

**UNION VALE BUDGET PUBLIC HEARING OCTOBER 18, 2023  
249 DUNCAN ROAD, UNION VALE, NEW YORK  
UNION VALE TOWN HALL 7:30 PM**

**PRESENT: Supervisor Betsy Maas**

**Town Council: Kevin Durland, Perry Gusikoff, Kevin McGivney, John Welsh**

**Town Clerk: Andrea Casey**

**Town Attorney: Attorney Jeff Battistoni**

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Supervisor Maas opened the public hearing at 7:00 PM

Elfriede Tillman had “picky small stuff but plans to listen to the budget presentation.

Supervisor Maas declared the hearing closed at 7:02 PM as there were no further comments.

## **UNION VALE TOWN BOARD MEETING OCTOBER 18, 2023**

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**Highway Superintendent Ed Kading**

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Supervisor Maas called the meeting to Order to Order and Salute to the Flag at 7:05PM.

**Motion Approve Minutes:** Councilman Welsh made a motion to approve the September 20, 2023 Meeting Minutes seconded by Councilman Gusikoff and all were unanimously in favor.

### **Town Supervisor Report – Town Updates & Correspondence, Monthly Financials, Budget Schedule, Project Updates**

- Assemblyman Beephan is holding a forum on October 30<sup>th</sup> ‘Rural Equity Forum’ for farms business and schools
- New owner for Iron Furnace sent liquor license, the Town is in receipt and it is on file
- Received the early termination of lease from Pathfinders for #2 Tymor & new renter has arrived
- Statistics about the 32<sup>nd</sup> Annual Hot Air Balloon Festival (attached)
- Review of the 2024 Budget, one change is the updated Fire Department Budget

### **Town Board Reports**

*Councilman Welsh* reviewing the 2024 budget and keeping current on all the details

*Councilman Durland* reviewing the 2024 budget as well

*Councilman McGivney* spent a damp Sunday unwrapping the new Godfrey Park Playground and enjoyed working with the residents, remarked it is quality equipment.

*Councilman Gusikoff* be aware of animals this time of year while driving.

### **Highway Report**

Superintendent Kading reported they are finishing shouldering the roads paved this summer. Prepping plow trucks for the winter season. Spoke about other truck issues and solving them. Supervisor Maas commended Christian Pesano on his work with the GPS coordinates for FEMA. Working with FEMA and Town Engineers and waiting to hear about temp fix.

### **Town Clerk Report**

Town Clerk Casey reported 2024 Recycling passes will be on sale next month and also Assemblyman Beephan is holding a winter coat drive from October 10- December 1 and Union Vale Town Hall is a drop off site.

**Public Comments-** none

**Union Vale Library** – will report next month

**Conservation Advisory Council (CAC)** will report next month

## **Parks**

Parks Report 10/17/23 Submitted by Vincent Germano

- Irish festival went well, the maintenance crew did a good job making the park look great even though the large amount of rain complicated things. The original plan for parking would not work but with the help of town hall, the constables, and the highway department we were able to temporarily close a portion of Duncan Road to use for parking instead so the event could still happen.
- The Soccer club, Pathfinder, that was renting the house at #2 Tymor Park Road moved out and there was a lot of work to prepare it for the new renter. Thankfully Pathfinder was able to assist in the painting and cleaning of the property. We are awaiting estimates to replace the failing boiler and the repair of broken cast iron piping.
- The playground build at Godfrey Park has been heavily impacted by the weather but the project is progressing, albeit slowly. Thank you to everyone that has assisted in the project so far.
- Both of the horse shows this month have gone well, considering the weather complications. The maintenance crew made the equestrian center look great. The gravel road into the equestrian center kept washing out from the rain and was becoming difficult to repair. Thankfully Ed Kading brought a load of stone in and spread it to fix before the last show.

## **Recreation, submitted by Recreation Director Maggie Collins.**

On Friday the 13th, the Recreation Department hosted the annual Halloween Movie night outside at the bandstand. Family and friends got to watch a spooky movie after the sunset, and enjoy food and drinks from Fanelli's Food Truck. We hope everyone enjoyed this unofficial kick-off to the Halloween season and come back again next year. This Friday we will be running our TGTT Halloween Party for the Arlington Central School District's half day. Students K-5th will enjoy Halloween themed games, painting pumpkins, show off their costumes, and enjoy the great outdoors at Tymor Park! Parents and guardians can find more information on our TGTT programs on the Union Vale Parks and Rec website. This Friday we will also be hosting our Fall themed Adult Paint and Sip. Family and friends can enjoy an evening of fun and get creative by following an instructor step by step to create their own masterpiece. More information can be found on the Union Vale Parks and Rec website.

