

**Board of Directors Meeting Minutes
October 26, 2016, 6:30 pm
Greece Public Library**

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 Jonathan Hardin at 6:33 pm. ***In Attendance:*** Jonathan Hardin, president; Sue Roethel, secretary; Patti O'Brien treasurer; Donna Bour-Purdy, director; Mary Chambers, director; Gini Weslowski, director; ***Excused:*** Tommy Borrelli, director

President's Report

- **Year-end Maintenance:** An audit of our annual budget and expenditures over the past few years shows that the organization is operating at a deficit of \$1,500-\$3,500 per year, or an average of \$2,000 loss per year. This is from lack of revenue to offset the cost of operating, particularly by providing printed copies of the newsletter to each member, sponsor, and a list of partners who receive complimentary copies. This trajectory is not sustainable, which is why we've been aggressively preparing to seek 501(c)3 status to make us eligible for a higher level of fundraising.

Part of the financial picture is that the cost of the printed newsletter is no longer being sustained by membership fees alone. We lose money on every membership because the newsletter they receive costs us more per copy than what we take in in membership fees. We've kept the membership fees steady while membership numbers dropped dramatically but are slowly recovering. Starting in January, we will cut back on the number of copies we print and mail out, and we'll start mailing e- newsletters out to those recipients whom we know can receive them electronically. This will reduce printing and postage costs significantly.

Action Items:

- Starting in January, all complimentary copies of the newsletter that we send out to City personnel, politicians, neighborhood groups, etc., will be mailed electronically. All members who have provided an email address will receive the newsletter electronically.
- When we roll out the Bylaws and COI Revisions in November, the message to the members will be that the organization is at a critical juncture, and we must change how it operates in order to be sustainable. One way is to scale back on operations costs, and the other is to generate revenue through more aggressive fundraising. We will educate our members about the benefits of 501(c)3, the application process, and the purpose of the related changes to the Bylaws/COI.
- Mary and Donna are preparing postcards to mail out to all residents and businesses in the neighborhood to announce information about the CCA and invite them to join as a member and/or sponsor.

- **Email from Lakeside Haven Family Restaurant:** New owner Karin Williams wants to host a Thanksgiving dinner for families in need and also do an angel tree for Christmas for children in need. She is asking the CCA to help identify community families who could benefit from these efforts.

Treasurer's Report

- Annual postage permit needs renewal before the end of the year. The account we have with the U.S. Postal Service for bulk mail also needs to be refurbished .
- Should we be filing an annual tax return as a 501(c)4 organization? In early 2015, it was determined by the accountant that we didn't need to file because our account balance is below the threshold to warrant it. However, we want to revisit this again for 2016 to make sure that is still true.

Action Items:

1. Patti will check on permit expiration and ensure there's enough money in the postage account.
2. Gini will contact our accountant about whether we need to file a tax return.
3. Sue will refer to 2015 minutes and/or ask Clare about what the accountant had to say about filing back in 2015.

OLD BUSINESS

1. **Election Process:** To prepare for the board elections on November 7th, we'll need an updated membership list for voting members to register and receive their voting tag when they arrive to the meeting. Each position on the ballot will be announced and voted on separately. We will count the votes by a show of voting tags raised. Tags will be collected back after the voting is completed.

Jonathan, Sue, Tommy and Gini may each vote as members, but they should not be part of the vote counting process, even though they are all on the ballot running unopposed. We announced this to the members at the October 3rd meeting and it was printed in the October newsletter. No further nominations will be accepted from the floor, as the deadline for nominations was September 12th.

Action items:

- Mary will bring a membership list for registration; Patti will help register and hand out tags.
 - Donna will announce the ballot and each position being voted on.
 - Mary and Patti will count the votes and collect the voting tags.
2. **Revised Bylaws & Certificate of Incorporation:** At the November 7th meeting, we will talk about the rollout through a special mailing and the vote scheduled December 5th. We will explain the reasons why the current bylaws do not guide us clearly or adhere to the 2013 changes in NYS Not-for-Profit Law, highlighted some of the significant revisions we're proposing and what they will mean.

We also need to articulate the current financial trajectory we're on and the critical need for changes. We should explain the benefits to seeking 501(c)3 status and why it's important that our bylaws and COI align with that before we apply.

Action Items:

- For the November 7th meeting, Gini will bring copies of the proposed documents to hand out. She will explain that a special mailing (to be prepared by November 14th) will go out to members by November 28th and that a vote to approve them will take place at the December 5th CCA meeting. The mailing will include a voting proxy for members who can't attend that meeting. An open discussion will happen at the December 5th meeting prior to the vote to answer specific questions about the revisions. (Note: Ask members to withhold their process questions until after we've presented the entire rollout.)
- Sue will talk about the history of the bylaws and COI review through the Non-Profit Status Committee (now Governance Committee).
- Gini will highlight the key points in the revisions and why they're needed now.
- Jonathan will talk about the current financial trajectory and the critical need for changes, with 501(c)3 status being one of them.
- Gini will talk about 501(c)3 requirements and alignment of bylaws and COI for success.

3. **Best of Charlotte Planning Update:** Claire Holden is the chairperson. The event is on Sunday, December 4th, 3:00-6:00 pm at the Robach Center. Claire has secured many raffle donations plus Amato's Restaurant from the Neighborhood of the Arts to provide free appetizers and a cash pasta bar (\$5 per person). Amato's will also provide paper supplies at no charge and has sold 15 tickets. Wegmans is donating water, juice, and a \$200 gift card.

The Robach Center has 10 tables, but 15 are needed. Sponsors are also needed: \$150 for gold level; \$100 silver level; and \$50 bronze level. Nominations have been received for 8 awards: 2 teachers, 1 firefighter, 1 police officer, and several volunteers. Gini has created beautiful wooden boxes to house the gifts and is making the award certificates.

Action Items:

- Patti will ask Ron Penders about what are the requirements for updating our festival insurance.

NEW BUSINESS

1. **Port of Rochester:** For the City update on 11/7, we are allowing 35 minutes on the agenda for the presentation and Q&A. We'll need to monitor and enforce time limits on anyone wishing to speak to ensure that a greater number of people can be heard.
2. **Charrette:** We ran out of time to discuss the process in depth, but Sue is trying to set up a visit to CDCR for the board.
3. **Tree Lighting Ceremony:** The event is traditionally held the first Friday in December at the Engine 19 fire house. We agree that it will be on Friday, December 2nd at 6:30 pm. Maybe Dunkin' Donuts could be asked to provide coffee and donuts. An event coordinator needs to be assigned.

Adjournment

Meeting was adjourned at 8:47 pm. Minutes submitted by Sue Roethel, CCA secretary.

Upcoming Events and Meetings

- 11/7 CCA General Meeting 7 pm, Robach Community Center (open BOD Meeting at 6 pm)
- 11/15 NW Public Meeting re: City's Comprehensive Master Plan 4.0, 5:00 pm, Maplewood Library, 1111 Dewey Ave.
- 12/2 Annual Tree Lighting Ceremony, 6:30 pm, Engine 19 Firehouse
- 12/4 Best of Charlotte, 3:00 pm, Robach Community Center