

# Charlotte Community Association

## Board of Directors Meeting Minutes

November 9, 2015, 7:00 pm

Cannonball Café

### 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 7:19 pm. **In Attendance:** Clare Stortini, president; Susan Miller, treasurer; Sue Roethel, secretary; Donna Bour-Purdy, director; Linda MacCammon, director; and Patti O'Brien, director. With six board members present, there was a quorum to conduct business.

The board thanks the Cannonball Café and Coffee Connection for remaining open past 7 pm to accommodate this meeting. Erica Cranston, the new café manager, and her staff were wonderful.

### Minutes for Approval

The BOD meeting minutes from 9/24, 9/30, 10/5, 10/15, 10/19 and 11/2 were previously sent to board members for review. The meetings on 9/24 and 9/30 did not have a quorum, so the minutes from those meetings were accepted without changes but could not be voted on to approve. The minutes from 10/5 were previously approved on 11/2. The minutes from 10/15, 10/19 and 11/2 were discussed and changes were suggested. They were all approved as follows:

**Motion:** Sue M. moved to approve the 10/15 minutes with suggested changes; Patti seconded and motion was approved 6-0.

**Motion:** Donna moved to approve the 10/19 minutes with suggested changes; Sue M. seconded and motion was approved 6-0.

**Motion:** Sue M. moved to approve the minutes with suggested changes; Clare seconded and motion was approved 6-0.

### Treasurer's Report

Deferred.

### President's Report

- **Nola's BBQ update:** John Kabrovski, owner of the property, and Michelle McQuay, owner of the business, have closed Nola's BBQ and have established a new business on the same property. The new business name is The Rock Shrimp Company. The CCA's Planning & Zoning Committee has been asked to investigate what the plans are for this new business.

- The ROC Harbor Clam Company: This is a completely separate business with different owners than The Rock Shrimp Company. It is located on River St. The City's P&Z is having a public hearing on 11/19 at 9:30 am regarding the signage that needs to comply with the Harbor Village (HV) District Zoning Code. The CCA's P&Z will follow up after the meeting for a status report.
- Concerns about Bylaws Amendment: Clare reached out to Fred Amato about the concerns he raised at the 11/2 General Meeting. She asked him to provide written feedback to the board prior to the next General Meeting on 12/7. Fred has not responded yet.

**Action Items:**

- Linda M. and Deb Cormier (P&Z Chairperson) will investigate the status of The Rock Shrimp Company and ROC Harbor Clam Company and report back to the board.

**OLD BUSINESS**

1. **Bylaws Amendment**: A special edition of the newsletter containing the proposed changes, along with a proxy form, has been mailed out to members and posted on the web. A vote will be taken at the General Meeting on 12/7. The sign-in tables that we used for the board elections on 11/2 worked well, but the voting process itself was a bit confusing. For 12/7, Sue M. and Patti will sign people in when they arrive and issue them their voting tag. They will count the votes by a show of hands and collect the tags and any proxy forms.
2. **Port of Rochester**: We received an email from Ed Steinberg on 11/3, but it is not clear what he's asking the board to do. At the 9/24 BOD meeting when Ed and Bill (Brown) presented to the board, they were asked to work with the P&Z Committee and provide specific details about what they want the board to do. Now that the P&Z Committee has a new Chairperson (Deb Cormier) and Board Liaison (Linda MacCammon), a meeting should be requested with City officials to get an update on the Port development project. Clare said that Zina Lagonegro is the new Director of Planning & Zoning (replaced Mitch Rowe), and Mark Fitzstevens is the new Manager of Port Development (replaced Steve Golding). Clare, Linda and Deb should be included in that meeting to find out the status of Edgewater with regard to the Project Review Committee, Zoning Board of Appeals, and the Land Disposition Agreement (LDA).
3. **Ontario Beach Park Program Committee (OBPPC)**: Patti reported that Jim Farr and Molly Clifford were both at the 11/7 meeting. Jim gave an update on the marina construction project, saying that the pumps are shut down now and that the basin is filling with water. The City is looking for new tenants in the Port Terminal Building on the first floor. It has the capacity to hold 600 people for dinner and 900 people for a cocktail party. The Lakeside Winter Festival is scheduled on February 13-14. There will be a chili contest on 2/13 and the Polar Plunge on 2/14. Plans have started for a Summer Festival on July 23 or 24. Molly is checking with the City on an opening date for the marina. More information is available in the OBPPC meeting minutes (Fred Amato is the secretary). Patti was asked to share the minutes with the rest of the board.
4. **Advertising for an Experienced Fundraiser**: There is an urgent need to have someone with fundraising experience to organize a series of major events. Clare proposed that we advertise for this position now. We will be discussing the 2016 plan of work for the Programming & Fundraising

Committee, as well as all committee POWs, at the 12/10 BOD meeting. In the meantime, Donna offered to draft a job description to post with an advertisement in the December newsletter.

**Action Items:**

- Sue M. will bring the latest membership list on 12/7 to use for voting members' sign-in.
- Sue R. will bring the voting tags on 12/7.
- Clare will request a meeting with Zina Lagonegro and Mark Fitzstevens as soon as possible.
- Patti will send the OBPPC minutes to all board members.
- Donna will draft a job description for the Fundraiser position and post it in the Drop Box.

## NEW BUSINESS

1. **Membership Dues and Advertising Rates for 2016:** Donna created a summary of rate options and shared other suggestions that could significantly reduce our costs for publishing the newsletter. She recommends that we reduce the number of printed newsletters we send out. We can do that by delivering complimentary copies in electronic format only (currently we send out 50 for each issue), and also by reducing the number of issues to 10 instead of 12 annually. The savings will allow us to keep the membership rates the same for 2016. A new membership form needs to be created so that members can indicate their preference for the format in which they receive the newsletter (either paper or electronic).

Membership dues in 2015 netted \$4,425 in revenue. The following summarizes the proposal options the board considered, based on 253 members:

**Proposal #1:** Rate increase in some categories of membership level; increase in revenue is \$440.

**Proposal #2:** No rate increase but switch to electronic delivery of complimentary copies; reduction in cost is \$650.

**Proposal #3:** Publish 10 issues per year instead of 12, combining January/February and July/August; reduction in cost is \$800.

Currently there are 25 advertisers that netted \$4,215 in revenue in 2015. Donna recommends that we change levels to eliminate two redundant categories and change to sponsorship categories (Silver, Gold, and Platinum). We need to create a web page to include all sponsors and list platinum-level sponsors on the home page. We could slightly increase the rates per sponsorship level or keep the same rates for 2016.

**Motion:** Sue M. moved to adopt Proposal #2 (no rate increase for 2016 and deliver complimentary copies of the newsletter in electronic format only) and Proposal #3 (reduce number of issues to 10 per year), and switch to 3 Sponsorship levels with no rate increase (Silver, Gold and Platinum); Clare seconded and motion passed 6-0.

## Adjournment

Meeting was adjourned at 9:33 pm.

Minutes submitted by Sue Roethel, CCA secretary.

## Upcoming Events and Meetings

- 11/17 PCIC Meeting, 7 pm, Aquinas Institute
- 12/4 Annual Holiday Tree Lighting, 7 pm, RFD Engine 19 Fire House
- 12/7 General Meeting: **VOTE on Proposed Bylaws Amendment**