



Rondout Valley Business Association

ANNUAL REPORT 2020-21

RVBA 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.

Rondout Valley Sunrise by Gerald Berliner



President's Message

Dear RVBA Members,

Last year continued to be challenging for businesses and the entire community. Despite advances in vaccines and treatment, the COVID crisis has proven to be a formidable force, with new variants providing new obstacles to overcome.

Despite these challenges, the RVBA was able to continue to meet virtually and advocate for our members. We held our well-attended virtual Annual Meeting in February and worked on adaptable programming that could be delivered in-person or online.

We've also experienced a few organizational changes at the RVBA. In September, Richard Travers retired from the Board, and we commend him for his many years of service and wish him all the best in his new business ventures in Ellenville. Longtime Board Secretary Gretchen Reed is stepping down after a decade with the organization as she focuses on onboarding a new colleague at Mohonk Preserve, and we thank her for service. And speaking of new staff, this fall we recruited and welcomed Sierra Stitt, who is serving as our Administrator reporting to Director of Business Development Kate Kenney.

Over the past year, we've remained committed to advocating for our members. We've provided letters of support for new projects and initiatives and have continued our work to improve cell service availability and reliability. We are glad to see more efforts from our legislators and service providers in this area and will continue to promote digital access for our members and the Rondout Valley community.

Our strongest commitment is to you – our members. We continue to explore new ways to support you. Recent examples include arranging a RVBA member discount on local advertising services and teaming up with SUNY Ulster to offer a professional skills seminar. In 2022, we will focus on identifying your needs and developing more programs and services that will contribute to your success.

As we adapt to new realities, we also look forward to emerging new opportunities for Rondout Valley businesses. As the saying goes, "change equals chance," and we're committed to helping our members embrace change and the chance to move forward boldly into a brighter future.

Sincerely,

Michael Tumminia
President



2020-21 Highlights

Membership & Marketing

- Reached out to new area businesses
- Welcomed new members Scott Daniel's Auction & Gallery, Catskill Concierge, Peak Excavating, KMR Landscape & Excavation, and The Upstate Marketing Team of Keller & Williams
- Ended the year with 114 members
- Expanded social media presence via Facebook and Instagram
- Promoted Small Business Saturday and Shop Local efforts via advertising and public relations
- Promoted RVBA member holiday offerings through social media and email

Events & Education

- Surveyed RVBA members about topics for future educational programming
- Held Zoom Morning Meetings for members including: "Dealing with COVID-19" with RVBA Vice President and President & CEO of Ellenville Regional Hospital Steve Kelley; "Small Business Recovery and Resiliency Program" with the Mid-Hudson Small Business Development Center; "Pivoting Your Business Online" with Geordie Kingsbury of Lightspeed and Cody Schatzle of Query Creative; RVBA Virtual Annual Meeting and "The State of Ulster County" with UC Executive Pat Ryan; "The State of Ulster County Tourism with UC Director of Tourism Lisa Berger; "Ulster 2040 Update" with UC Director of Economic Development Tim Weidemann; "Ulster County Rail Trails" with Ulster County Rail Trail Advisory Council Chair Kevin Smith; and "State of the Rondout Valley" with Town Supervisors and Ellenville Mayor
- Held a Membership Mixer in May at the Stone House Tavern in Accord
- Collaborated with SUNY New Paltz on the education seminar "Polish Up Your Professional Skills" in November
- Held our Annual Holiday Party in December at the Stone House Tavern in Accord

Governance

- Added an additional staff member, Administrator Sierra Stitt
- Formed a Nominating Committee to review and solicit new Board members

2020-2021 Board of Directors

Michael Tumminia
President

Steven Kelley
Vice President

Gretchen Reed
Secretary

Scott Davis
Treasurer

Eric Cafaro
Melissa Carlile
Nik Gerner
Miriam Gibbons
Paul McMenemy
Dr. Alan Roberts
Eric Stewart
Tim Sweeney
Richard Travers

Staff

Kate Kenney
Director of Business Development

Sierra Stitt
Administrator



2020-21 Statement of Activities

Revenue

Membership Dues	\$ 10,800.00
Donations	\$ 61.00
Interest	\$ 31.01
Total Revenue	\$ 10,892.01

Expenses

Advertising & Marketing	\$ 928.85
Insurance	\$ 1,620.00
Membership Expenses	\$ 154.72
Office Equipment & Supplies	\$ 566.70
Professional Fees	\$ 5,678.75
Scholarship Fund	\$ 500.00
Taxes	\$ 25.00
Total Expenses	\$ 9,474.02

**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**

www.rondoutvalley.org