

Board of Directors Meeting Minutes

Monday, November 20, 2023, 6:30 pm, 75 Stutson St.

Attendance: Tom Bruce, President; Sue Roethel, Secretary; RoseMary Shaw, Treasurer; Tony Micciche, Director; Patti O'Brien, Director (Excused: Lindy Litwak, Vice President); **Invited Guests:** Jose Peo, Vice President-Elect; Jon Cahill, new CCA member and potentially interested in serving on the board

NEW BUSINESS

Welcome/Introductions of Invited Guests – Previous to his election as City Councilman, Jose served on the CCA board as Vice President. He is familiar with the board and its operations. Jon grew up in Charlotte and his family still lives here. He has just joined the CCA as a new member and is opening a new business—the Vine and Tap—in the old Bootleggers building. Currently being remodeled, it will be a wine and beer tasting room featuring Finger Lakes products. He is targeting May 2024 to open. Jon brings his previous knowledge and experience as events planner at Casa Larga. He attended RIT for international business and finance, and he has worked at Paychex. His background is in small business accounting, risk management and marketing. Jon's wife, Sam, works at Harris and also makes and sells terrariums.

Tree Lighting Ceremony on 12/1 – Using the same program as last year, the event will be held at the Engine 19 Firehouse beginning at 6:30. Tom has again secured the All In Brass Band for entertainment, and Brian Labigan will again decorate the tree in front of the firehouse with lights and be ready to go. Invitations have gone out to the faith community to participate, and the event will be advertised to the public on our Facebook page. So far, only Pastor Leonard Banks of Abundant Grace Church has responded that he will attend and offer a prayer for peace. Jose suggested we buy Party Poppers, which are air-powered tubes of biodegradable confetti, that could be given out to the children who attend. This would make the event more fun and help it to grow. We agreed to purchase two packs of ten for \$80.

Request for NECPHS Donation – The Charlotte Business Alliance's Youth Commission has asked for a donation to support holiday events for students and families of the Northeast College Prep High School. The events include a Christmas toy drive and brunch on December 16th. Tom moved that the CCA donate \$100; Patti seconded the motion; motion approved 5-0.

Plan of Work for 2024 – Sue provided a proposal that includes 12 CCA General meeting dates, 12 BOD meeting dates, various internal and external BOD assignments, 8 annual events for the year, plus 3 additional one-time events surrounding the Solar Eclipse. In discussion, it was suggested that some of our committees could be combined (i.e. Beautification and Community Development; Communication and Electronic Signage; Programming, Fundraising and Safety/Security; Scholarship and Youth Engagement), and that we shoot for five of them. Sue will prepare new committee proposals with these combinations for consideration. For Programming, each event listing should include funding needed and expected revenue, if any. This discussion is tabled for the next meeting. (Note: Patti wants to continue working on Beautification, Scholarship, and Youth Engagement activities, although she will no longer be the board liaison. Also, Jon Cahill wants to work on Programming.)

OLD BUSINESS

Budget 2024 – RoseMary needs budgetary information from POWs, which is now tabled for next meeting. Meantime, we know we need to purchase a new gas grill and at least one board member needs to secure food handling certification. Tony and Jose will investigate whether a donation of a grill is possible from Home Depot.

PRESIDENT'S REPORT

- Tom knows people who are interested in opening a coffee shop that will host podcasts. He will set up a meeting with them to talk to Jose about possibilities.

SECRETARY'S REPORT

- Approval of minutes: GM: 11/6; and BOD: 10/16 not ready yet; tabled for next meeting.

TREASURER'S REPORT

- The payment of \$8K was due to the Community Design Center Rochester for work they completed earlier this year on our Vision Plan. This expense is being covered by a NYS grant that has not yet been received in our account. For the short term, we are borrowing the funds temporarily from the FLACE account (where our scholarship money is kept) to pay CDCR now, and will deposit back to FLACE the NYS grant money when it is received.

COMMUNICATION DIRECTOR'S REPORT

COMMITTEE REPORTS

- Beautification
- Communications
- Community Development
- Electronic Signage (Ad Hoc)
- Fundraising
- Governance
- Membership
- Nominating
- Programming
- Safety & Security
- Scholarship
- Youth Engagement

UPCOMING EVENTS

12/1/23 Annual Tree Lighting Ceremony, 6:30 pm, Engine 19 Firehouse
12/4/23 General Meeting, 7 pm, Robach Community Center
12/18/23 BOD Meeting, 6:30 pm, 75 Stutson St.