

CHARLOTTE COMMUNITY NEWS March/ April, 2021



A Publication of the Charlotte Community Association - our 58th year serving Charlotte- A Community that Cares!

Charlotte Community Association Mission and Vision Statements

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.

Vision: A safe, vibrant, and inviting place to live, work and visit; a family-friendly community and a year-round destination celebrated for its rich history and natural resources.

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Upcoming CCA Meetings On Zoom (Check email for registration) 7 pm

- ♦ Monday, March 1, 2021 Zoom
- Monday, April 5, 2021 Zoom
- ♦ Monday, May 3, 2021 Zoom

CHARLOTTE COMMUNITY NEWS

A monthly publication of the Charlotte Community Association PO Box 12768, Rochester, NY 14612 Circulation 350

Sue Roethel, President
Patti O'Brien, Vice President
Open - Secretary

RoseMary Shaw, Treasurer
Open - Communications Director

Barbara Lake, Director Linda Litwak, Director Tony Micciche, Director

Open - 3 Directors
Open - Editor

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VOLUNTEER OPPORTUNITES WITH CCA

The CCA has several committees with volunteers who work together to develop and implement programs to achieve the CCA Mission. A board liaison is appointed for each committee to work closely with the chairperson appointed from the community. Each committee is charged with a plan of work designed to help move the organization toward its

goals. These committees are a dynamic vehicle by which members can actively participate in shaping our neighborhood for the future. Read on to find out what each committee is doing and how you can get involved. Volunteer today at ccanewsny@gmail.com or 585-865-6101 or by contacting one of the CCA Board members.

Beautification Committee

Chair: Linda Paruta

Board Liaison: Patti O'Brien

This committee is charged to provide gardens of natural beauty for the people who live in Charlotte and the many who visit. Tasks will be accomplished by volunteers who will plant and maintain the gardens and container pots in Ontario Beach Park and adjacent areas.

Business Alliance Committee **NEW**

Chair: Vacant

Board Liaisons: Sue Roethel & Barbara Lake

This committee is responsible for establishing and maintaining a positive relationship with the Charlotte business community and the CCA. Its purpose is to strengthen the neighborhood's collective voice and influence with the City of Rochester regarding neighborhood and business development. The committee will outreach to business owners with the intent to educate and engage them in activities of the CCA, to enhance general awareness of the CCA and to communicate the benefits of partnering and/or becoming a sponsor. Outreach efforts will include all current and emerging businesses, with the goal of providing the business community with a forum for sharing information.

Communications Committee

Chair: Vacant

Board Liaison: RoseMary Shaw

This committee is charged with planning and implementing effective internal and external communication systems that support responsive, interactive and timely modes of communications between the board and community members using a variety of media outlets. The committee is also charged to assess the usefulness of current options and make recommendations regarding their disposition as well as suggest potential new applications.

The committee reports directly to the Board of Directors' **Chief Communications Officer (CCO)**. The role of the CCO is to oversee all official communications of the Association including the newsletter, website, social media and general correspondence of the Board of Directors; Act as Board Liaison to Communications Committee; advise the President on external media relations (TV news, local newspapers, etc); develop surveys for the Association as requested

(Volunteers continued on page 2)

(Volunteers continued from page 1)

by the Board of Directors.

Tasks of the committee include:

- managing the CCA website
- ◆ publishing the monthly newsletter
- ♦ facilitating the CCA social media pages
- ◆ sending email blasts to members to keep them informed. Besides the CCO role, here are other vital roles that volunteers can fill:
 - ♦ Newsletter Support: Involves formatting the newsletter to be sent to the printer bi-monthly. Printed newsletters are picked up, labeled and taken to the Post Office. Skills and attributes needed are: computer skills, knowledge of Microsoft Publisher application (training will be provided), creativity and organizational skills to design each issue and meet deadlines.
 - ♦ Assistant Editor: Work with editor to organize articles and advertising and compile the newsletter each month. Some writing required. Coordinate with printer; do follow-up formatting to upload file to CCA Website.

Other needs include: copy editing, proofing, newsletter assembly, email blasts, social media, web site administration, historical archiving, photography/

Community Development Committee

Chair: Vacant

Board Liaisons: Sue Roethel & Lindy Litwak

This committee will act as an interface between CCA and local governments on community issues related to planning and zoning, business development, inspection and compliance, neighborhood preservation, and parking. The team will establish a positive and productive working relationship with City officials on behalf of the community. An essential component of this team's responsibility is community outreach and advocacy. The team will engage the community and advise the Board on what the current priorities are, as well as maintain familiarity with past, present and planned future development projects across the neighborhood.

