

Board of Directors Meeting Minutes

Monday, April 15, 2024, 6:30 pm, 75 Stutson St.

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

Invited Guests: Jon Cahill and Eric Bourgeois

NEW BUSINESS

- **Sponsorship Offer:**

- **Amerks Suite** – Eric Bourgeois offered to let us use his company's suite at an Amerks hockey game this fall as an incentive to secure top-level CCA sponsorships. He will pick a date in early November that we can invite 10-12 people who become new Platinum sponsors. The suite will allow them to mingle with other sponsors/businesses. It'll be a Friday game, and Eric will know by late August what date he can offer us. The in-kind value for each sponsorship is \$125. (Reminder: In-kind donations must be reported to IRS, so an invoice must accompany any sponsorships received.)

- **Events Planning:**

- **Eclipse 2024 on 4/8** – We have hundreds of unused glasses that will be recycled for use in worldwide communities that need them in the future. Tom will deliver the them to the Rotary Club for recycling. RPD closed down Lake Avenue halfway through the day to control traffic, but businesses suffered due to the significant decrease in people coming down to the beach. Our table outside of the Vine & Tap building was nicely located to sell glasses, beach toys, hot dogs, snacks, popcorn, water, coffee, tea and hot chocolate. Treasurer's report shows that we grossed \$790 (including prior sales of eclipse glasses) minus overall expenses of \$334 = net profit of \$456.
- **May Day/Spring Fling or Fall Festival** – Jose wants CCA to host an event separate and apart from other spring/summer events such as Kite Flight and Harbor Fest, which are city-sponsored. The CCA event would include a community bonfire on the beach. Lt. Lucas Faulkner of RFD told us to seek approval from the Monroe County Parks Department. We would also need to work with OBPPC. We agreed to continue participating in Kite Flight and Harbor Fest, as those are established and successful events, but adding another event in spring/summer would be too much. We agreed to begin planning for a Fall 2024 event—possibly on Saturday, September 21st. We envision vendor booths, food trucks, and family entertainment. John K/Tropix owns several bounce houses and offered them. Sue said she could make caramel apples to sell as a fundraiser. The community bonfire on the beach would be the biggest draw, as it has never been done that we know of. We envision a large banner announcing the event that would hang over Lake Avenue between Tropix and Vine & Tap. Jon Cahill, chair of the Programming Committee, will lead discussion of this and other upcoming events at the next board meeting.
- **Kite Flight on 5/5** – Jon Cahill will purchase supplies and coordinate the event. We will have 237 kites to sell, plus hot dogs, snack bags, water, coffee, tea, and hot chocolate. We will try using tickets to manage money-handling. We also have Venmo this year. Students from JROTC will assist us again; Jose will coordinate with Sgt. Eric Meister. Tony will communicate our plans to OBPPC.
- **Harbor Fest on 6/21-23** – Discussion postponed until next board meeting May 20.
- **ROC the Riverway on 10/5-6** – Discussion postponed until next board meeting May 20.

- **Supplies disposition/storage** – Leftover supplies from the Eclipse event are currently stored at Vine & Tap. The popcorn machine and new grill are owned by Tom and are stored at 75 Stutson St.
- **Committee Revisions:**
 - **Beautification** – Linda Paruta, committee chair, asked RoseMary about her budget this year and what to do about the large flower pot on the corner of Lake Ave. and Corrigan St. that is missing along with the bench that was beside it. The city removed the bench and apparently the flower pot as well (flower pot is CCA property). RoseMary asked Linda to contact the NWSC to see if we can get the pot back, as the cost to replace it will be great. Additionally, communication between Linda and the board needs clarification going forward. Previously, Patti O’Brien was the board liaison to the Beautification Committee. At the beginning of 2024, the board wished to reduce the number of committees we manage, so it combined Beautification with Development to become the new Community Enhancement Committee. However, Linda only wants to focus on Beautification and has done a great job doing so for many years with minimal board interference. To support that, we agreed to again separate Beautification as its own committee with Linda Paruta as chairperson and RoseMary serving as board liaison.
 - **Community Enhancement** – Tony is board liaison to this committee, but it has operated for years (as Community Development) with no chairperson. With the Port of Rochester RFP for development of the Marina Overlook Site as a critical topic in 2024, Sue suggested that the CCA remains prepared to lead community discussions as needed. Sue will revise the POWs for both Beautification and Community Enhancement to separate them out again as individual committees.
- **Community Partnerships:**
 - **Charlotte Business Alliance (CBA)** – Jose reached out to Andrew Hollister, CBA president, about ways the CCA can support them. They could possibly return as a committee under the CCA; status to be determined.
 - **Charlotte-Genesee Lighthouse Historical Society** – At their board’s recent annual meeting, Jack Kemp, vice president, became the new president to replace Fred Amato, who was term-limited. Fred will now serve as VP. Tony Micciche continues to serve on the Lighthouse board and is the CCA liaison.
 - **OBPPC** – CCA representation needs to become a stronger advocate for events that focus on diverse interests and appeal to younger audiences, particularly young families. In the past, we’ve had CCA representation from Patti O’Brien, who is a member of the OBPPC board, and Tom and Lindy as CCA president and vice president. Tony Micciche also serves on the OBPPC board and is currently the CCA liaison.

OLD BUSINESS

- **Sponsorships Outreach** – As agreed at the March 18th board meeting, sponsorship levels will be as follows:
 - Silver \$180/yr (\$15/mo) for advertisement on CCA website
 - Gold \$300/yr (\$25/mo) for advertisement on CCA website + Facebook page
 - Platinum \$420/yr (\$35/mo) for advertisement on CCA website + Facebook page + guest tickets to Amerks game in VIP Suite

Sponsorships will be on a rolling basis instead of by calendar-year expiration date. Further discussion about next steps is postponed until the May 20th board meeting.

PRESIDENT'S REPORT

- **Neighborhood Association Presidents (NA)** – Clean Sweep coming up on May 4th.
- **Many Neighbors Building Neighborhoods (MNBN)** – Currently inactive.
- **Northwest Quad (NW)** –
- **Charlotte Business Alliance (CBA)** – Currently inactive.
- **Irish American Memorial** – Meeting with Yversha Roman scheduled for April 16th.

VICE PRESIDENT'S REPORT

- Ontario Beach Park Program Committee (OBPPC) – No report.

SECRETARY'S REPORT

- Sue moved to approve minutes of GM 4/1/24 and BOD 3/18/24; John K seconded; motion approved 6-0 with one change to BOD 3/18 under Sponsorships Proposal from Finance Committee. Sue will let RoseMary know when revised minutes are ready to post on website.

TREASURER'S REPORT

- Monthly report – Balance as of 3/31/24 is \$12,451. We should open a new account for automatic tax exemption at BJ's, Costco, or Restaurant Depo.

COMMITTEE REPORTS

- **Communications** – RoseMary – We need a volunteer to manage social media.
- **Community Enhancement** – Tony
- **Finance** – RoseMary
- **Nominating & Governance** – Sue
- **Programming** – Lindy & Jon – A meeting to discuss proposals should be scheduled.
- **Youth Engagement** – Tom & John – A new church is renting space at 75 Stutson St. for its activities. This is one of three churches actively involved there now with youth groups.

UPCOMING EVENTS

4/20/24 Monroe County Pick Up the Parks Day, 9 am – 12 pm, Ontario Beach Park
5/4/24 Clean Sweep
5/5/24 Kite Flight
5/6/24 General Meeting, 7 pm, Robach Community Center
5/20/24 BOD Meeting, 6:30 pm, 75 Stutson St.