

Charlotte Community Association

Board of Directors Meeting Minutes

August 25, 2015, 6:30 pm

Greece Public Library, Frear Room

OUR MISSION

To build a stronger community and to enhance the lives of our residents by providing a forum for sharing information, connecting neighbors and stakeholders, and fostering civic engagement while preserving and promoting the heritage of the Village of Charlotte.

Call to Order / Attendance / Housekeeping

Meeting called to order by President Clare Stortini at 6:44pm. **In Attendance:** Clare Stortini, president; Susan Miller, treasurer; Sue Roethel, secretary; Donna Bour-Purdy, director; Pat O'Neill, director.

Absent: Patti O'Brien, director; Pam Postgate, director (arrived late). For two-thirds of the meeting there was not a quorum to conduct business.

Guest Attendees: Fred Amato, CCA web administrator and Jessica Kelly, owner of Given Wings Design Studio

Approval of Minutes

BOD minutes from 7/29, 8/3 and 8/17 are deferred. They could not be approved because there was no quorum.

Action Item: Donna will abstain from voting on the minutes prior to her first meeting as a board member on 8/17.

Treasurer's Report

Sue M. prepared a budget update to show expenditures to date for each line item. The report shows that our expenses have been \$6K more than our revenue.

Action Item: All board members will examine this report and be ready to discuss in September.

President's Report

- Lakeside Presbyterian Church: Clare met with CCA members Molly Clifford and Rose and Tom Schwartz regarding the disposition of the church. The Schwartzes would like the building to be repurposed for something that would complement the day care center, which has been operating from the back of the church for 30-35 years. Suggestions ranged from a shelter for homeless to a senior center. Clare asked the Schwartzes to engage the Landmark Society in discussions about the building because of its historical significance. A separate discussion was that the church grounds are overgrown and badly in need of a clean-up. The CCA is being asked to contribute labor in exchange for a donation by the Schwartzes. Rose and Tom would like the donation to be used for the CCA Scholarship Fund, and they have already spoken to Jean Carrozzi about that. Board member Pat O'Neill has taken on the clean-up effort himself, as both

a Beautification Committee member and Stutson St. neighbor to the church. Thank you, Pat, and thank you to Rose and Tom Schwartz for the donation. And thanks to Molly for inviting CCA President to this meeting.

- Port of Rochester Discussion Group: CCA member Ed Steinberg has organized an informal chat session on Wednesday, 8/26 at 7:30 am (tomorrow) at LDR Charpit to discuss the port development project. Ed extended an invitation to the CCA board, but most of us have work commitments at that hour. Sue M. will try to attend the session and report back to the board. Ed wants to establish weekly chat sessions that are open to everyone. His invitation prompts us to ask Rick Rinski, Steve Golding's replacement, for a status report on the development project.
- CCA Attendance at NW Quadrant Meetings: The presidents of all NW Quad neighborhood associations are invited to attend monthly meetings, which are held during the day at 71 Parkway off Lyell Ave. Ron Penders wants Clare to attend these daytime meetings, but she is unable to because of her work schedule. If Ron approves, Clare would like another board member to go in her place to represent the CCA. Sue M. and Donna both volunteered and can alternate so that one of them will attend each Quad meeting.

Action Items:

- Clare will email Rick Rinski to ask for a status report on the port development project.
- Clare will ask Ron Penders for permission to send another board member to the monthly NW Quadrant meetings. If approved, Sue M. and Donna will alternate to cover the meetings.

OLD BUSINESS

1. Website Redesign Review: Donna unveiled the new website with the help of Fred Amato, CCA web administrator and Jessica Kelly, web designer and owner of Given Wings Design Studio. Before the demo began, a series of background slides explained that the current platform we're using is expensive and has no flexibility to update or change content, and that we're moving to a much less expensive, simpler platform that allows us to make our own changes and to connect with social media, eblasts and newsletters. We can keep the same URL (www.charlottecca.org), although we should expect to be charged a renewal fee for that domain name. Email addresses on the old site are changing to new gmail accounts, including one for each committee to be managed by them. The redesign project is almost complete and is on budget for Phase I, which the board approved for 2015. The cutover from the old website to the new will take place in early October. The October newsletter will communicate the changes to our members. After the cutover, the Phase I contract balance will need to be paid in full to Jessica. For the 2016 budget, the board will need to consider Phase II options which include: 1) e-commerce that will allow online membership payments; 2) new branding and logo; 3) full integration of multiple communication methods we use.