Governance Committee

Chair: Vacant

Board Liaison: Sue Roethel

The responsibilities for this committee are being updated. it includes responsibility to ensure that the CCA upholds its membership and fiduciary responsibilities in accordance with New York State Notfor-Profit Corporation Law (NPCL).

Membership & Outreach Committee

Chair: Vacant

Board Liaison: Linda Litwak

This committee is responsible for recruiting and retaining members and building community awareness of the CCA. Tasks include coordinating with the treasurer to maintain a master list of current paid members, annual billing and membership renewals, taking attendance at general meetings and ensuring that voting members are identified when a vote count is needed. The committee is currently examining the benefits and best practices of multi-level membership rates. It is also preparing an outreach effort to former members who may wish to rejoin, as well as to schools, churches and other community groups to establish a relationship with them.

Nominating Committee

Chair: Suzanne Phillips

Board Liaison: Rose Mary Shaw

This committee is required by the New York State Not-for-Profit Corporation Law (NPCL) that governs organizations like the CCA. It is charged to solicit and recommend nominations of candidates to fill board seats available in annual fall elections or through vacancies. The committee is responsible to vet candidates for eligibility and qualifications to serve on the board.

Programming and Fundraising Committee

Chair: Sue Kroll

Board Liaison: Patti O'Brien

This committee is charged to develop a yearly schedule of programs to encourage community engagement, volunteer participation, and fundraising efforts for the organization. The team will coordinate volunteers for annual events sponsored by the City and create new events in partnership with other community groups to meet the fundraising goals of the CCA.

"We make a living by what we get."
We make a life by what we give."

~Winston Churchill

(Volunteers continued from page 2)

Safety & Security Committee

Chair: Vacant

Board Liaison: Tony Micciche

This committee is charged to foster neighborly relationships and effective communication between residents, businesses, schools, churches and other community organizations with the common goal of making Charlotte a safe, vibrant and inviting place to live, work and visit. It is charged to work with various agencies such as the Rochester Police and Fire Departments, Monroe County Sheriff's Office, Towns of Greece and Irondequoit Police Departments, U.S. Department of Homeland Security, and Regional Transportation Service to ensure everyone's safety and wellbeing. Specific tasks include attending monthly meetings of the Police and Citizens Interaction Committee (PCIC), establishing neighborhood watch groups and block clubs, coordinating PAC-TAC training, participating in the annual "National Night Out" event, investigating and reporting vacant "zombie" properties, and meeting with local school administrators.

Scholarship Committee

Chair: Brian Labigan Board Liaison: Patti O'Brien

This special (ad hoc) committee convenes once a year to coordinate the annual scholarship awards, which is a long-standing tradition of the CCA. Through various fundraising events, the CCA annually offers two (2) \$2,000 awards to eligible young men and women in the community to further their education. The program encourages them to get involved in the community and volunteer for activities. The committee coordinates the spring application and selection process and announces the winners at a scheduled community event during the summer.



Youth Engagement Committee **NEW**

Chair: Jonathan Hardin Board Liaison: Barbara Lake

This committee was formed to recognize that the youth in Charlotte are an important part of the community, and that there is a strong need for the CCA to develop a relationship with the families and youth as well as develop new partnerships. This committee will outreach to the schools—School #42, Holy Cross Elementary School, and the Leadership Academy for Young Men (housed in the former Charlotte High School building)—as well as outreach to area youth organizations such as the Charlotte Youth Athletic Association and other organized youth programs in the surrounding area. The committee will develop programming to involve the schools and youth with the community. It will meet with school leadership to find ways to engage students to participate in projects related to community service

Check out the virtual

Celebrate City Living

https://celebratecityliving.com/

Charlotte, is one of 34 Neighborhoods in the City of Rochester.

Highlights of our many of our interests and charms are noted.

This is what they say about CCA:

"In 1962, the Charlotte Community Association was created. Today the Community Association boasts several hundred paying members, ranking it among the largest and oldest associations in the city. Over the years, these committed neighbors have tackled issues from traffic and noise, to halting industrial development and dedicating Turning Point Park as a wilderness preserve. Monthly CCA meetings are open to the public and their website is actively maintained. "



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Charlotte Community Association, Inc. "A Community That Cares"

2021 Scholarship Announcement

It's that time of year again as college bound seniors start their search for financial aid.

This year the **Charlotte Community Association** (**CCA**) is pleased to announce that again, two scholarships will be awarded to college bound students who are residents of the Charlotte community or attend the Leadership Academy for Young Men.

The **CCA** will award one \$2,000 award which is made possible through community fundraising and membership donations.