## **Constable Report Submitted by George Treadwell, CIC**

Below is the Constable Report for September 2023:

Constables patrolled approximately 552 miles of town roads including all properties filling the explorer with 20.1 gallons of gasoline. The (3) town court dates totaled 48 cases on the dockets with 19 actual appearances and 11 cases responded by mail or phone. There were no issues to report. Constables reported the following during patrols:

\*9/5 Served (2) town code violations for the Building Dept.

\*9/7 Mailbox at #10 Tymor Rd. detached from post.

Additional Notes:

\*9/1-9/3 - Provided security for HV Balloon Festival. No issues to report despite large crowds.

\*9/14 - Replaced front brakes/rotors on Explorer.

\*9/17 - Provided security at annual Octoberfest, no issues to report.

\*9/30 - Provided security at Dutchess County Irish Festival. Section of Duncan Rd. needed to be shut down for parking due to wet fields. There were no issues to report.

**Animal Control, submitted by ACO Mary Jean Calvi September 2023.**

During the month of September there was one found dog, re-united with her owner. We also received word from NYS Ag & Markets that we successfully passed our state inspection for the year.

**Godfrey Park Playground – update** – hoping for 1 more week

**# 11 Tymor & # 2 Tymor Rental – update**

#2 secured new renter is in the house

#11 Tymor the Supervisor is hoping to attract a few local businesses to use different sections of the house which would be better for managing 9-5

**AED Pediatric Pad Paks – arriving soon. AED Training scheduled**

AED ordered and arrive, pediatric pads were on backorder, should be here any day training is scheduled soon

**Union Vale Library Lease**

Library lease still in progress under review with town attorney, updates coming

**Motion to Move Budget from Preliminary**

Councilman Welsh made a motion to move the tentative budget to the preliminary budget which was seconded by Councilman Durland and all were unanimously in favor.

**RESOLUTION NO. 32-2023: APPLYING FOR FUNDING FROM THE JUSTICE COURT ASSISTANCE PROGRAM (attached)**

**Approve Budget Adjustments, Transfers, Warrants, Pay Bills (List attached)**

Councilman Welsh made a motion to pay the bills and which was seconded by Councilman Durland and all were unanimously in favor.

**Public Comments on Town Issues-** Tillman had a question about the rental house and asked about the rental #2 is \$2,500 and they hope for \$3,800 for the large house.

McGivney commented he would be in favor of extending the 10-day sign rule due to early voting

**Motion to Adjourn** At 8:36 PM Councilman Welsh made a motion to adjourn the meeting which was seconded by Supervisor Maas and all were unanimously in favor.

Respectfully Submitted,

Andrea Casey, Town Clerk

**SUMMARY OF TRANSFERS  
OCTOBER 2023 BOARD MEETING**

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**SUMMARY OF BANK TRANSFERS:**

**TRANSFER FROM NYCLASS HIGHWAY CAPITAL RESERVE TO NYCLASS HIGHWAY ACCOUNT**

To move funds for highway dept Ram 2500 (approved res. 38-2022) \$ 53,103.50

**TRANSFER FROM NYCLASS CAPITAL PROJECTS ACCOUNT TO NYCLASS GENERAL FUND ACCOUNT**

To cover bills paid by general fund for Godfrey Park playground (HE) \$ 40,000.00

To cover bills paid by general fund for pool water tank (HD) 17,963.47

To cover bills paid by general fund for highway equip garage capital project (HA) 693.90

\$ 58,657.37

**TRANSFER FROM ESCROW CHECKING TO GENERAL CHECKING (ONGOING)**

To cover escrow bills paid by the general fund \$ 14,280.75



## The 32<sup>nd</sup> Annual JPMorgan Chase Hudson Valley Hot-Air Balloon Festival Wrap-up, 2023

2023 recap video courtesy of Lenscape Media, [CLICK HERE](#):

