

Charlotte Community Association, Inc.

Board of Directors Meeting Minutes

Monday, July 15, 2024, 6:30 pm, Vine & Tap

Attendance: Jose Peo, President; Tom Bruce, Vice President; Sue Roethel, Secretary; RoseMary Shaw, Treasurer and Interim Communications Officer; John Kabrovski, Director; Jon Cahill, Director (Absent: Tony Micciche, Director; Lindy Litwak, Director). **Invited Guest:** Eric Bourgeois, sponsor

OLD BUSINESS

T-Shirts – Sales in June were \$459, plus a few more sales in July so far, so total income at this point is around \$500, which more than covers our investment. Feedback has been positive about the design, price, and quality of fabric. We've had requests for more variety of colors. We'll sell what we have at CCA meetings and events, but we haven't identified a place where people can go to get them otherwise. Jon offered to sell t-shirts from Vine & Tap, so we'll try that.

Harbor Fest on 6/21-23 – Overall attendance at the event was huge and the weather was excellent. The event has grown four-fold from last year and was very well-organized by OBPPC. The CCA booth was just inside the gate; we sold t-shirts, popcorn, water, soft drinks and beach toys. Sales were OK but not great. On Friday we had JROTC students and supervisors, which was very helpful. One of the students came back on Saturday but without a supervisor. We failed the County Health Department inspection on Friday and had to apply for a temporary permit, pay a late fee, and make adjustments in our booth to satisfy their requirements. On Saturday, we passed the Health Department's re-inspection. We shut down and cleared the booth on Saturday night because we didn't have committed volunteers to cover Sunday. With better planning in the future to ensure enough volunteers for each day, we can do better next year.

We will keep the remaining inventory of kites (193) and sand pail/shovel sets (50) to sell at next year's Kite Flight. However, the remaining inventory of other beach items (children's sunglasses, family flip flops, miscellaneous sand toys) will be donated (see below).

National Night Out Against Crime on 8/6 – This event starts with a parade from RPD headquarters on Jay St., through all NW neighborhoods, and ends at Ontario Beach Park for a community picnic. CCA has traditionally hosted the picnic by reserving the pavilion nearest the carousel and cooking hot dogs. Other neighborhoods used to bring side dishes, snack foods, soft drinks, and paper products; RPD used to bring a sheet cake. It was truly a NW community-wide event, but that has changed since the COVID pandemic shut it down. Now, some NW neighborhood groups have their own event, and attendance at the beach picnic has become mostly RPD and City of Rochester staff.

This year we will serve the hot dogs and beverages that we have already purchased. RPD has promised a \$200 gift card to provide any additional supplies needed. Without that support, we will need to use CCA funds for the expenses.

Scholarship Awards Ceremony on 8/7 – The deadline for applications was 6/30, and the Scholarship Committee has not yet reported on any chosen recipients for 2024. The award winner(s) are announced just before the Wednesday Concert by the Shore at the Gazebo at Ontario Beach Park. Traditionally, the CCA President and Brian Labigan present the award(s) to the recipient(s).

Sponsorships – Letters were mailed out to 33 present and past sponsors as Phase 1 of this drive. Phase 2 will be follow-up with an in-person introduction. Jose agreed to do this. He will take handouts (CCA brochures, business cards and door hang tags) to each business owner for a personal greeting. Thank you to Eric Bourgeois for his continued support this year. His donations allowed us to purchase Eclipse

glasses (\$350), and he provided funds for the design/setup for printing of new CCA t-shirts. He is also donating a VIP box at an Amerks game this fall that our platinum sponsors can attend (date is 11/8/24).

NEW BUSINESS

Events support – Going forward, we need to secure committed volunteers to plan and execute each event. Jon and Jose will begin hosting monthly committee meetings starting on 8/1 from 6-8 pm at Vine & Tap.

Fall Bonfire Event on 9/21 – This first-time event will include a community bonfire on the beach near the pier, plus some sort of food and music. With the event being less than 10 weeks away, plans need to be solidified soon. Jose has already secured approval from the County and City to proceed with a bonfire on the beach, and Engine 19 will need to be included in plans for how that will come together. John K will reach out to Jim Farr about food trucks. John K and Jon C will brainstorm about having live music (i.e. The Yacht Club Band). CCA could sell t-shirts and glow sticks as a fundraiser.

RFP Marina Overlook Site – Jose has followed up with the Ccty for a status update. We know directly from two developers that their proposals were not selected (Adirondack Community Development and Crescita Management Group, Inc.). Jose learned from the city that they have chosen another developer (name unknown) and have forwarded that recommendation to the mayor for approval to proceed with the process. Jose asked the city that they show the mayor all of the proposals and indicate what elements of each one can address the Charlotte Community's desires for that parcel.

PRESIDENT'S REPORT

Neighborhood Association Presidents (NA) on 7/9/24 – Jose attended the monthly meeting held at Strong Museum of Play. Mayor Malik Evans made an appearance, but he did not address the group.

Many Neighbors Building Neighborhoods (MNBN) – The coalition is trying to regroup, but it has no funds to operate.

VICE PRESIDENT'S REPORT

Northwest Quad (NWNQC) on 6/18/24 – Tom attended the quarterly meeting held via Zoom. Low-interest (3%) loans are available to businesses.

SECRETARY'S REPORT

Motion by Sue to approve minutes from the General Meeting on 7/1/24 and Board Meeting on 6/17/24. Jose seconded; motion passed 6-0.

TREASURER'S REPORT

Six-month budget report shows an expected deficit of \$1,562. This should be offset in the second half of the year with income from sponsorships and memberships. Renewals will begin soon. RoseMary proposed that we keep membership fees the same as last year; motion approved 6-0 as follows:

Single:	\$25
Senior/Student:	\$20
Couples:	\$40
Supporting/Business without Sponsorship:	\$60

COMMUNICATION OFFICER'S REPORT

RoseMary said we now have 2,500 Facebook followers. She posted information about our committees and the urgent need for volunteers. So far there have been no responses.

COMMITTEE REPORTS

- **Ontario Beach Park Program Committee (OBPPC)** – Tony

- **Beautification** - RoseMary
- **Communications** – RoseMary – See above.
- **Community Development** – Tony
- **Finance** – RoseMary
- **Nominating & Governance** – Sue – Ad hoc team will review Bylaws later this month.
- **Programming** – Jon S - See above for individual event plans.
- **Youth Engagement** – Tom & John – New Principal appointed at School 42; extend invitation to be introduced at one of our fall General Meetings.

UPCOMING EVENTS

8/5/24	General Meeting, 7 pm, Robach Community Center
8/6/24	National Night Out Against Crime Annual Picnic, 6:00 pm, Ontario Beach Park
8/7/24	Scholarship Awards Ceremony, 6:30 pm, Ontario Beach Park Gazebo
8/19/24	BOD Meeting, 6:30 pm, Tropix (NOTE: Sue is out of town)