

# Board of Directors Meeting Minutes

Monday, February 19, 2024, 6:30 pm, 75 Stutson St.

**Attendance:** Jose Peo, President; Tom Bruce, Vice President; Sue Roethel, Secretary; Rose Mary Shaw, Treasurer; John Kabrovski, Director; (Excused: Tony Micciche, Director and Lindy Litwak, Director);

**Invited Guests:** Jon Cahill and Eric Bourgeois

## **NEW BUSINESS**

**Ice Skating/Stargazing Fundraiser on 3/1:** This event is intended to bring people down to the beach and get them excited about free ice skating in the park and viewing the upcoming full solar eclipse. RMSC will be present with telescopes (weather permitting), and (hopefully) the Charlotte Library to educate the public on the eclipse. We purchased 1,000 certified eclipse safety sunglasses from the Rochester Museum and Science Center and are selling them as a fundraiser. Eric's business, BRX Research, has sponsored the purchase of the glasses. We will also sell hot dogs, snacks, hot chocolate, coffee, and water. Jon will coordinate this event. He and RoseMary will set up an electronic payment system. Sue has prepared a flyer that will need updating for the time change to 6-8 pm.

**Eclipse 2024 on 4/8:** City is focusing primarily on Parcel 5 and not concerned with crowds in Charlotte. As far as we know, Monroe County Parks Department and Ontario Beach Park Program Committee (OBPPC) is not planning any activities. The Charlotte Business Alliance (CBA) is currently not able to help coordinate efforts, so we are on our own to prepare. We expect large crowds of people coming down to Charlotte to view the eclipse; they will arrive early in the day and be looking for entertainment, food and bathrooms.

Tropix (4775 Lake Avenue) is requesting that the Lake Avenue/Beach Avenue confluence be closed to vehicle traffic. They will offer activities beginning at 10:30 am, including a stage with live music (The M80s), food trucks, and beverages. CCA will have an information booth close by to sell eclipse glasses and direct people to where to find parking, food, bathrooms, etc. We will possibly sell hot dogs and popcorn, if we can secure a permit in time. We will also sell kites and sand toys to give families with children something to do at the beach. Vine and Tap (4768 Lake Avenue) will offer food and drink as well. 75 Stutson Street will also host an eclipse viewing party in their parking lot that will include music and food. CCA could also do an information booth at that location as well, if we have enough volunteers.

John and Jon will coordinate the details for the CCA's information booth. Jon will contact area businesses to see if they want to sell eclipse glasses before event day. Meantime, we need to get clarification from the City, County and OBPPC on what they can/should do to prepare for large crowds similar or greater than what we see during Concerts by the Shore. **Topics of concern are:**

- Parking coordination (particularly soccer field behind Abbott's)
- RTS service; possibly off-side parking/shuttle service
- Bathrooms open; porta-potties
- Security
- Picnic tables
- Trash containers and pickup
- Bicycle racks

Eric will contact the D & C to inform about what will be happening in Charlotte that day.

**Meeting with CDCR: Request to advance our Vision Plan:** We received a request from the Community Design Center Rochester to meet with them to discuss how they can assist us in advancing the recommendations brought forth in our 2023 Community Vision Plan for the Port of Rochester and Surrounding Areas. Sue will send them an invitation to our next board meeting on March 18<sup>th</sup>.

**RFPs for Port Terminal Building and Marina Overlook Site:** We've been told that the city has received multiple proposals for each of the RFPs and that they are in the final selection process now. We were asked by Adirondack Community Development, with whom we have had several meetings to discuss what we want for the Marina Overlook Site, to send the City of Rochester our endorsement of their proposal. They shared with us a floor plan but not their full proposal. The city's selection process at this point does not include community input. A year ago, we have shared our full Vision Plan and our desires for this particular development site with the city and with interested developers. At this time, we've determined that it would be inappropriate for us to endorse any proposal that we haven't seen in its entirety or seen any other competing proposals. Lindy has been communicating with ADK by phone about this.

