

LEBANON VALLEY BUSINESS ASSOCIATION
Berkshire Farm Center and Services for Youth
Thursday 7/15/04 MEETING MINUTES

Attendees

Mona Berg	Berkshire Mountain House B+B
Ted DeLano	Hitchcock House B+B
Pat Gabriel	NLCSD - Superintendent
Rick Gillespie	Creekside Woodworking
Bud Godfroy	Godfroy's Service Station
Farid Gruber	Mountain Road School
Peggy Hawkins	Retired
Linda Hursa	Angel's Trumpet Gifts and Flowers
Kristin Knickerbocker	Spring Line Design
Lorri A. Parisi	Classic Framing & Art
Sandy Parker	Berkshire School - Principal
Kay McMahon	The Triple Nickel
Ken Ward	Berkshire School

Kay McMahon called the meeting to order.

- I) Round-table introductions were made, allowing everyone to know more about who was there and what they did.
- II) Know Thy Neighbor
 - A. Sandy Parker & Ken Ward gave an overview of the Berkshire School
 1. 100 staff members
 2. Students (all male) come from all over NYS
 3. Student body varies 250-300 students
 4. Average maximum length of stay is 1 year
 5. 12 student per class maximum
 6. Varied Curriculum
 - a. Reading levels from 1st grade through college level
 - b. Academic labs
 - c. Regents programs
 7. Volunteers for career day always needed/welcome
 8. The school provides an exceptional level of involvement, concern, and support in the lives of the pupils by the entire faculty and staff
 - B. Farid Gruber, Directing Teacher gave some background on the Mountain Road School:
 1. Non-sectarian establishment
 2. Non-competitive atmosphere
 - a. Evaluations rather than grades
 - b. Multiculturalism is celebrated
 3. Collaborative form of education
 4. Teachers rotate to be Acting Director
 5. School is separate from the Abode
- III) Secretaries Report

As was announced at the last meeting, due to work and personal commitments, Jean Cowhig resigned as Secretary. Kristin Knickerbocker stepped forward and the Board voted to accept her offer to serve as Secretary Pro Tem until elections in the fall
The report is as follows:

- A. Website www.lvba.biz is operational.
 - B. Website information forms were distributed for members who wish to be listed on the site.
 - 1. These will be e-mailed to the membership.
 - C. Anyone who hasn't been receiving e-mail announcements was asked to please send his/her correct e-mail address to info@lvba.biz.
 - D. Attendees present reviewed their contact info on the master list.
 - E. Meeting Announcements and Minutes will soon be available on-line.
- IV) Treasurer's report was given.
- A. 35 Charter Members have paid dues thus far.
 - B. It was discussed that Charter Members (those who join in the first year) may receive a reduced rate in future years. Tabled for future discussion.
- V) Old Business
- A. Rack Card Update was presented
 - 1. Revised ideas stemming from last meetings comments were presented
 - B. Lebanon Valley Foundation – Fall Festival
 - 1. Opportunities for the community to get involved were discussed
 - 2. Interest in getting the LVBA involved in the fall festival this year was expressed
 - 3. Suggestion was made to use “Independent” Town Page for Fall Festival Advertisement
 - C. Membership Drive Committee
 - 1. Peggy Hawkins and Ginger Delano are Co-Chairs of this committee. Ms. Hawkins reported the following:
 - a. The Committee has met and wants to emphasize the fact that membership includes not only businesses, but any individuals interested in the economic development of the Lebanon Valley.
 - b. The Membership Drive should be extended into and probably past August.
 - c. The list of over 135 businesses has been assigned to each of the Committee Members who will personally be contacting each of those businesses.
 - D. Cell Tower Committee status was discussed. (see addendum note**)
 - 1. Previous Cell Tower Reports will be posted on the website for review.
 - 2. Mona Berg and Ted Delano were appointed as new Committee members. Dave Kazenstein and Bud Godfroy are Co-Chairs of this Committee.
- VI) New Business
- A. Kay McMahan led an open round table discussion regarding short-term and long-range planning goals for the Association. (Membership, advertising, events, etc.)
 - 1. Discussion topics included:
 - a. Membership
 - b. Advertising
 - c. Associations sponsored events
 - d. Getting speakers who can aid in our development

- e. Formulating a master plan/ marketing plan
 - f. Identifying and Capitalizing on the assets we have
 - g. Creating an event to draw people in addition to Fall Festival
 - h. Workshop evenings for membership and community
 - B. "Independent" has solicited New Lebanon to advertise in it's Town Page (reduced advertising rate, but we must fill an advertising quota)
 - 1. Interest was acknowledged
 - 2. No specific LVBA activities or events to advertise at this time
 - 3. See Fall Festival above
 - C. Shaker Museum and Library, New Lebanon is open on the weekends. Please visit the following site for more information:
www.shakermuseumandlibrary.org
 - D. Pat Gabriel explained that the NLCSD Parent Advisory Forum is conducting a raffle for a 1987 Le Baron. Tickets will be available at The Triple Nickel and an e-mail with details will be sent out to the membership.
- VII) Upcoming Meetings
- A. August 12, 2004 - 1:00 at the Berkshire School Auditorium
- VIII) Adjourn

****Addendum Note: Regarding the Cell Tower Committee:**

It was reported after the meeting by Larry Benson, Town Board liaison, that the Town Board has been interviewing a company that will assist the community in acquiring cellular service.