Another award of \$2,000 is provided by a fund created in memory of **Edward Watson**, a Charlotte resident and former Charlotte High student.

The requirements for both scholarships are as follows: To qualify for the **Edward Watson Scholarship** the college bound senior must attend the Leadership Academy for Young Men (formerly Charlotte High School). To qualify for the **CCA Scholarship** the college bound senior must reside in the Charlotte neighborhood and attend any school, public or private. All applications will be reviewed by the Scholarship Committee

For many years the **Charlotte Community Association** has offered scholarships to students who qualify based on academics, community service and extra-curricular activities. We are pleased to continue this tradition as well as help facilitate with the **Edward Watson Scholarship**.

A joint application will be available for both scholarships at the Charlotte Branch Library and online at the CCA website (charlottecca.org).









Health & Wellness Program for Seniors



piscopal SeniorLife Communities has expanded its Northeast Greece Neighborhood Program - a health and wellness initiative for seniors - to include

individual wellness coaching and support. The program is typically offered at **Beatrice Place**, located at 600 Denise Road in Northeast Greece, but due to current restrictions, is being offered virtually through Zoom technology. Assistance is available for those who are not familiar with Zoom. Classes include:

- ♦ meditation
- ♦ exercise
- weekly talks on positive thinking

 plus educational programs such as computer courses, creative writing and book discussions.

A complete schedule of activities is available at www.EpiscopalSeniorLife.org/neighborhood-programs.

Spring Special! If you join the Northeast Greece Neighborhood Program during the month of March, you will receive one free month of an annual membership.

Consider taking part in this exciting new program – space is limited!

To register or for more information, contact Becky Hurysz at

rhurysz@EpiscopalSeniorLife.org

or

585.546.8439 x4412.







Jose Peo - NE City Councilman

s we start the new year off, I want to first of all wish everyone nothing but blessings and strength as we look to rebuild from 2020. In order to rebuild, we must unite. Uniting does not necessarily mean agreeing on everything, but rather coming together for the common goal of making our community stronger. How do we do this?

First, we must make sure we are all aware of the services available from the City of Rochester: from small business grants, to rental assistance, to mental health. These things help keep businesses running, a roof over our families' heads, and our loves ones out of harm's way. These services are best found by dialing **311** or **211**, and here is the breakdown of when to call which:

Call 311 for city-wide concerns, such as:

- ◆ City programs and grants for homeowners
- ◆Garbage and recycling questions
- ♦ Roadway and signage feedback
- ♦ Neighborhood nuisance and blight concerns

Call 211 for personal concerns, such as:

- ♦ City programs and grants for tenants and landlords
- ◆Social services for children and parents
- ♦ Mental health concerns

Second, we cannot rely on the government to create the community we want, especially with funding surely decreasing these next few years from lack of sales, hotel and restaurant tax revenues, let alone any pending lawsuits the city may have to pay, so we should look to come together on the types of businesses and living situations that can help others thrive. Types of co-ops (and how they work), was discussed in a Zoom meeting I held back in Spring of

2020, so if you missed out, please download my app (search "Jose Peo" in your app store) to be alerted for upcoming meetings that may be of interest. Co-ops could potentially create a better environment for employee-owned businesses, as well as future land/homeowners.

Lastly, I am working with the Safety Committee to help address upcoming issues that will directly impact our standard of living, from fireworks to ATVs and dirt bikes. I am looking to put together some legislation to be more proactive about addressing these issues, and to help keep a police presence at Charlotte Beach throughout the summer months, to help prevent fights, fireworks, and racing. I have also asked our new RPD Chief that part of a specific grant to RPD be allocated towards DWI checkpoints on Lake and Dewey roadways, since I have not seen one in place in many years, and I believe that may help curb some of the unruly traffic we see leaving our community. Those proactive measures, plus a future police substation and NSC office located right on Lake and Ridge (regardless of what is happening with the Southeast Quadrant substation), should help bring some discipline and order back to our area.

I truly believe we should be looking at a safer Charlotte community in 2021, and that we can help by coming together for the common good, and being proactive about concerns we are seeing, before they become larger issues.