## **OLD BUSINESS**

**Lakeside Winter Celebration on 2/4:** It was well-attended, and our booth did very well, selling donuts (10 dozen donated by OBPPC), coffee, hot chocolate, water, popcorn, and the eclipse sunglasses. We took in \$397, minus expenses of \$41.80, so we netted \$354.20. The popcorn was selling, but the machine stopped working at one point, so we lost potential sales. For future events such as this, we need to address some important issues:

- Add a hand-washing station to our booth.
- Apply for a Health Department certificate (\$55 fee) for each time we're serving food.
- Fix the popcorn machine (it's less than a year old).
- Take inventory of supplies before each event and purchase only what we need.
- Food items were priced at \$2 each or coffee/donut combo for \$3; eclipse sunglasses are 2/\$5 so that we don't have to make change. When we sell hot dogs, soda and bagged snacks, we can adjust the per item pricing and/or bundle items for ease.
- RoseMary will keep \$270 in the cash box for upcoming events on March 1<sup>st</sup>, April 8<sup>th</sup>, Kite Flight on May 5<sup>th</sup> and Harbor Fest in June.

**Budget 2024:** RoseMary emailed a spreadsheet. We discussed how our operating budget is dwindling each year and the need for fundraising. We also must see a return on our investments through raising awareness in the community of the CCA. For instance, we will continue to sponsor a CYAA baseball team, but we need to engage somehow with the families involved so that they are aware of what the CCA does for youth in Charlotte. We also discussed reducing the proposed Youth Engagement Committee budget of \$3,120 this year and re-allocating some of those funds elsewhere. We agreed to eliminate the \$2,000 CCA Scholarship, which goes to one graduating high school senior who resides in Charlotte, and use those funds to expand on events that draw many people, especially families with young children. We also agreed to split the annual Edward Watson Scholarship into two \$1,000 awards (instead of one \$2,000 award). The Edward Watson Foundation requires that the scholarship awards from those funds must be given to seniors graduating from the former Charlotte High School Campus (currently housing the Northeast College Prep High School). Tom will reach out to the Youth Engagement Committee chairs—Patti O'Brien and Brian Labigan—to get their feedback on this.

RoseMary made a motion to accept the proposed budget with amendments; Jose seconded; motion approved 5-0.

## **PRESIDENT'S REPORT**

- Neighborhood Association Presidents (NA): Jose is now on the distribution list to receive the emails for these meetings.
- Irish American Heritage Memorial (IAHM) at Ontario Beach Park: We received word that this project has been approved by the city and county to proceed. Jose sent an email to all parties involved asking for a halt to the project until the community has had a chance to

review/respond to the idea of this type of installation at the park. The IAHM group did present its proposal to the community at the December CCA meeting, and considered that to be the community's approval. The group will convene in March and let us know what their steps will be.

#### **VICE PRESIDENT'S REPORT**

- April 1<sup>st</sup> CCA General Meeting location change: Robach Community Center will be closed for repairs that day. As an alternative location, Tom will host it at 75 Stutson St. in the Sanctuary. This location change must be advertised on Facebook and at the March CCA General Meeting.

#### **SECRETARY'S REPORT**

- Sue moved for approval of minutes for the 2/5/24 General Meeting and 1/22/24 BOD meeting; Jose seconded; motion approved 5-0.
- Conflict of Interest forms with signatures for 2024 collected and given to RoseMary for scanning.

#### **TREASURER'S REPORT**

- Monthly report provided at 2/5 General Meeting; balance is \$12,543.

#### **COMMITTEE REPORTS**

- Communications - RoseMary
- Community Enhancement – Tony
- Finance – RoseMary
- Nominating & Governance – Sue
- Programming – Lindy
- Youth Engagement – Tom & John

#### **UPCOMING EVENTS**

3/1/24 Ice Skating/Stargazing Fundraiser, 5 pm, Ontario Beach Park  
3/4/24 General Meeting, 7 pm, Robach Community Center  
3/18/24 BOD Meeting, 6:30 pm, 75 Stutson St.