

**Alliance for Flushing Meadows Corona Park
Meeting of the Board of Directors**

Queens Museum
Flushing Meadows Corona Park, Queens
Thursday, January 19, 2017
9:00 am

Board Members: Mitchell J. Silver, Chair, Kenneth Cohen, , Andrea Hirsch, , Tom Finkelppearl, Jean Silva, Javier Valdes, Daniel Zausner, Carol Conslato, Edwin Wong, Jim Haddad (via videoconference), Julissa Ferreras-Copeland (representing Melissa Mark-Viverito), Melva Miller (representing Melinda Katz), and Executive Director Janice Melnick.

Board Members Absent: Peter Wertheim. Raul Garcia, and Patty Ornst

Also in Attendance: Alan Sherman, Meira Berkower, Anna Dioguardi Moyano, David Strauss, Queens Museum, Tristan Massalay-Ellis, Office of CM Ferreras-Copeland, Zina Zimmerman (FMCP Conservancy), Grainne Coen (Vision Established), Rory McEvoy (Vision Established), Daniel Rosenthal (CM Lancman)

Welcome & Board Matters

At 9:00am, Chair Silver confirmed that a quorum was present. The meeting was called to Order.

Report from Chair

Chair Silver asked for a motion to adopt the minutes of the October 14th, 2016 board meeting. A motion was made to approve the minutes. All Directors present voted in favor. The minutes were approved by the Board.

On April 22nd, which is Earth Day, the Alliance and CAB will host a joint clean up event. Chair Silver announced that he would be there along with Councilmember Ferreras, who allocated \$10,000 in council funds to this project. The Chair encouraged all the board members to attend and asked the members to please RSVP to Janice.

Report from Community Advisory Board

Jean Silva provided the CAB report. At the last CAB meeting, the CAB approved By Laws, which outlines points of process and provides more structure for the CAB. The PRATT Center completed its report for the CAB, which included such items as the CAB's mission, values, and recommendations. The report also restructured the CAB's board to have one Chair, Vice Chair, and Secretary. An election for these positions will take place on January 25 at 6:30pm at the Queens Museum.

Report from Executive Director

Janice Melnick provided a budget and gave information about our new Stewardship Program along with a Capital update. She showed the committee the two pieces of equipment that were purchased by the board. Danny suggested that the Alliance place banners on capital project fences promoting the Alliance's mission to enhance the park.

Committee Reports

Janice Melnick reported for the **Governance Committee**. When the committee met on January 12, 2017, it discussed the outstanding PAAA compliance issues. Board members are required to take part in an online training related to the PAAA. More details will follow. All board members should note that, at some point, they will need to file financial disclosure forms. The Governance committee is recommending that the Alliance's fiscal year change to the calendar year to match CPF's fiscal year. This will make it easier for CPF to carry out its auditing responsibilities on behalf of the Alliance. Tom did not think this was a good idea- he wanted to keep the fiscal year the same as the City's. Andrea agreed with Tom and said that we should remain on the City's fiscal year calendar because eventually the Alliance plans to break away from CPF so it will be easier in the long run. The Chair asked the Governance committee to list the pros and cons for changing the fiscal year and to present it at the next Board Meeting.

Edwin Wong reported that the **Finance and Development Committee** met on December 6th and discussed the following:

1. Instituting an Adopt-a-bench program. The program would be similar to the Parks' program where an adoption has a 10 expiration date. The committee thought it would make sense to begin with the benches around the Unisphere, but noted that any bench could be adopted. Tom Finkelppearl announced that he will be adopting a bench and would like an event to publicize it.
2. Hiring a consultant for a strategic plan. Tom asked that a speaker come and present at the next Alliance meeting on the benefits of a strategic plan. Chair Silver recommended that perhaps there is a company that is willing to complete a strategic plan for no to little cost. He is concerned that a strategic plan would absorb a large portion of the Alliance's limited budget.
3. Establish a short-term goal of raising \$150,000 of unrestricted expense funds within the next 2 years
4. Organizing a celebratory reception that could double as a fundraiser to celebrate the 50th anniversary of Flushing Meadows.

The Chair made a motion for the board to approve the "adopt a bench" program as a fundraising mechanism for the Alliance. A motion was made and approved. Details on how to "adopt a bench" will be posted on the Alliance's website and will be passed out at public meetings. Another motion was made to organize a celebratory reception. The motion was made and approved. The Board will now have to create an event committee. Carol noted that it would be a good idea to have a donation option on the Alliance website with details such as "\$25 buys x daffodils." Javier noted that there should be an option for monthly sustainers. Janice will speak with CPF to see how we might be able to do this and have the money go to CPF for the Alliance.

New Business

Javier asked the Board to provide the CAB \$2,000 for Spanish translation services. Chair Silver recognized the importance of the translation services but noted that \$2,000 is 10% of the existing

unrestricted funds budget. He suggested that the Finance Committee create a fundraising goal for translation services to include in the budget that will be proposed at the next Alliance Board meeting.

Julissa brought up the Port Authorities' (PA) proposed Air Train and that Parks needs to coordinate with PA with the reconstruction of the Passerelle. [Since the meeting, the Parks' Planning division will be reaching out again to PA for an update.]

Rory McEvoy, Partner and co-founder of Visions Established, a consulting and marketing firm based in NYC, presented the firms proposed Alliance logo. In general, the Board members liked the logo. Julissa asked that the firm bend the lines around the Unisphere because right now it looks like a "no smoking" sign. Danny asked that the logo and the address line up and perhaps the words and the logo need to be separated. Vision Established will move forward with the design and will present at the next meeting such items as co-branding examples and how the logo will relate to the address.

The meeting adjourned at 10:20 am.

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