



Charlotte Community Association, Inc.

"A Community That Cares"

Board of Directors Meeting

Monday, December 21, 2020

6:30 PM Via Zoom

Call to order by Sue Roethel at 6:30 pm. Attendance: Sue Roethel, President., Patti O'Brien, Vice President/Secretary, RoseMary Shaw, Treasurer, Lindy Litwak, Director and Tony Micciche, Director (Absent). Barbara Lake and Jonathan Hardin as guests. Quorum is confirmed.

OLD BUSINESS

- _ was a nomination for a board appointment of Barbara Lake as a director, per the by-laws. This position will be filled until the next election cycle. A motion was made by Lindy Litwak and seconded by RoseMary Shaw. All in favor. No opposed.
- Committee Assignments for Plans of Work for 2021 were introduced and discussed. It was decided that these updated plans will be brought up and voted on at January 2021 Board of Director's meeting.
- Outreach to businesses and residents – A discussion was made with regards to the suggestion of postcards mailed to each resident and business in our community. There are more than 14,000 addresses and the current budget cannot currently accommodate this cost. The actual goal of this outreach was discussed along with options for print costs and the idea to hire an outside firm to hand deliver to households in lieu of mailing costs. RoseMary Shaw will look into pricing. It was suggested that the Membership/Sponsorship and Outreach Committee would benefit from a subscription to the Daily Record. Currently a one-year subscription costs \$229.
- Ring doorbell camera grant – Jonathan Hardin updated us regarding this opportunity. To date there are 31 people who have signed up for the free Ring camera. Jonathan has most of the grant written.

NEW BUSINESS

- Jonathan Hardin provided updates on the Leadership Academy for Young Men. Currently there are about 20 students who have a high rate of absences on remote learning, for various reasons. The school staff is looking into incentives in the form of gift cards to entice the students to attend remote class. More information to come after the holiday break
- General Meetings for 2021 – At this point, given the current increase in Covid cases it was decided to continue with the January 2021 meeting via Zoom. With regards to the February General Meeting, it is to be determined.

PRESIDENT'S REPORT – Sue Roethel

- Sue attended the Neighborhood Associations' Presidents Group. Jen Topa is the "Street Liaison" for our community. This group is interested in helping business organizations in the neighborhoods. There is no current business organization for Charlotte at this time.
- NW Quad Meeting – We were requested to provide our 3 most important requests to the City of Rochester. Our requests include: White lights on trees in our business/restaurant district; Support to establish a business alliance and Picnic tables and grills at Brewster Park.

CHARLOTTE COMMUNITY ASSOCIATION, INC.

POST OFFICE BOX 12768, ROCHESTER, NEW YORK, 14612

WWW.CHARLOTTECCA.ORG * 585-865-6101 * INFOCHARLOTTECCA@GMAIL.COM



Charlotte Community Association, Inc.

"A Community That Cares"

- MNBN Meeting – Barbara Lake and Sue Roethel attended this meeting. The members stated they felt the City is trying to move all new home builds from single family to multi-family dwellings in planning and zoning.

VICE PRESIDENT'S REPORT – Patti O'Brien

- Provided an update from OBPPC meeting that was held on December 18, 2020 with regards to plans for 2021 in the Covid pandemic. There will be no Winterfest. The annual Polar Plunge will be virtual. There are no big band dances for Spring. The summer Concerts at the Beach are hoping to be held with bands who were contracted for 2020. At this time, Wegmans is awaiting decisions based by the County.

SECRETARY'S REPORT – Patti O'Brien

- General Meeting Minutes from 9/14, 10/5 and 11/2 have been sent to the board members along with Board of Directors Minutes from 8/24, 9/21, 10/19 and 11/16. They have been tabled for next meeting. Sue Roethel will send revisions before approval

TREASURER'S REPORT – RoseMary Shaw

- **Budget Approval** – RoseMary Shaw proposed to approve the 2021 budget, contingent on small changes. Sue Roethel seconds this motion. A unanimous vote was cast to this motion.

COMMITTEE REPORTS

- Beautification –
- Communications
- Community Development
- Governance
- Membership/Sponsorship & Outreach
- Nominating
- Programming and Fundraising
- Safety & Security
- Scholarship
- Youth Engagement – Jonathan Hardin and Barbara Lake will work together as Chair and Liaison. Jonathan is working with Vaughn Collins (School Site Coordinator) and Barbara would like to work with students at Holy Cross school.

MEETING ADJOURNMENT at 7:40 pm

CHARLOTTE COMMUNITY ASSOCIATION, INC.

POST OFFICE BOX 12768, ROCHESTER, NEW YORK, 14612

WWW.CHARLOTTECCA.ORG * 585-865-6101 * INFOCHARLOTTECCA@GMAIL.COM



Charlotte Community Association, Inc.

"A Community That Cares"

Upcoming Events:

- 1/4/21 General Meeting, 7 pm via Zoom
- 1/18/21 BOD Meeting 6:30 pm via Zoom
- 2/1/21 General Meeting, 7 pm, TBD
- 2/15/21 BOD Meeting 6:30 pm, TBD

CHARLOTTE COMMUNITY ASSOCIATION, INC.

POST OFFICE BOX 12768, ROCHESTER, NEW YORK, 14612

WWW.CHARLOTTECCA.ORG * 585-865-6101 * INFOCHARLOTTECCA@GMAIL.COM