

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

Queens Museum  
Flushing Meadows Corona Park, Queens  
Friday, October 14, 2016  
9:00 am

**Board Members:** Mitchell J. Silver, Chair, Kenneth Cohen, Raul Garcia, Andrea Hirsch, Patty Ornst, Jean Silva, Javier Valdes, Daniel Zausner, Edwin Wong, Julissa Ferreras-Copeland (representing Melissa Mark-Viverito), Vicky Morales-Casella (representing Melinda Katz), and Executive Director Janice Melnick.

**Board Members Absent:** Carol Conslato, Jim Haddad, Tom Finkelppearl, Peter Wertheim.

**Also in Attendance:** Richard Hourahan, Alan Sherman, Meira Berkower, Vickie Karp, Catherine LaPerche, Daniel Coates, Office of CM Ferreras-Copeland, Daniel Rosenthal, Office of CM Lancman, Anna Dioguardi Moyano, David Strauss, Queens Museum, Tim Thomas, Office of AM Simanowitz, Katie Honan, DNA Info, Korin Tangtrakul, Anisia Ayon, Tristan Massalay-Ellis, Office of CM Ferreras-Copeland, Hayley Mackenzie Bain.

**Welcome & Board Matters**

At 9:15am, Chair Silver asked Janice Melnick to take roll call and 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 August 10, 2016 board meeting. A motion was made to approve the minutes. All Directors present voted in favor. The minutes were approved by the Board.

**Report from Community Advisory Board**

Jean Silva reported on the September 21, 2016 CAB meeting. She said that the meeting began with a review of our timeline and an update on the last Alliance Board meeting. Janice provided an update on the Fountain of the Fairs Scope meeting and informed every one of the upcoming Parks Without Borders Scope meeting. CAB members will be going on a bus tour of the Park led by Janice this coming Sunday, October 16<sup>th</sup> at 1pm. The remainder of the meeting was spent in breakout sessions where CAB members were asked to give feedback on 4 topics: Priorities, Values, Vision and Mission, Decision-making, and Officers for CAB. Recommendations will be revised based on this feedback.

**Report from Executive Director**

Janice gave a presentation regarding a company called Vision Established LLC who has offered to do a logo for the Alliance for \$1,000. This included 2 samples of potential logos. After discussion, a motion was made to engage Vision Established LLC. All Directors present voted in favor. The motion was approved by the Board.

Janice also gave a staffing update and identified upcoming events – specifically Open House NY on October 16, Shocktoberfest on October 30, and some It's My Park volunteer events. It was suggested that the Alliance cosponsor or partner on the Shocktoberfest event. She asked any Board members who

are able to volunteer for Shocktoberfest to please let her know. Javier Valdes suggested that to be inclusive we should translate documents whenever possible.

There was also a discussion on purchasing t-shirts or banners that have the Alliance name. The discussion was tabled until the next meeting. Janice was asked to look into any restrictions on petty cash funds for these types of purchases.

Lastly, Janice gave a funding update. In addition to the \$350,000 USTA contribution, the Alliance has received the \$72,500 grant from the National Recreation and Park Association for "Troops for Fitness", as well as a \$25,000 grant from Con Edison to help care for Willow Lake and our natural areas. Lastly, we have raised \$16,050 in unrestricted funds. To date in 2016, the Alliance has raised a total of \$463,550.

### **Committee Reports**

Raul Garcia reported for the **Governance Committee**. It was recommended that the Governance Committee take on the responsibility of the Nominating Committee as part of their role. It was agreed that the following language be added to the roles and responsibilities of the Governance Committee: "Serve as the Nominating Committee to nominate Board members for the Alliance Board and to recommend officers for the Board."

In addition, the Governance Committee recommended that an amendment to the bylaws be made to have officers serve for a 2-year term instead of one and that there be a 2 term limit. A motion was made to amend the by-laws to read that each officer "shall be elected bi-annually by the Board of Directors. Each Officer shall serve for a term of two (2) years commencing upon election. ... Officers cannot be elected or serve more than two (2) consecutive terms in the same elected position." All Directors present voted in favor. The motion was approved by the Board. The current officers will stay in their positions for a second year and elections will be held in 2018.

Edwin Wong stated that the **Finance and Development Committee** has not met yet but will set a meeting date after the conclusion of the Board meeting and will schedule dates for 2017.

### **Programming Discussion**

Chair Silver reminded everyone that while we have already identified our year 1 budget for the USTA Maintenance and Improvements budget, he said it was also important to think about how the Alliance might play a role in supplementing other efforts in the park, specifically by supporting free public programming. Since the Finance & Development Committee has been tasked with creating a fundraising plan, including perhaps a signature annual event, he opened up a discussion regarding free programs.

Janice provided the Board members with a recap of 2016 free programming and associated costs and identified proposals for an event schedule if the Board raised \$20,000 with a separate proposal for \$50,000.

After much discussion, the Board all agreed that continuing the tradition of offering free public programming in the park was essential and that the Alliance should support this by raising funds specifically for this purpose.

A motion was made to establish a \$20,000 fundraising goal to continue the historically free programming in the park. All Directors present voted in favor with one abstention.

A motion was made to authorize use of the first \$20,000 in unrestricted funds raised annually for historically free programming in the park. All Directors present voted in favor with one abstention.

## **2017 Meeting Schedule**

The Board was presented with a proposed schedule for 2017 meetings as follows:

Friday, January 27, 2017 at 9am

Friday, April 28, 2017 at 9am

Friday, July 28, 2017 at 9am

Friday, October 27, 2017 at 9am

Chair Silver emphasized how important it is for Board members to commit to these dates. A motion was made to approve the schedule. All Directors present voted in favor.

## **New Business**

There was no new business.

The meeting adjourned at 10:15 am.