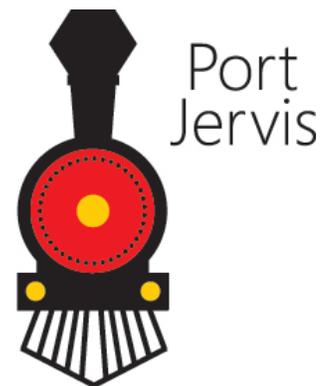


Port Jervis Tourism Board
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January 17, 2013 Board Meeting Minutes

In attendance: board members: Laura Meyer, Mike Meyer, Jeff Schoch, Terri Schoch, Debbie Schofield; city council liaison to the board George Belcher, councilman Kelly Decker

board members not in attendance: Denis Livingston, Regis Foster, Debbie Raia, Lloyd Rhodes, Harold Butler, Danny VanKleeck, Judy Rudy, Bill Schill

also in attendance: Angella Castellano

In the absence of chairman Denis Livingston, the group elected that Debbie Schofield lead the meeting. Called to order at 6:35pm.

The minutes of the last (November) meeting were accepted (Laura/Jeff).

Discussion of the **tree lighting ceremony**: unless it becomes a part of a Christmas tourism event (discussion later in the meeting) that it is a city function, not a tourism function.

Discussion of the **city light contest**: In the residential traditional (white lights) category there were only four entries; residential festive (color lights) five entries; business traditional no entries; and business festive one entry plus one last minute addition who had few lights. It seems that many homes and businesses already make the city festive and decorate without entering the contest, and possibly the city should somehow recognize them (since many of these are more attractive than some of the contest entries) and forego the contest. The board asked council liaison George Belcher to bring this up for discussion with the city council.

Discussion of the need to **define the board and set goals**. As of this meeting those attending are unsure who is returning after their 1/31/13 expired terms. Bill Schill is staying on board and returns from Florida in the spring. Harold Butler of Cruizin Port had advised the board by email on 10/2 that he cannot attend meetings on Thursday evenings, and asked to be removed from the email list. Debbie Raia has expressed that she is not returning to the board but is interested in supporting tourism efforts. Since Debbie R was designated to pick up the board's mail, a motion was accepted to have recording secretary Debbie Schofield pick up the mail (Jeff/Terri). If Debbie is unavailable she will make arrangements for Laura Meyer to pick up the mail.

Discussion and motion carried (Debbie/Laura) for the board to create a **recording treasurer** position to track expenses/income. We will periodically reconcile these records to the city clerk's records. Debbie Schofield was elected to add this to her duties as recording secretary and picking up the mail.

Discussion and motion carried (Jeff/Laura) for the board to elect an **assistant chairperson** at the next meeting, when the chairperson is known.

Expenses: In December we purchased three vinyl, two-sided, 15'x3' street banners for the Fall Foliage Festival and also three for the City-Wide Yard Sale; twenty 24"x18" corrugated plastic stick-in-the-ground directional signs (10 pointing right and 10 point left) for the Fall Foliage Festival; and 1000 tourism board business cards for a total of \$957.59 including shipping. Debbie Schofield researched prices and donated her graphic design work for these items. Robyn Hendershot of the city clerk's office was extremely helpful in placing this order online, keeping the board apprised of the status, and receiving the items. We reviewed these items at this meeting.

Event: City-Wide Yard Sale

The on-going date for this event is set as the first Saturday in May. Council liaison George Belcher will ask the city council for permission to hold this one-day event on **May 4**, and for permission to ask the DPW to hang three 15'x3' street banners during the week of March 20.

We will ask the city consignment and antique shops to sponsor this event by purchasing advertising for \$35 each on the city-wide yard sale maps. Debbie S will draft a solicitation letter and it was decided who will contact which shops. We will announce the event on the tourism web site, Facebook page, a press release, and The Little Paper because we want not-for-profits that generally hold rummage sales and food-selling events to know that this date is a great opportunity for them to hold their events to make money and also feed the crowds that we anticipate coming to the city.

More organization of this event will happen when the make-up of the 2013 tourism board is settled.

Council liaison George Belcher will ask the city council's permission to continue with the **Fall Foliage Festival** on the fourth Sunday of September, which is **9/22**. The committee will be established and organization will commence when the make-up of the 2013 tourism board is settled. There is urgency to acquire vendors for all our events soon, before they are booked elsewhere.

Council liaison George Belcher will ask the city council's permission to hold the city's first **Christkindlmarkt** (krihst-kin-dul-mark-et) German Christmas Market the weekend of Saturday November 30 and Sunday December 1, 2013, the weekend after Thanksgiving. Laura Meyer and other board members visited similar events last December in Sparta NJ and Mifflinburg PA, and Laura has done extensive research on this type of event. In talking with vendors at these events, they want a more-than-one-day event if they are going to make the trip. With the city's permission, we will move forward.

Several board members have found that there is definite interest in the historical preservation and beautification of Port Jervis. Council liaison George Belcher will ask the city council to consider creation of a group similar to the tourism board, such as an **Architectural and Historic Review Board**, whose function is to promote respect for the city's history (especially rail road) and historical architecture of the city. This group would work with the planning board and help with historical research, spearhead city beautification such as tree planting, present suggestions and consider fund-raising for preserving historical buildings, and present suggestions for façade appearance of new or renovation projects such as 100 Pike Street. Resident Jim Blanton is very interested in participating.

Discussion that we may want to consider moving the time of this meeting since board members and the public may want to attend the Drug Task Force meeting, which is from 7-8pm in the same building. Discussion tabled until our next meeting.

Angella Castellano expressed interest in becoming a board member. George Belcher will bring this up to the mayor.

Next meeting: third Thursday - February 21, 2013 at 6:30pm, municipal building, downstairs
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Meeting adjourned at 9pm.

Respectfully submitted,
Deborah Schofield

George Belcher's list of things to present to the city council:

1. Discussion of the future of the city holiday light contest (however, if Christkindlmarkt is approved this could become part of that)
2. Permission for the City-Wide Yard Sale, one-day event on May 4
 - a. Permission to ask the DPW to hang three 15'x3' street banners during the week of March 20, to remain up for about six weeks
3. Permission to hold the Fall Foliage Festival on the fourth Sunday of September, which is 9/22
4. Permission to hold the city's first Christkindlmarkt German Christmas Market the weekend of Saturday November 30 and Sunday December 1, 2013, the weekend after Thanksgiving
5. Consider creation of a group similar to the tourism board, such as an Architectural and Historic Review Board, whose function is to promote respect for the city's history (especially rail road) and historical architecture of the city. This group would work with the planning board and help with historical research, spearhead city beautification such as tree planting, present suggestions and consider fund-raising for preserving historical buildings, and present suggestions for façade appearance of new or renovation projects such as 100 Pike Street. Resident Jim Blanton is very interested in participating.
6. Angella Castellano's request to be appointed to the tourism board