



Rondout Valley Business Association

**The
Rondout Valley
Business Association**
is a membership-based
group of businesses,
organizations, and
individuals dedicated
to enhancing the quality
of life for residents
of the Rondout Valley
and promoting the region
as a destination for the
hundreds of thousands
of visitors who visit
Ulster County
each year.

ANNUAL REPORT 2017-18



President's Message

Dear Members,

As we embark on our 24th year, we want to acknowledge our beginnings. What started as three local business owners, Dan Gagnon, Jim DiDonna and Doug Hunt, sitting around a table in 1995 became the Marbletown Business Association and has evolved into today's Rondout Valley Business Association, with over 130 members. Our geographic reach extends from Marbletown in the north to Ellenville in the south, Rosendale in the east and west to the Catskill Mountains. RVBA is membership-based group of businesses, organizations and individuals dedicated to enhancing the quality of life for the residents of the Rondout Valley, while promoting our businesses and our region as a destination for the hundreds of thousands who visit Ulster County each year. Our influence reaches throughout Ulster County and beyond.

In 2018, we experienced many successes. We introduced popular new Social Media Boot Camps at SUNY Ulster. We continued our fourth year of collaboration with the Rondout Valley Central School District and a dedicated group of volunteers who organize a leadership course for students featuring local business professionals. There were business breakfasts, mixers and a holiday party. It was a good year!

During the course of the year, four Board members stepped down for various reasons: Lynn Archer to rejoin the County Legislature; Sevan Melikyan to focus on his successful business; Michael Smith due to an employment change; and founding member Tim Sweeney after 18 years of devoted involvement. This leaves us with openings for new Board members who want to be involved with RVBA's continuing success. If you are interested in the opportunity, please speak to any Board member.

We believe RVBA has a lot to offer businesses in our valley and are dedicated to growing our membership. This year we are launching two membership campaigns – a reacquisition effort directed to former members and an acquisition campaign targeting businesses that are new to our area or have not considered RVBA membership. In order to be successful with these campaigns, we need our members' help. You are our best salespeople and we'll be reaching out to each of you for support!

We wish you a great year,

Richard Travers



2017-18 Highlights

Membership

- Grew to 127 members as of 10.31.18
- Created and distributed Membership Directory
- Developed and distributed new Member Welcome materials

Marketing

- Supported Small Business Saturday shop local campaign with ads in local publications
- Expanded social media presence
- Updated and improved website and online Membership Directory

Education

- Worked with Rondout Valley Central School District and local businesspeople on 2018 Leadership Institute
- Presented Social Media Marketing Boot Camp series at SUNY Ulster for RVBA members

Events & Programs

- Held breakfast and lunch meetings featuring the Ulster County Executive, Ulster County Tourism, Rondout Valley Town Supervisors, and forums on Lyme disease and the New York Healthcare Act
- Held evening mixers at Mohonk Preserve, Tony & Nick's and Shadowland, and the 1850 House
- Celebrated at our Annual Holiday Party at Friends & Family II in Accord

Staff

- Welcomed Liz Straub as RVBA Administrator

2017-2018 RVBA Board of Directors

Richard Travers
President

Steven Kelley
Vice President

Gretchen Reed
Secretary

Melissa Carlile
Treasurer

Lynn Archer
Victoria Coyne
Nik Gerner
Sevan Melikyan
Karen Osterhoudt
Dr. Alan Roberts
Tom Smiley
Mike Smith
Tim Sweeney

Staff

Liz Straub
Administrator



2017-18 Statement of Activities

Revenue

Membership Dues	\$ 13,330.00
Special Events	\$ 5,485.00
Interest	\$ 33.57
Total Revenue	\$ 18,848.57

Expenses

Advertising & Marketing	\$ 1,171.68
Professional Fees	\$ 7,733.75
Mememrship Expenses	\$ 6,434.66
Dues & Subscriptions	\$ 36.00
Insurance	\$ 977.00
Special Events	\$ 1,710.00
Office Equipment & Supplies	\$ 1,708.67
Printing	\$ 180.86
Scholarship Fund	\$ 500.00
Taxes	\$ 25.00
Total Expenses	\$ 20,477.62

The RVBA's mission is to enhance the economic and social opportunities of those who work, live in, and visit the Rondout Valley.

**P.O. Box 450
Accord NY 12404
(845) 687-4567
www.rondoutvalley.org**

*Cover photo: Shawangunk Cliffs by Frank Tkac,
Courtesy of Mohonk Preserve*