

Board of Directors Meeting Minutes

Monday, March 18, 2024, 6:30 pm, 75 Stutson St.

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

Invited Guests: Jon Cahill and Eric Bourgeois; Bill Price, Community Design Center Rochester (CDCR)

NEW BUSINESS

CDCR – Next steps to advance our Vision Plan: Bill Price introduced himself as Acting Executive Director of CDCR and board member. He’s a local architect who has been active with CDCR since the 1990s. Their objective is to stay connected with communities that have formal Vision Plans and to discuss the next steps to advance the recommendations outlined in our Vision Plan. He told us that change is typically slow and that encouragement of long-term leadership is imperative. In order to sustain momentum, we’ll need to keep the community engaged and enthusiastic. The next step, then, is to take the recommendations presented in the Vision Plan and prioritize them. Identify smaller, short-term projects that can be realized relatively quickly so that progress is visible, as well as identify medium-term and long-term projects. Call on the various stakeholder groups in the community to come together to do this work. Cohesive messaging from all groups is essential. We need to add a section to our Vision Plan that covers *administration* and *management* tasks. Bill offered to meet with us again on a regular basis.

Sponsorships – Proposal from Finance Committee: RoseMary’s proposal is for a letter to go out to 100 businesses that could be potential sponsors. We discussed these levels:

Silver	\$200/yr vs \$180/yr (annual payments or \$15/mo; no specified end date)
Gold	\$350/yr vs \$300/yr (annual payments or \$25/mo; no specified end date)
Platinum	\$500/yr vs \$420/yr (annual payments or \$35/mo; no specified end date)

Jose suggested that the Platinum level would include our patronizing the business at least 1x/mo. This could work for bars and restaurants but may be difficult to realize with other businesses. John K. suggested that we go to those other businesses in person on a set date to promote that business and CCA activities. Someone would need to coordinate these visitations. Jose has a list of business owners (available from the city) and will reach out to the Charlotte Business Alliance (CBA), which is currently inactive. We need to create talking points that could be used to solicit sponsors. Eric will prepare a survey form. Currently we have about 1,500 followers on Facebook, so that could be a viable outlet for a survey. Jose also suggested NextDoor. RoseMary moved to accept the **sponsorship proposal at the levels highlighted above**; Jose seconded; motion approved 6-0.

OLD BUSINESS

Irish American Memorial Proposal – We were told by Patrick Meredith, Monroe County Parks Director, that the proposed statue, if approved, would be erected on the west side of the Robach Center. The proposal has not yet been approved by the Monroe County Legislature. Sue drafted a letter from CCA to Yversha Roman to express the community’s concerns, shared in a discussion at the last CCA General Meeting. The board agreed to sending the letter, adding cc’s to the Irish American group that submitted the proposal and to County Executive Adam Bellow, as well as to Patrick Meredith.

Ice Skating/Stargazing Fundraiser on 3/1 – The event was not very well attended, and those few that did were looking for the telescopes to view the night sky. Unfortunately, the volunteers from RMSC did not show up. For future events, we should define goals and firmly lock in vendors.

Eclipse 2024 on 4/8 – The event is posted on our Facebook page. CCA will have an information booth in the grassy area outside of Jon C’s new business, Vine & Tap (corner of Lake Ave. & Corrigan St.). Tom bought a new grill that we will use to cook hot dogs. We’ll also have popcorn, water, coffee, tea and hot

chocolate for sale, plus the eclipse glasses and beach toys. Jon C. will buy food supplies; John K may be able to get discounted hot dogs and buns. Tropix will have live bands performing on their outdoor stage throughout the day.

Kite Flight on 5/5 – 192 Kites have been ordered (same as last year). We will sell them again, as well as hot dogs, snacks, popcorn, water, coffee, tea and hot chocolate. If we can, we'll have a DJ playing music from the 2nd floor balcony at the Robach Center. We'll need to notify OBPPC about that.

RFPs for Port Terminal Building and Marina Overlook Site – The city is still in the selection process to identify a vendor for the 2nd floor restaurant space in the Port Terminal Building; same status for the Marina Overlook site.

Spring Clean-Up Events – The City is having a **Riverway Trail Clean-Up Day** on 4/13, and Monroe County Parks Department is having a **Clean-Up Day on 4/20 at Ontario Beach Park**. We may or may not be able to organize teams before then. **Clean Sweep** is on 5/4, 9am-noon. Jose will ask Jonathan Hardin if he might be willing to organize teams for Charlotte, which traditionally cover **Turning Point Park, the Library, and Pattonwood Dr.**

General Meeting 4/1 @ 75 Stutson St. – Tom will be ready for this meeting. Sue will place the sandwich board at Lake Ave./Stutson St. announcing the meeting. (Note: This is a one-time location change due to construction at the Robach Center.)

PRESIDENT'S REPORT

Neighborhood Association Presidents (NA) – The Department of Environmental Services (DES) has a menu of trees that neighborhoods can choose from when a tree needs to be replaced on one of their streets. There is increased funding for murals on buildings.

VICE PRESIDENT'S REPORT

Ontario Beach Park Program Committee (OBPPC) – Kite Flight is coming up on 5/4 and Harbor Fest is scheduled for 6/21-23.

SECRETARY'S REPORT

Sue moves that the board approve minutes of the General Meeting 3/4/24 and Board of Directors Meeting 2/19/24. Jose seconded; motion approved 6-0 with one minor change p. 3 BOD Minutes.

TREASURER'S REPORT

Linda Paruta reached out to ask about her budget for this year for beautification around the neighborhood. RoseMary said the board approved \$1,000 less than last year (she bought perennials). She expects to come in around \$700 for normal maintenance. (Note #1: The large flower pot at the corner of Lake Ave. & Corrigan St. has been missing since the city removed a bench from that location. Can we find out what happened to the flower pot? To replace it would cost a significant amount of money, and to move another one from a different location would involve a team and a truck to move it. Note #2: We moved Beautification to Community Enhancement, so now there's a different chain of oversight. Does this make sense for Linda Paruta's very independent and proficient processes?)

COMMITTEE REPORTS

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

UPCOMING EVENTS

- 4/1/24 General Meeting, 7 pm, 75 Stutson St., Sanctuary **(NOTE LOCATION CHANGE!!)**
- 4/8/24 Solar Eclipse Viewing in Charlotte, all day events
- 4/15/24 BOD Meeting, 6:30 pm, 75 Stutson St.
- 4/20/24 Monroe County Pick Up the Parks Day, 9 am – 12 pm, Ontario Beach Park