Introducing Barbara Lake, New Board Director

Barbara Lake, new to Charlotte as of Feb. 2017. She spent 40 yrs. in Arizona before deciding to come back home. Having spent over 35 years working within award-winning programs with multi-generational collaborative teams in a multitude of capacities, her



Barbara Lake

passion is in connecting diverse and innovative concepts to improve the community as a collective. On March 2021 she will launch her

Purposeful Concepts LLC.
PCLLC will host an online
community knowledge base to
provide concepts in wellness for
people to connect body, mind,
and soul to realize better
outcomes. Say "hi" and
introduce yourself when you see

vision and online business

her walking around the beach community, check out LinkedIn, or connect with her at www.purposefulconceptsIlc.com

Ontario Beach Park Program Committee Updates Kite Flight Hopeful

he OBPPC is anxiously anticipating a much more normal, active season at Ontario Beach Park. Although the indoor series of Spring Big Band Dances has been cancelled, the committee hopes to move forward with a modified outdoor series starting with the perennial kick-off event, Kite Flight. Traditionally held on the first Sunday in May, this year's event has been moved to Sunday, May 16th. The event will feature professional kite fliers, entertainment and refreshments provided by CCA volunteers and hopefully a covid safe kite building

As we move into summer we are tentatively scheduling performers for the popular "Concerts by

workshop and more.



the Shore", Wednesday evening series and are fairly confident that some hybrid of the event will be possible. We will be working closely with our title sponsor Wegmans as well as City Special Events and Monroe County Parks and Health Department staff as

we develop the protocols to make sure everyone is safe. Stay tuned for more details.

If conditions allow we also have a couple of new events planned for the season. Please stay safe, get vaccinated and help us as we move towards a new normal in Charlotte this summer.

If you have ideas or would like to volunteer please contact us at ontariobeachentertainment@gmail.com.



HUNTREALESTATE.COM



Greece Ecumenical Food Shelf and Clothing Closet

Freece Ecumenical Food Shelf and Clothing Closet continue to serve clients during the Covid-19 crisis. Hopefully, by the fall the pandemic will be under



control and we will be back to a somewhat normal life. Until them we will continue to support the community by providing food and clothing following the CDC guidelines, with socially distanced deliveries and curbside service at the Food Shelf.

Families and individuals in need of food can leave a message on the hotline at 683-9674. Calls are returned Monday through Friday between 9 am and 3 pm. All households must be verified over the phone before receiving food. You can follow the Food Shelf on Facebook https://www.facebook.com/greecefoodshelf

We thank **Walmart at Northgate Plaza** for donating baked goods, meat and produce and many individuals and business for their continuous food or monetary donations!!!

The Clothing Closet has new hours: Tuesday through Friday 10:00 am -12:00pm, Wednesday 4:00-6:00 pm and Saturday 9:00 am to 11:00 am. Service continues with clients remaining in their car and requesting the type of item needed

from a list. While the client waits in their car, volunteers select and bag items before taking them to the client. We will accept socks and blanket donations every day we

are open except Saturday. All donations must be placed in white 13-gallon kitchen trash bags. Please check what items we are accepting at our website, www.greececlothingcloset.org.

The Food Shelf and Clothing Closet are all-volunteer staffed programs that rely on food, clothing and monetary donations from the community. Donations can be mailed to the Greece Ecumenical Food Shelf, 500 Maiden Lane, Rochester NY 14616. Please indicate which program it is for. If you would like to become a volunteer, please contact gefs.volunteer@gmail.com or call 683-9674.

Clothing Closet has new hours:

Tuesday through Friday 10:00 am – 12:00pm, Wednesday 4:00 – 6:00 pm and Saturday 9:00 am to 11:00 am.



Charlotte Branch Library ~ GOOD NEWS!!!

** NEW ** Starting Monday, February 15th the Charlotte Branch Library will be open!

M, T, W, F 10:00am - 3:00pm.; Th. 10:00am-6:00pm.

Please enter through the parking lot door and exit through the Britton Road door.

Please put items for return in our outside drop box if able.

We will continue to offer curbside service during our open hours.

Please call 585-428-8216 to schedule pickup.

A temperature check will be taken upon entering the building.

Pick up a copy of each month's **Thought Book Discussion** selection at Charlotte Branch Library by calling for curbside pickup (585) 428-8216.

Food for Thought Book Discussion

Third Tuesday of the month at 11 a.m.

Registration required.