### Stats from eblasts:

- 24 emails were sent April - September
- There are 38,805 subscribers
- 40% average open rate and 22.4% click-through rate

### General Statistics:

- Balloonfesthv.com received 679,921 page views up 18% year-over-year.
- Our Membership Directory in the month leading up to the event received 36,000 hits – triple the normal monthly average.
- Sponsor ad views saw an increase to 7.6 million impressions.
- Social Media advertising reached more than 4.7 million people with over 261,000 social media event ad shares (all of which included the JPMorgan Chase Logo).
- We were covered by 21 media outlets including newsprint, radio, social influencers, and TV news.
- 76% of ticket holders were from outside of Dutchess County and 32% out of the state of New York, some as far away as California, Alaska and even Hawaii. Including; 186 tickets sold to individuals living out of the country with people traveling from Europe and the Middle East!
- 56 vendors

- Over 20,800 people in attendance during the three-day weekend (Inclusive of vendors, support staff, volunteers, security, balloonists and crew).
- 26 hot-air balloons
- 271 volunteers and staff, otherwise known as the Balloon Platoon!
- To date, on the Chambers' website the home page banner ads received 769,873 impressions and 3612 clicks to the banner ad.
- Balloon Festival Website (separate from Chamber's site) – Received 679,921 views with 211,272 unique users leading up to the event – Average time on the page is 3:41. Users are coming back more than two times on average giving us a high number of direct hits to the site.
- Our paid social media ad exposure on Facebook and Instagram reached over 4.7 million people and an additional organic exposure of 2.95 million.
- 24.3% consumer acquisition rate from Social Media advertising, Organic, Direct and even split between email and referral. Of the social media traffic 98.62% are coming from Facebook. Of hits – 14% come from Google – rest from other advertising sources such as linktree, mommypopins.com, Chronogram and Hotairballoon.com.
- We have an audience of 68% Female, with 86% being between age 25-54.
- 81.6% of users are on mobile devices.
- The Central Hudson Gas and Electric Corporation hotline received nearly 26,300 calls
- Geography of tickets sales came from the New York Metro area including the Hudson Valley, Connecticut, New Jersey, PA, Mass, then Upstate New York – in that order. The organic reach is as far away as Egypt, China, Africa, Indonesia, New Zealand and European countries.
- Ad placement has a focus on the New York Metro market, Hudson Valley, Connecticut and New Jersey with some spill over into the Berkshires.
- Press Releases were sent to 171 media contacts and the event was covered by CBS, NBC, News 12 and 26 other Hudson Valley Media outlets between Albany (Albany Times Union) and NYC.
- Email List grew from 34,000 to over 38,800 via several ticket giveaway campaigns. With new ticket sales we are adding an additional 2619 subscribers for 2024.
- Advertising included banners on our Home page of DCRCO.ORG, but as well as on the home page of balloonfesthv.com and the social media sites.

- Other prominent places sponsors were listed:
  - 70 pieces of signage at the event including; Banners and Corrugated signs
  - Promotional Flyers
  - Event Maps and Schedules
  - Radio PSA's
  - Over 30 Radio Show Interviews
  - Hudson Valley Business Scene Radio Show
  - Other Social Media: Page, Event Pages, and Paid advertising
  - Hudson Valley Hot-Air Balloon Tribune
  - Hudson Valley Business Scene - Poughkeepsie Journal
  - Lanyards
  - VIP Area – signage
  - Event passes and tickets
  - Hot-Air Balloon Banner and Special Hanging Banner
  - Email signatures
  - Scripts at all 36 Chamber Events leading up to the event.
  - Monthly Breakfast Banner and Video Screen
  - Chamber Events Calendar Page
  - Tourism Events Calendar Page for Dutchess and Hudson Valley.
  - iLoveNY Events Calendar Page
  - BalloonFestival.com Calendar Page
  - Over 2600 posts to events pages on Social Media
  - Partner posts and ads – Example, iHeart, Tourism, Dutchess County Government, Hudson Valley Tourism, iLoveNY and more.
  - Ticket Giveaways utilizing partners and influencers - iHeart Media, MommyPoppins, Hulafrog, onlyinourstate, iLoveNY, Tourism, and others.
  - Souvenirs