

Copake Economic Advisory Board

Minutes of Meeting

October 21, 2008

Present

Charles Dodson
Chris Quinby
Marcia Peteroy
Morris Ordovery
Neal Klein
Milbrey Zelle
Karen Hallenbeck

Excused

Leslie Wood
Fiona Hutchison

Absent

Linda Gabaccia
Walter Kiernan

Public

Bob Sacks
Diana Cinque
Frank Peteroy
Warren Bloomfield

Minutes of the Previous Meeting

Karen Hallenbeck moved approval of the minutes of the September, 2008 meeting. Following a second by Neal Klein, the motion was approved unanimously.

Fall Foliage Tour Map

Bob Sacks reported that 2000 copies of the Tour Maps have been ordered and are expected to arrive during the week of this meeting. Cost is \$328.63 plus shipping.

Taconic Hills Central School Internships

Neal Klein continues to coordinate with Cybil Howard, Business & Marketing Education Teacher about this internship program. He reported that 4 students are in intern positions currently with 12 others waiting for appropriate business positions. The Board thinks this is excellent progress since this program was announced only one month ago, since our goal was 5 student placements by this meeting and since publicity about it has been limited. To improve the publicity, Neal will provide Chris will an article for *The Independent*. Charles will send out 50 postcards to Copake businesses about the program and how to get involved. *The Register Star* will be contacted about an announcement or article.

Copake Falls Day

Milbrey Zelle reviewed for the Board various aspects of the Day including the now resolved incident that initiated the Town Board's request to the CEAB to provide a uniform policy for all public events supported by Town of Copake funds. A lengthy discussion followed that focused on vendor policy, parking issues and others. Mibs will review these concerns with the Copake Falls Day Organizing Committee and will solicit their input for formulation of the policy needed. Following this report at the November meeting, the Board will start preparation of such policy. The Town Policy Manual and Copake's Code of Ethics will provide input for this process.

Website Quarterly Report

Charles Dodson provided the attached October, 2008 Quarterly Report on Website. Two highlights are that the amount of information downloaded from the site continues to increase and the average number of visitors per month continues to grow.

Time for administration also continues to increase.

2009 Celebrations

Review of Current Budget Status

This stage of the budgeting process for 2009 provides the following to the CEAB.

A6410.4	\$3100	CEAB operating budget and Website cost
A6410.41	15000	Copake Community Day
A6410.43	3000	Copake Celebrations

Anticipating that funding for Copake Celebrations will remain in this budget, Karen Hallenbeck, Chris Quinby and Fiona Hutchison were asked to draft guidelines for the disbursement of these funds.

Celebration Guidelines

This committee's draft is attached. Discussion occurred on many aspects of the draft proposal. Members were concerned about the title of the draft, the ordering of the specifics in the presentation, the general nature of what the funds could not be used for, and details about the list of applications. The drafting committee will review their proposal, take into account the various member's suggestions and provide a revised draft for these guidelines at the November meeting.

Anticipating the implementation of this guideline process, the Board also discuss the need for an Application Form for Celebrations Funding, whether submissions for funds should be quarterly or some other time unit, how to implement the review of applications especially if members of the CEAB are active in the organization applying for funds. One suggestion was to create an executive committee of the CEA, this group serving as the fund review committee.

More discussion will be needed on all these points.

New Business

Review of Procedures for New Members, December Meeting

By-laws were reviewed for the selection process of members whose terms end December 31, 2008. These are: Marcia Peteroy, Chris Quinby and Milbrey Zelle. C. Dodson advised the Board of his resignation at year's end.

Discussion on Request for Liaison Replacement

The Chair was requested unanimously to write the Town Supervisor recommending a replacement for Walter Kiernan as liaison to the CEAB because he has not attended any meeting since February.

The Independent's Article on Wind-Electrical Conversion per House

Marcia Peteroy directed the Board's attention to an article in *The Independent*, October 21, 2008 on wind turbines for private homes.

Chris Quinby's motion to adjourn was seconded by half the Board and approved unanimously. Next CEAB meeting will be 7pm, November 18, 2008.

Attachments:

October, 2008 Quarterly Report on Website

Guidelines for Disbursement of Entertainment Funds for the Town of Copake

OCTOBER, 2008 QUARTERLY REPORT ON WEBSITE

1. Remember that data analysis of website statistics involves a different approach since January, 2008. Software no longer counts spiders, robots or special HTTP states as visits.

This has reduced “apparent traffic” by 25-35% per month, but has not reduced “real traffic”.

2. Average bandwidth downloaded per month:

2006	1.7 Gigabytes
2007	2.2
2008	2.3

3. Visitor’s countries: 35-40/month

4. January-August, 2008, first time with more than 6000 visits each month except the short month February.

5. 397 different pages viewed in September. Below are the top ten.

