



Charlotte Community Association, Inc.

"A Community That Cares"

Board of Directors Meeting

Monday June 21, 2021

173 Latta Road

Call to order at 6:30. Attendance: Sue Roethel, President; Patti Obrien, Vice President and Acting Secretary, RoseMary Shaw, Treasurer; Barbara Lake, Communication Officer; Directors Lindy Litwak and Tony Micciche. Quorum confirmed.

OLD BUSINESS

- General Meeting 7/12 will be a hybrid of in person and via Zoom.
- The 8/2 meeting will have Tim Hubbard, an engineer from the COR to discuss a change of the CSX tracks near the River St. curve. Sue to follow up with him.
- Glen Gardner may present the CCDC plans for the train station along with Mike Kniff of the Rochester Refugee Settlement Services.

NEW BUSINESS

- **Walkabout with RPD and Safety and Security went well.**
 - There were about 40 to 50 attendees at this walk who discussed with RPD what the needs are in our community.
 - Tony suggested a ride along to foster relationships.
- **Business Alliance & Membership/Outreach reorganization – Lindy Litwak.**
 - Lindy suggested that 75 Stutson Street be a model in the newsletter for the benefits of sponsorship.
 - Barbara gave a presentation on restructuring the membership dues to include a discount for 3-year plan. For businesses there would be a slight increase in sponsorship but would include several options to increase their identity in the community. Lindy made a motion for revision of membership dues. Sue seconded. Motion passed unanimously. Lindy made another motion to revise sponsorships immediately. Sue seconded. Motion passed unanimously.
 - Outreach Table at Concerts by the Shore – Barbara and Lindy had a CCA table at the concerts to introduce the CCA to concert goers
- **Communications Reorganization – Barbara Lak**
 - Website – discussion on the cost for Facebook boosts.
 - Newsletters – Sue made some changes
 - Social Media – Val, Barbara, Emily, and Sue met. They need additional help to keep up Facebook, Instagram, and Twitter.
 - Barbara to look into a community kiosk to be placed in the Robach Center with our CCA information.
 - Handouts – Sue to see if she has the previous files for the CCA brochures from the past.
 - Email accounts – Should be on the Google drive.
 - Local Media Connections – Sue reminded the board that the President is the sole vehicle for interviews, etc.
 - Barbara brought a sample of a community "Chamber of Commerce" magazine.

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- **Fall Fundraiser – Barbara Lake** presented a proposal for a fundraiser to be held on Saturday 10/30. Día de los Muertos (Day of the Dead) celebration. It would be for families during the day and perhaps include the bars and restaurants to participate at night. Barbara to get pricing on some items. We will have a solid proposal for the July board of Directors meeting.

PRESIDENT'S REPORT – Sue Roethel

- Monroe County CLEAR Initiative – Sue was unable to attend the June 10th meeting.
- Presidents Group – no additional reports
- MNBN – June meeting – nothing to report.
- NW Quad meeting is scheduled for June 29th

VICE PRESIDENT'S REPORT Patti Obrien

- There was no OBPPC meeting in June. Concerts by the Shore started one week late and are ongoing.

SECRETARY'S REPORT Patti Obrien

- Minutes in Drop Box for review and approval are General Meetings 3/1, 4/5 and 5/3 and need information to edit/change and Board of Director Meeting minutes from 3/15, 4/19 and 5/17 need to be approved and uploaded.

TREASURER'S REPORT

- RoseMary Shaw reported a new sponsor – 75 Stutson Street.

COMMITTEE REPORTS

- Beautification – Linda Paruta has planting ongoing.
- Communications
- Community Development – next meeting is June 28th. There is a Rochester Zoning Project meeting. Log on to rochesterzap.com under "news and events" to register.
- Governance
- Membership/Sponsorship & Outreach
- Nominating
- Programming and Fundraising
- Safety & Security – Tony Micciche (liaison) We need to have a discussion to understand what is being done with this committee. Especially after many issues in the community.
- Scholarship – Brian Labigan & Patti – still waiting for applications to judge for 2021. Brian and Patti to write a letter to last year's winner Skyler Pentycote reiterating that his scholarship will expire because he is not intending to enter college at this time.
- Youth Engagement – Barbara Lake and Yversha Roman. Yversha did a presentation to students at the LAYM in Civics. Barbara discussed how she is working with the students at LAYM.

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MEETING ADJOURNMENT at 9:30 pm

Upcoming Events:

- **6/28/21** **Rochester Zoning Alignment Project via Zoom**
- **7/12/21** **General Meeting 7 pm at Robach Center and via Zoom**
- **7/19/21** **BOD Meeting 6:30 pm, TBD**
- **8/2/21** **General Meeting and Scholarship Presentation at Robach Center**
- **8/3/21** **National Night Out Parade and Picnic**
- **8/16/21** **BOD Meeting 6:30 pm, TBD**
- **8/17/21** **PCIC meeting, 7 pm via Zoom**

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