



**TUXEDO CHAMBER OF COMMERCE**  
**GENERAL MEMBERSHIP MEETING**  
Town Hall Community Room  
**January 26, 2005**  
**MINUTES**

**In Attendance:**

**Members:**

Scott Lesko, Augusta Properties  
Dale Mottola, Applied Systems Group  
Kerriane Cavada, Color Schemes Painting  
Pam Graetzer, Graetzer Communications Corp.  
Greg Stevens, Gregory Stevens Financial Services  
Bill McMullen, McMullen's Tavern  
Hao Li Ee/Craig Newell, Path Computer Systems  
Fred Jones, Sterling Forest LLC  
Greg Duffy, Sterling Portfolio Management  
Dan Carlin, Town of Tuxedo Police  
Bob Thompson, Tuxedo Park Preferred Properties  
Jim Burger, Tuxedo Park School  
Andy Berish, Tuxedo Silver Dollars  
Jerry Mottola, USPS/Jerico

**Guests:**

Jim Gell, Sterling Forest State Park  
Christina Tremblay, Tuxedo Park Resident  
Colleen Monahan, Creative Signs  
Sue D'Attolico, D'Attolico Organic Farm

Scott Lesko, President, brought the meeting to order at 5:30 PM. There were no previous meeting's minutes to approve. He listed the Agenda topics, and asked those present to introduce themselves.

**Open Discussion on Tuxedo Farmer's Market:** Mr. Lesko advised that the plan for the Chamber to sponsor a Farmers' Market in Tuxedo is moving forward. There are many issues which must be carefully investigated; one of the most important is hiring a "Market Manager." This Manager will be instrumental to the success of the Market, and will be responsible for handling all the logistics each weekend. Sue D'Attolico, who has extensive experience with the Warwick Farmer's Market, advised that their Market Manager is paid \$120 for each market event which comes out of the weekend's fees from vendors. She also recommended forming a Market Committee, comprised of a proper balance of chamber members, residents (consumers) and vendors; there should also be a Market Board formed as soon as possible to compose the By-Laws and Official Market Guidelines. It would be helpful to follow the New York City Greenmarket Rules and Regulations.

Ms. D'Attolico, who is herself a vendor of organic produce and the President of the Pine Island Chamber of Commerce, continued that a Farmers' Market allows consumers local access to the freshest products available directly from local farmers, cutting out the middleman and keeping agriculture alive. She stressed the importance of advertising, and expressed the idea of attracting consumers with special theme days, sharing recipes, chef of the week and tasting samples.

**Vendors:** Ms. D'Attolico said a true Farmers' Market has fresh produce and baked goods, wine or cheese, and these market-type products only should be allowed, as opposed to craft fair-type items. She advised that all Vendors must comply with NYS rules with regard to proper sanitation, etc. because NYS can arrive anytime to do an inspection. Mr. Duffy asked what the Chamber's commitment to the Vendors would be, and Ms. Mottola asked how Vendor applications are handled. Is it first come first served? What about competition of similar products? Is it rain or shine?

**Support:** Mr. Lesko said that he is preparing a letter seeking a Permit to hold the Market in the train station ("old police station") parking lot each Saturday from June 18<sup>th</sup> thru October 29<sup>th</sup>, and hopes that the request will be considered by the Town Board at its February 7<sup>th</sup> meeting. It is hoped that the Farmers' Market will be fully supported by the Town, Police and DPW. It was agreed that the Market should serve to bring the community together, provide a focal point for downtown Tuxedo as a destination for residents and tourists alike, which will serve to positively affect local businesses. There was a discussion on donating the leftover Market products each weekend to local seniors, soup kitchens, shelters or Tuxedo Place.

**Parking:** Chief Carlin recommended having the parking for the Market down at the daily commuter parking lot off Powerhouse Road, and that a sign be posted notifying hikers and other tourists that this will take place. Mr. Lesko said perhaps the upper lot could be divided – half for the Market and half for parking. Ms. Mottola advised that the Post office has very little parking as it is, and cannot be interfered with. Ms. Graetzer offered to lay out an initial plot plan with space and traffic considerations, to get a better understanding of the logistics involved.

**Cost:** Ms. Mottola asked how the start-up costs are estimated, to which Ms. D'Attolico responded that, in her experience, the Market is self-supporting, since the vendor fees can be used as seed money. One option would be for the vendors to pay for the entire season up front to get a discount. Mr. Berish asked what would be the break-even point? What is the minimum number of vendors needed? He said to also keep in mind the Town may try to lease the Station property in the future. Mr. Lesko said that it will be a definite investment by the Chamber for the first year, and that the most important aspect is obtaining a multiple year commitment from the Town. There would have to be a long range commitment from everyone in order to build momentum, gather good word of mouth, and make this Market a success. Ms. Graetzer offered to do a cost analysis for the Chamber.

**Follow-up:** It was suggested that advertising needs to start immediately, because spring is right around the corner. Notification should be made to newspapers, Tuxedo Inside Out, the Village Mayor's Newsletter, etc.; all members are encouraged to volunteer for the Board or Committee, or just attend the committee meetings when possible, and even attend the Town Board meetings – any and all support is crucial. Ms. D'Attolico provided a brochure on upcoming "Farmer's Market Information Forums" sponsored by The NYS Dept. of Agriculture, and Ms. Tremblay offered to go to the next one to gather data. Mr. Lesko suggested that the

Chamber investigate applying for NYS matching Agricultural Grants to offset the cost of start-up and advertising as well as a NYS voucher program wherein the vendor can get reimbursed for offering senior citizen discounts.

**Discussion on Chamber Banners:** There has been a proposal to inquire into the prospect of purchasing beautiful Town banners to display along Route 17, just as many other adjacent towns do. Colleen Monahan of Creative Signs in Pine Island was introduced to show her company's banners, which met with enthusiastic approval. Members roundly preferred a vinyl material which would last much longer than canvas. Mr. Lesko suggested selling advertising spots to local business on the bottom of the banners. Ms. Monahan showed how a small sign would be attached to the bottom of each "sponsored" banner with a bracket. It was suggested that the banner design could rotate by season, having one for one for spring/summer and one for fall/holiday. Discussion ensued on what the banners should say, and one idea presented was "Tuxedo – Gateway to Orange County." The consensus was this would be a great idea for the Town as well as a way for sponsoring companies to advertise their business to over 16,000 cars per day. Ms. Graetzer suggested and most agreed that the design and color stay true to the one the Town already has (the Train Station in red). Mr. Lesko advised that the next step is to create a banner design to present to the Town Board at an upcoming meeting, which should really go over well considering the cheap cost and eye-catching quality and color; such banners should prove to create a cohesive definition of a downtown corridor in the Town of Tuxedo.

**Discussion on February Follies:** Mr. Lesko announced that the winter Family Fun Day called "February Follies" will be held on February 12, 2005 from 3:00 PM to 10:00 PM at Sterling Forest Ski Center. Ms. Mottola said the Chamber has spent \$450 to mail out a postcard, and there will be an item in the Tuxedo Inside Out, and showed the posters that will be displayed. She asked for ideas on prizes for the raffle as well as the games during the event. Discussion ensued. Some prizes suggested were a digital camera/printer combo, a snowboard (which would be on display in Bentley's window), a personal DVD player (each costing \$170), gift certificate to the Snow Zone store, and ribbons or medals. The Ski Center should provide some lift tickets at a discounted rate. Some events scheduled will be downhill racing, snow shoe races, penguin toss, hula hoop and a special tubing session. Volunteers were recruited for participation.

**Other Business:** None

The meeting was adjourned at 7:36 PM.