Email your request to <u>Charlotte.Programs@libraryweb.org</u> to receive Zoom invitation. Pick up a copy of each month's selection at Charlotte Branch Library by calling for curbside pickup (585) 428-8216. (See above)

March 16 <u>Lillian Boxfish Takes a Walk</u> Kathleen Rooney

"A love letter to city life in all its guts and grandeur, Lillian Boxfish Takes a Walk by Kathleen Rooney paints a portrait of a remarkable woman across the canvas of a changing America: from the Jazz Age to

the onset of the AIDS epidemic; the Great Depression to the birth of hip-hop." Amazon.com



April 20 The Truth According to Us Annie Barrows

"Annie Barrows once again evokes the charm and eccentricity of a small town filled with extraordinary characters. Her new novel, The Truth According to Us, brings to life an inquisitive young girl,



her beloved aunt, and the alluring visitor who changes the course of their destiny forever." Amazon.com



Community Lents



CCA Meeting Dates for 2021

General Meetings

(1st Monday of every month @ 7pm)

- ♦ March 1
- ♦ April 5
- ♦ May 3
- ♦ June 7
- ♦ July 12

(pushed back due to July 4th



weekend)

- ◆ August 2
- September 13 (pushed back due to Labor Day)
- October 4
- ♦ November 1
- December 6







GREECE HISTORICAL SOCIETY & MUSEUM

595 Long Pond Rd. 585-225-7221

Museum Open Sundays: 1:30 pm - 4:00 pm or by appointment

Office Hours: Mondays, 10:00 a.m. - Noon

Upcoming Events

Carousels of Monroe County

by Linda Dawley

Tuesday, March 9, 7:00 p.m.

Rochester Goes to Washington

(a Supreme Court case) **by James Valenti** Tuesday, April 13, 7:00 p.m.

All upcoming programs will be presented via Zoom.

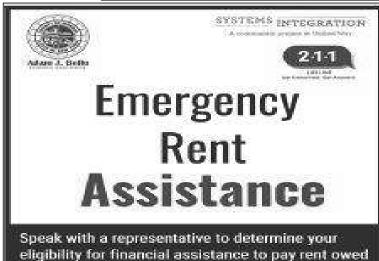
To register, go to our Web site calendar for instructions.

http://www.greecehistoricalsociety.org greecehistoricalsociety@yahoo.com "Like" us on Facebook

Call 211

or 1-877-356-9211

Available 24/7



and avoid eviction.

Monday-Friday

Hall of Justice

9:30am-3:30pm

Come by

MARCH / APRIL, 2021 **CHARLOTTE COMMUNITY NEWS** 11



Charlotte Community Association "A Community That Cares"

Right Mark NY SET WAS A SSOCIATION 2021 Mem	ıbershi	ip and Sponsor	ship Fo	orm
Name (s):				
Company Name:				
Email:		Phone # :		
Address				
Membership Level	Value	Sponsorship	Value	Value Details
Seniors (62+) & Students	\$20.00	Level		
Single (any person not over 62)	\$25.00	☐ Silver Sponsor	\$125.00	Single ad (3.5 X 1.5) in newsletter and on CCA Sponsorship website page.
Couples (any two people at the same address)	\$40.00		\$250.00	Double ad in the newsletter(3.5x3) and
Family/Supporter (up to any four people at the same address)	\$60.00	☐ Gold Sponsor		on CCA Sponsorship website page.
Check here if you give permission to CCA to print your name and Sponsorship level in the 2021 CCA Newsletter. Your name will not be printed if this box is left blank.		☐ Platinum Sponsor	\$300.00	Double ad in the newsletter(3.5 x 3) and on CCA Sponsorship , website page.
☐ Are you interested in volunteering? One t	ime or on a	committee? Check here an	d we will co	ntact you!
Newsletter Delivery – Go Green Option: ☐ Check here if you would like your new will replace paper versions and be deliver			our email, a	bove. <u>Electronic newsletters</u>
Join NOW! Electronic: Pay online with PayPal or Cre Paper: Complete this form and mail to Co Make check payable to CCA and mail to: Co Sponsors: Please send us a jpeg file with you	CA Membe	rship, PO Box 12768, Roc ership, PO Box 12768, Ro	chester, N' chester, N'	/ 14612 with your payment. / 14612



March, 2021



Sun	Mon	Tue	Wed	Thu	Fri	Sat
	CCA Meeti 7pm On ZOOM	ng ²	3	4	5	6
7	8	9	10	11	12	13
14	Formal 15	16 PCIC Meeting on ZOOM 7pm	17 "Happy St. Patrick's Dayl	18	19	20
21	22	23	24	25	26	27
28 Palm Sunda Jasso	29	30	31			

TIME SENSITIVE MATERIAL

Deliver to Addressee or Current Resident



THANK YOU FOR READING THE CCA NEWS!

Subscribe to the newsletter and get a copy delivered to your home each month



April, 2021



Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4 Japan	5 CCA Meeting 7pm On ZOOM	6	7	Deadline CCA News May /June 2021 Articles Due	9	10
11	12	13	14	15 Takes bue!	16	17
18	19	PCIC Meeting on ZOOM 7pm	21	22	23	24
25	26	27	28	29	30	