

**Lebanon Valley Business Association**  
Meeting  
Thursday, September 9, 2004  
Triple Nickel Coffee Café and Golf Center

Attendees:

Larry Benson	Shaker View Farm, Town Board Liaison
Lee Berg	Berkshire Mountain House
Mona Berg	Berkshire Mountain House
Heidi Case	The Painted Tea Cup
Laurie Curtain	
Ginger Delano	Hitchcock House B+B
Ted Delano	Hitchcock House B+B
Peggy Hawkins	Retired
Rick Gillespie	Creekside Woodworking
David Joseph	Liberty Realty
Patricia Joseph	Professional Appraisal Services
Pierre Joseph	Liberty Realty
Kristin Knickerbocker	Spring Line Design
Marcia Mayer	Marcia Mayer Computing
Debra McLaughlin	Deb's Shear Perfection
Kay McMahon	The Triple Nickel
Angela Rawson	BCC
Peter Rawson	Rawson Realty
Lisa Saviano	With These Hands Therapeutic Massage
Judi Sharp	Judi's Journeys
Vivian Steinberg	ABC
Jennifer Alia Wittman	Omega Publications Bookstore
Nancy Wolf	Darrow School
Jack Yurish	J. L. Yurish & Associates, Town Board Member

- I) President Kay McMahon called the meeting to order.
- II) Introductions of attendees were conducted.
- III) Secretaries Report – Kristin Knickerbocker
  - A. Security Information Form provided by the State Troopers was distributed.
    - 1. This form will be e-mailed to the membership and available on lvba.biz.
    - 2. Completed forms will be kept at the Trooper Barracks and only used to contact business owners in the event of an emergency.
    - 3. If you wish to have your information on file please fill out and return to: LVBA, PO Box 25, New Lebanon NY 12125.
  - B. **Website [www.lvba.biz](http://www.lvba.biz) is operational.** Website information forms were distributed for members who wish to be listed on the website.
    - 1. These have been e-mailed to the membership and are also available at [www.lvba.biz](http://www.lvba.biz) on the “notices & forms” page.
  - C. LVBA Rack cards were distributed at the Columbia County Fair by Farid Gruber of Mountain Road School.
    - 1. Two corrections and one adjustment noted at the meeting will be made prior to more printing.
    - 2. Copies will be provided to ABC for distribution in their next mailing.
- IV) Treasurer’s Report – Ginger Delano
  - A. Account balance began at \$3,5752.52. After expenses for domain name, web hosting and postage the balance is \$3,406.15.
- V) Old Business
  - A. New Lebanon Foundation – Fall Festival Committee Report by Lisa Saviano
    - 1. Festival will take place of the 17<sup>th</sup> and 18<sup>th</sup> of September.
      - a. Friday: Baking Contest – bring entries 6pm Friday
      - b. Walden Chamber Players Concert, 7pm Friday
      - c. French Toast Breakfast 8-11am Saturday
      - d. 5k race 9am Saturday
      - e. Fun Run 10:15am Saturday
      - f. Auction 3pm Saturday
      - g. BBQ 4pm Saturday
      - h. Alumni Soccer Game 7pm Saturday
      - i. Dance 8pm Saturday
    - 2. LVBA will sponsor the ping pong ball toss carnival game and has donated \$50.00 toward balloons for the clown.
    - 3. Please see [www.newlebanonfoundation.com](http://www.newlebanonfoundation.com) or contact Lisa Saviano 794-6118 for more information.
  - B. Webpage Design & Presentation – Jeff Marden Consulting
    - 1. Jeff Marden gave a presentation regarding the creation of a website called NewLebanon.net.
    - 2. This site would act as a directory for the town with a calendar, single web pages and mini-sites for businesses, government and charities.
      - a. A one page listing would be 95/year.
      - b. A five page mini site would be \$295/year.
      - c. A discount would be available to LVBA members.
      - d. Charities, LVBA, and the Town would receive pages for free.
      - e. A certain number of e-mail address would come with each option.

- f. Jeff Mardin Consulting would be responsible for posting photos and data that participants provide and updating the calendar.
    - 3. The website would use search engine optimization to customize which searches it would try to be included in. For example, it may be set up to try and attract web users searching for "Berkshires".
    - 4. The Executive Committee proposed making participation in the website part of LVBA membership. Dues for new members and next year's renewal would then be increased to \$125-\$150 and automatically include a page on the site.
    - 5. A discussion ensued regarding the merits of the proposal. The general consensus was very favorable. The discussion indicated that the project was not only affordable but a great opportunity to unite the Town government, businesses, non-profits, schools, etc. and showcase New Lebanon as a destination. Approval was made to move forward with this project.
    - 6. For anyone wishing to see the presentation for the first time or review it, Jeff Marden will return to present a mock-up of the website for viewing on the large screen TV at The Triple Nickel at 12:30 on October 14<sup>th</sup> (just before the next meeting.)
  - C. The Comprehensive Plan has been forwarded to the Town Council for public review. The hearing is scheduled for September 16<sup>th</sup> at 7:00PM at the Town Hall.
- VI) New Business
  - A. Joan Phelps will be chairing a Christmas Decorations Committee. Vivian Steinberg and Heidi Case volunteered to join the committee. If anyone else would like to participate please contact Joan at 794-8989.
  - B. Peter Rawson made a motion to have Ceramtec make a presentation to the LVBA on what is being done regarding employee placements and what the LVBA can do to help. Kay McMahon will invite them to speak to the membership.
- VII) Know Thy Neighbor
  - A. Vivian Steinberg and Jack Yurish explained the background of ABC "A Better Community" as the outcome of a group who originally organized to endorse a comprehensive plan and update zoning for the Town. They now promote activities which provide a positive outcome for the community.
- VIII) Upcoming Meetings
  - a. October 14, 2004 at 1:00 at The Triple Nickel.
- IX) Meeting adjourned at 7:45 pm.