Job openings	Events Calendar
Business Directory	Directions, Search, Plans/Reports
Recreation	Demographics, CPC, Board of Ethics
Guestbook, govt. offices, minutes	Town Code, History, Community Organ.
Assessor Rolls	Calendar, Seniors, Annual Reports

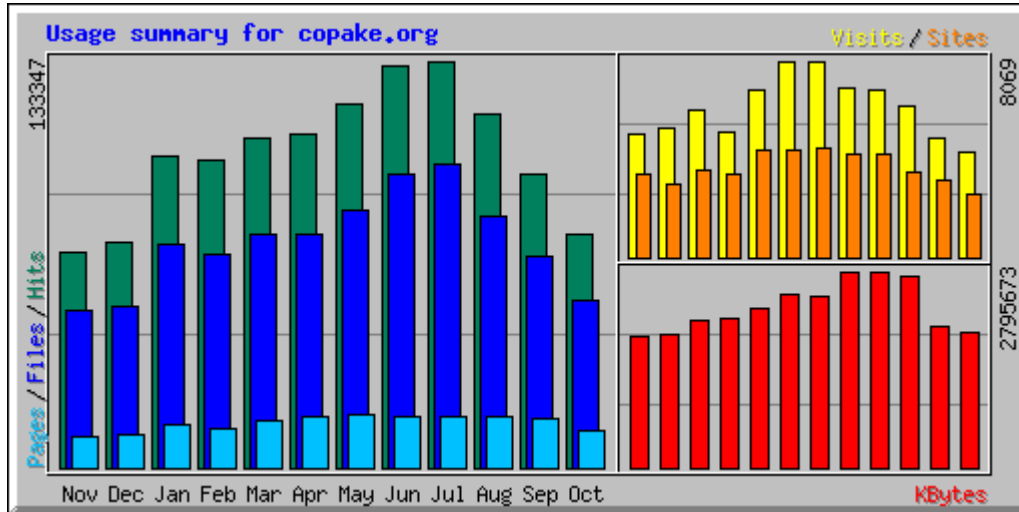
6. Visitors connect to site from:

Direct Address/Bookmark	61.9%
Search Engines	16.8
Links on External Pages	21.1

7. 43% of first-time visitors Bookmark this site.

Usage Statistics for copake.org

Summary Period: Last 12 Months
Generated 23-Oct-2008 02:42 CDT



Summary by Month

Month	Daily Avg				Monthly Totals					
	Hits	Files	Pages	Visits	Sites	KBytes	Visits	Pages	Files	Hits
Oct 2008	3319	2375	533	186	2576	1939616	4283	12272	54636	76341
Sep 2008	3214	2311	533	162	3162	2004476	4862	16012	69333	96443
Aug 2008	3737	2654	539	199	3480	2731293	6197	16714	82291	115873
Jul 2008	4301	3206	548	222	4238	2790766	6883	17008	99416	133347
Jun 2008	4383	3201	563	231	4255	2795673	6949	16913	96044	131506
May 2008	3853	2714	555	258	4519	2452032	8022	17216	84146	119461
Apr 2008	3642	2550	562	268	4366	2454571	8069	16861	76518	109288
Mar 2008	3484	2461	504	221	4438	2263262	6856	15624	76313	108019
Feb 2008	3482	2410	446	177	3389	2131169	5137	12935	69913	100982
Jan 2008	3295	2356	452	194	3580	2098729	6040	14037	73062	102147
Dec 2007	2381	1701	348	171	2981	1890860	5325	10818	52746	73839
Nov 2007	2346	1711	336	167	3377	1863634	5037	10099	51356	70394
Totals						27416081	73660	176509	885774	1237640

C. Dodson

****Draft****

Guidelines for Disbursement of Entertainment funds for the Town of Copake

Eligibility Criteria- All Applicants MUST meet ALL of the following to be considered for funds from the 2009 Entertainment budget:

1. Applicant's programming, administrative practice and/or board membership do not discriminate on the basis of race, color, national origin, sex or handicap.
2. Applicant's project must take place in the Township of Copake.
3. Applicant's project must be open to the public.
4. Applicant must submit a final summary to the CEAB/Town indicating how money was disbursed within 60 days after end of event.

The money many NOT BE USED for:

1. Operating expenses of privately owned facilities (e.g. homes)
2. Capital expenditures of organization.
3. Expenditures for the establishment of a new organization.

The primary goal of the budget:

1. To provide entertainment services in the Township of Copake.

Application would call for but is not limited to the following:

1. Organization's legal name, address, website, e mail, etc.
2. Amount requested/project title.
3. What the proposed project will consist of, when/rain date.
4. Where this event will take place.
5. A description of how this will be promoted and publicized.
6. Proposed budget for project.
7. Ending budget and accounting.

K. Hallenbeck
C. Quinby
F. Hutchison