

Board of Directors Meeting Minutes
January 26, 2016, 6:30 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 6:53 pm. ***In Attendance:*** Clare Stortini, president; Sue Roethel, secretary; Patti O'Brien treasurer; Donna Bour-Purdy, director (via video conference); Linda MacCammon, director; and Jonathan Hardin, director. With six board members present, there was a quorum to conduct business.

President's Report

- Port Terminal Building RFP: Craig Ristuccia called Clare to advise her of his plans to submit a proposal in response to the City's RFP for businesses to open in the Port Terminal Building. The deadline for proposals is 1/29. Craig's proposal is to take over the Pier 45 space on the 2nd floor and open a nautical-themed restaurant celebrating Great Lakes history. Craig asked for the CCA's support of his proposal earlier in the week but Clare requested time to ask the board, first. There was board consensus to support Craig's plans and approve the use of the CCA name in his plan as an organization that he has a working relationship with.

Secretary's Report

Deferred. No minutes are ready for approval.

Treasurer's Report

Deferred.

OLD BUSINESS

1. **Grant Opportunity/Ad Hoc Committee Update**— At the last board meeting this ad hoc committee was established to produce a NeighborGood grant proposal to meet the deadline of 2/11/16. Donna, Sue and Clare have been working on it, and Draft #2 has been uploaded to the Dropbox for board review. A financial section has been added to show costs and sources of funding as follows:
 - \$2,500 grant
 - \$5,600 in-kind value of volunteer efforts
 - \$900 CCA budget

The NeighborGood Grants program is offered to the City's Quadrants on a rotating basis, and the Northwest Quad is eligible for these funds in 2016. A maximum award of \$2,000 may be granted to neighborhood associations to help involve citizens in improving the quality of life in their neighborhoods. In our proposal, we are asking for \$2,500 and provide a clear rationale.

Action Item: All board members will review the NeighborGood grant proposal and give feedback by the next board meeting on 2/1.

Action Item: Clare to contact Craig to inform him board approved the use of CCA name to reflect the board's support of his proposal for the Port Terminal

2. **Committee Plans of Work (POW) & Budget Proposals for 2016**

- a. **Planning & Zoning Committee:** Linda believes that Deb Cormier is not fully committed to lead as Chair. Deb has previously charged some committee members with tasks that were not executed and there has been no follow-up. At this time, Linda recommends that P&Z become an ad hoc committee due to inactivity. She will mobilize the committee on an as-needed basis and submit a POW that includes monitoring the Port, Special Permits/Variations, Zoning Board of Appeals, Planning Commission, and Zoning Board of Approval. Donna Bour-Purdy posted to Dropbox the recent City Council legislation that includes Marianne Warfle's appointment as General Manager of the Marina.
 - b. **Other:** Donna proposes taking a broader approach to setting overall goals and priorities for 2016. She shared her recommendations in a document that proposes to forego the individual committee POWs and instead focus on 6 major initiatives for 2016:
 1. Increase community involvement and membership
 2. Formalize governance
 3. Institute neighborhood outreach
 4. Manage financial results
 5. Increase communication and connection with the City and community stakeholders
 6. Fundraising
 - c. It is apparent that the current committee structure doesn't seem to be working. With the exception of the new Governance (formerly Not-for-Profit Status) ad hoc committee, all other committees are operating, if at all, without an effective community chairperson that is following the Plan of Work and is driving the group's progress to meet the goals set forth by the board in 2015. The Committee Guidelines were revised and posted to the Dropbox but have not been adopted yet.
 - d. Linda proposes that we eliminate the committees and focus on specific projects we want to accomplish, each with a finite beginning, middle and end. She believes this abbreviated approach might entice more people to participate who do not want to make an ongoing, open-ended commitment to an indefinite schedule.
3. **Memberships/Sponsorships** – In November 2015 Donna proposed a new advertising level structure that we would now call Sponsorships (Platinum, \$300; Gold, \$250; and Silver, \$135) as well as for Memberships. She created letters to send out to existing and former members and sponsors asking them to renew for 2016. These letters were approved by the board, but without the benefit of an active Membership & Outreach Committee to execute them, the campaign to seek renewals has not

happened. The board will now need to prepare a mass mailing of the letters to members and sponsors who have not yet renewed for 2016.

Action Items:

- Patti will send Sue R. an updated list of members and sponsors indicating who has renewed for 2016 and who has not.
 - Sue will create a set of mailing labels from the updated list that Patti will send her and print quantities of the Membership and Sponsorship letters (change date to January 2016). The letters and labels need to be ready on 2/1.
 - The board will stuff and label envelopes at the 2/1 BOD meeting to ready the letters for mailing immediately afterward.
 - Patti will take the letters to the post office and mail them out.
4. **Fundraising status of volunteer recruitment** – An advertisement for a volunteer coordinator for fundraising was placed in the December 2015 and January/February 2016 issues of the newsletter. So far we have had no one express an interest. This is another task that the board will need to take on by itself in 2016.
5. **Lakeside Winter Celebration planning**– Patti reported that the OBPPC has arranged for a vendor to sell food and beverages in the Port Terminal Building, leaving it up to us if we want to again sell donated bagels and other items that we would need to purchase (juice boxes, candy). Last year we raised \$200 for the day on these items. We also have an old inventory of t-shirts, hats and coffee mugs we could sell. The Saturday event is on 2/13 from 1-6 pm. We agreed to sell the merchandise for \$5 each but not the food items.

Action Items: Board members will let Patti know when they can be available on Saturday, 2/13, from 1-6 pm to sell merchandise at the CCA table.

6. **Welcome to Charlotte sign vandalized/insurance status** – Patti reported the vandalism to the insurance company and to the sign company (Sign Language Inc. in Perry, NY). Our insurance policy has a \$250 deductible; a claim was submitted. Sign replacement will cost \$1,395 for carved wood or \$575 for metal, plus \$195 for installation. We agreed not to spend the money right now on repairs or replacement until we determine what the 2016 budget will look like. For now we will leave the claim open.

NEW BUSINESS

1. **2016 Budget – We need to focus on outreach** efforts to secure more sponsorships. Again, time ran out for an in-depth discussion, so it is deferred until the board meets again in February.

Action Item: Patti will post the 2016 draft budget projections to Dropbox for review at the next BOD meeting.

Adjournment

Meeting was adjourned at 8:43 pm.

Minutes submitted by Sue Roethel, CCA secretary.

Upcoming Events and Meetings

- 2/1 CCA General Meeting, 7:00 pm, Robach Community Center
- 2/13 City of Rochester's Lakeside Winter Celebration, 1:00 – 6:00 pm, Ontario Beach Park
- 2/14 City of Rochester's Lakeside Winter Celebration, 12:00 – 4:00 pm, Ontario Beach Park