreciated.

### EBA Membership

- Howie Slotnick commented that the EBA has been sending out e-mails to its members - and that we will be working on a newsletter. Luke Keyser suggested sending direct e-mails to non-members along with a copy of the EBA brochure. Howie said that Vincent Coq and Mike Cafaldo and Andre Dione will be heading up the EBA Membership Committee with a specific strategy.

### Port Ewen Christmas Parade and Possible EBA Participation/Advertising

- Again this topic was brought up - and this time Howie Slotnick asked for volunteers. There was no response. But there were still suggestions. Roseane said it would be nice if we had a nice vintage car with a sign on the side with the name of the EBA members. She said that fellow EBA Member Les Seff of The Klyne Esopus Museum has access to at least one vintage car. Caulie Brewer said he could contribute a convertible as long as there was no precipitation that day. Jeff Mehl said things like this need to be planned out way ahead of time. So far attendees at this meeting are saying that a Christmas parade float would be nice, but nobody is volunteering to spearhead this. Maybe this can be put in a newsletter to see if people want to get involved. If not for this year, then maybe for 2010. Cathy Robinson runs this parade.

### Stimulus Package for Small Businesses

- Caulie Brewer reminded the attendees that there is still money in the stimulus package for small businesses. Caulie himself is #6 in New York State as far as applicants are concerned. It is very easy to apply for this. Some of the information that applicants are asked are how their business has been affected by the economy and what would it take to make your business viable. Caulie can provide the name of the website and the name and phone number of the person at the Mid-Hudson Valley Federal Credit Union who can help.

Sal Silvestri motioned to adjourn the meeting.

Jessica Winchell seconded.

The rest of the attendees agreed.

**Meeting Adjourned!**

Howie Slotnick reminded everybody that next meeting will be on Monday, November 23rd but that meeting notices will go out.