Jessica demonstrated the navigation features and content of the new site. There are now colorful images on the landing page that can change seasonally or anytime. There is a search option and every word on every page is searchable. A 7-day events calendar auto-populates directly from the CCANews calendar and people can connect it to their personal Google calendar to enter events. The footer is static and appears on every page. It contains contact information, general meeting dates and calendar of events. Meeting minutes auto-populate as they are posted with a link to download a printable copy. There's a zoomable map of the neighborhood that pinpoints popular places to visit. The membership form will be a PDF file that allows online data entry. (Note: the form will still need to be printed out and snail mailed with payment until the e-commerce option is approved in

Phase II.) Accordion pages allow expansion of information as desired by the reader to learn about committees and volunteer opportunities, as well as community groups and local attractions. People who wish to volunteer can sign up online and submit a form that gets emailed automatically to the Programming & Fundraising Committee's Board Liaison.

These are just some of the many features of the new website. Donna will send a demo link so that board members can peruse each feature and page at their leisure. The board members were impressed with the site, and there are no concerns at this time.

Action Item: Donna will send the website link to the board. All board members are asked to peruse the site and send Donna any questions or concerns as soon as possible.

Motion: Sue M. moved to approve the Phase I redesign for esthetics, structure and content. Clare seconded; motion approved 6-0.

2. By-laws Revisions: Deferred. Awaiting attorney's feedback on the proposed revisions.

3. Charrette: CDCR submitted a proposal that needs board review and approval ASAP so that it can be used to apply for grant funding.

Action Item: All board members will review the CDCR proposal for the charrette and send any questions or feedback to Clare by Friday, September 4th.

4. Skips Marina: Email received through CCANews from Mark Brown of Beacon View Court complaining about excessive noise, raucous and foul language coming from the marina area late at night. Pat and Pam, who live nearby, have verified that the behavior around the marina is less than favorable. The CCA Planning & Zoning Committee is tasked to report the complaint to Marguerite Parrino, the City's Interim Director of Planning and Zoning.

Action Item: Pat will draft an email to Marguerite Parrino about Skips Marina and send it to Clare by Friday, September 4th.

5. Bonfire/River Romance: Sue M. has talked to Jim Baugh of the Rochester Fire Department, and he said there is no problem with our idea of having a community bonfire on the beach. He said he would contact Monroe County to be sure, and Sue M. will follow up with him about that. We want the RFD to be present to keep things safe and under control, but we need to find out if there would be costs related to that.

Action Item: Sue M. will follow up with Jim Baugh about County permission to use the beach and any costs that might be involved from the Parks Dept. or from RFD participation. We need to know these details before she goes out of town on September 3rd.

6. Pockets of Parking/Letter to City P&Z: Pat proposes that we send a letter to the City asking P&Z to address the lack of parking situation with a solid plan. He proposes that "pockets of parking" or small areas of parking be designated as safe places where patrons of businesses can park. He sent Clare a draft email to Marguerite Parrino, but it needs to be refined and put into letter format. Sue R. offered to do this.

Action Item: Sue R. will edit Pat's email draft and format it in a letter to Marguerite Parrino regarding "Pockets of Parking."

- 7. Meet the Candidates Night on 10/4:** Donna said that Fred Amato and Jean Carrozzi have moderated the event in the past, with candidates from local elections being invited to participate. Donna volunteered to organize the event, and an ad hoc committee should be established to help her.

Motion: Clare moved to establish a special ad hoc committee to coordinate the "Candidates Night" event. Sue M. seconded; motion approved 6-0.

Upcoming Events and Meetings

September 14 CCA General Meeting, 7 pm, Roger Robach Community Center
September 20 Rochester Marathon
October 2-4 River Romance (annual City of Rochester sponsored event)
October 4 CCA General Meeting: Meet the Candidates Night, 7 pm, Robach Community Center

Adjournment

Sue M. moved to adjourn the meeting at 8:44 pm. Donna seconded; motion approved 6-0.

Minutes submitted by Sue Roethel, CCA secretary.