



Charlotte Community Association, Inc.

"A Community That Cares"

Board of Directors Meeting

Monday October 18, 2021

75 Stutson St.

Call to order by Sue Roethel, President at 6:35. Attendance: Patti Obrien, Vice President/Acting Secretary, RoseMary Shaw, Treasurer; Lindy Litwak, Director and Tony Micciche, Director. Quorum confirmed.

OLD BUSINESS

- Voting Procedures were discussed. RoseMary has the list of voting members. Patti to bring voting tags to the November meeting. Sue will run the vote, as RoseMary is a candidate.
- By laws review – The Ad Hoc Committee met on October 11th via Zoom. The first major change is membership. All persons listed on a joint membership will have voting rights and sponsors will become voting members with one vote. Also proposed up to three board members may reside outside the neighborhood. There were also various other small changes to wording. By-law's revisions will be presented at the November 1st general meeting to all members. They will then be voted on at the December meeting.
- Website Maintenance – this has been tabled until the November Budget meeting.
- New Charlotte Business Association -Jonathan reported that a meeting will be at Brothers & Waffles on November 4th. REDCO (Rochester Economic Development Corp.) will attend this meeting and will provide information on grants. Jonathan informed us that Highland Planning (consultants hired by the City of Rochester) are getting feedback from business associations across the city. Many of our area businesses are requesting planter pots and benches.
- Small Business Event -10/26/21 from 6 -8 pm at Robach Center, hosted by CCA. This is being put together by Senator Cooney and Assemblywoman Clark. We need to get the flyer and promote the event. We will be providing refreshments.
- CCA 2022 Budget – was tabled to November BOD meeting.

NEW BUSINESS

- Monroe County redistricting. Jonathan wrote a letter discussing the lack of communication from our county representative in the western portion of the Charlotte area (Brian Marianetti). We will follow up with a letter from the CCA. RoseMary will write up and send the letter.
- NYS Reimbursement Grant for \$10,000 that had been promised. We would need to have a plan in place by October 31, 2021. This is a reimbursement grant which will be a problem as we must fund the grant first and wait for repayment. We did discuss projects that would fit into this grant option. One is the Bill Davis Overlook; another is to have the Design Center do a proper upgrade to our Vision Plan and the last is to redo a new tri-fold brochure of the Charlotte businesses. Sue will contact the CDCR to see if they would be interested in updating the plan and wait for money from the government.
- New Committee proposal: Fundraising has been separated from Programing by vote of the board. Approved unanimously.
- Gift for Barbara -it was decided to purchase a gift card from Frears and send to her with a card of sympathy on the death of her daughter.

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



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PRESIDENT'S REPORT – Sue Roethel

- NA Presidents met on October 12th.
- NeighborGood Grant Application – is due on 2/11/22. We discussed on what to use the money from this grant. A suggestion was made by Jonathan that we could have students at the Leadership Academy build benches to sell to CCA for the fronts of businesses. Jonathan also discussed having new RTS bus stop “cubes” put in place of covered stops that are being removed.
- Recruitment for Communications Officer – to be discussed.

VICE PRESIDENT'S REPORT Patti O'Brien

- Patti reported on the October OBPPC meeting. Winterfest is February 5th and 6th 2022.
- Patti will report on what the year 2021 looked like for the CCA to this point for annual review and report.
- Committee Plans of Work (POW) were updated and will be reviewed at the next BOD meeting.

SECRETARY'S REPORT Patti O'Brien

- Sue had revisions to September's minutes to be completed by Patti and uploaded to Dropbox.

TREASURER'S REPORT RoseMary Shaw

- RoseMary said that October has been a quiet month so far. Two new membership payments and a new 2022 Sponsor – Jose Joe's.
- We have voted on a refreshment budget for the Business Round Table of \$200. Approved.

COMMITTEE REPORTS We are all asked to brainstorm our plans of work for each committee going forward in 2022.

- Beautification – Sue wants report on monies spent and list of volunteers to thank.
- Business Alliance – Can we invite key people to a meeting? Can we recruit a business owner to join the BOD or at least chair this committee?
- Communications – is next iteration of 6.0 fully documented?
- Community Development – need CDCR to help refine Vision Plan?
- Governance – Work on policies & procedures manual.
- Membership – What is the plan to reach more people? 2022 renewals open now!
- Nominating – What is our succession plan? Who can be recruited as next gen leaders?
- Programming – What is viable to continue doing, and what needs to be discontinued? What volunteers can be recruited?

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- Safety & Security – Who can be recruited and what is the focus for 2022?
- Scholarship – Award criteria is being revised. Should we also revise how we present award?
- Youth Engagement – Lots of good things happening with LAYM. How can we get the elementary schools involved?

MEETING ADJOURNMENT at 8:50 pm

Upcoming Events:

- **10/21/21** Monroe County CLEAR initiative public workshop on 10/21, 12 & 6 pm, must pre-register at www.monroecountyclear.com
- **10/21/21** Community Design Center Rochester Focus Group, 5 pm via Zoom (must pre-register)
- **10/26/21** Small Business Event, 6 – 8 pm, Robach Center
- **11/1/21** General Meeting, 7 pm at Robach Center-Annual Board Elections
- **11/15/21** BOD Meeting 6:30 pm, 75 Stutson
- **12/6/21** General Meeting, 7 pm, Robach Center
- **12/20/21** BOD Meeting, 6:30 pm, 75 Stutson

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