

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

**USTA National Tennis Center
Flushing Meadows Corona Park, Queens
Wednesday, May 2, 2017
4:00 pm**

Board Members in attendance: Mitchell J. Silver, Carol Conslato, Tom Finkelppearl, Jim Haddad (video), Andrea Hirsch, Janice Melnick, Melva Miller (representing Melinda Katz), Patty Ornst, Carl Rodrigues (representing DM Shorris), Jean Silva, John Wang, Daniel Zausner.

Board Members Absent: Kenneth Cohen, Julissa Ferreras-Copeland, Raul Garcia, Javier Valdes, Edwin Wong.

Also in Attendance: Alan Sherman/CAB, Vickie Karp/NYC Parks, Daniel Rosenthal/Office of Council Member Rory Lancman.

Welcome & Board Matters

At 4pm, Chair Silver asked Janice Melnick to take roll call and confirmed that a quorum was present. The meeting was called to Order. Chair Silver welcomed Carl Rodrigues, who replaces Peter Wertheim and who will serve as the new Chair of the Governance Committee, to his first meeting.

Report from the Chair

Chair Silver asked for a motion to adopt the minutes of the January 19, 2017 meeting. A motion was made to approve the minutes. All Directors present voted in favor. The minutes were approved by the Board.

Chair Silver informed the Board that the Alliance and Community Advisory Board's Earth Day Clean-Up, held on Saturday, April 22nd was very successful, with 200 volunteers participating on a number of projects including planting, mulching, and putting a fresh coat of paint on the floor of the Unisphere fountain.

Report from the Community Advisory Board (CAB)

Jean Silva announced her resignation as Community Advisory Board Chair and the appointment of John Wang to the role. John thanked Jean for her tenure as Chair, and told the Board his early priorities would include capacity-building and outreach to the community.

Report from the Executive Director

Capital Update: Janice told the Board that the Roosevelt Avenue entrance construction, which will offer park-goers a vastly-improved entrance to the park, is underway. The project is on schedule and moving quickly, with an anticipated completion in eighteen months.

Janice told the Board that capital improvements to Meadow Lake, originally planned for March, will begin in September instead, to accommodate high park use in the peak season and to allow for the completion of all permitting and sub-contracting arrangements.

Events: Janice shared the draft of the 2017 Special Events calendar, which is waiting for final approval of the Alliance's logo before going to press.

Janice also announced that in a joint sponsoring initiative, The National Trust for Historic Preservation and Heineken Corporation went live on May 2, 2017, with a social media page on Indiegogo.com, inviting the public to fund ten non-profits, including the Alliance for Flushing Meadows Corona Park, at several price points. Donation options for the public included direct funding in small amounts as well as the ability to purchase art of the New York State Pavilion and concert tickets with 51% of the proceeds benefitting the Alliance. Projected funding to the Alliance, depending upon response to the indiegogo page, is estimated at \$15,000 to \$22,000, with the money ear-marked for repair to the concrete entry area of the New York State Pavilion.

Committee Updates

Governance: Carl Rodrigues, who replaces Peter Wertheim, introduced himself to the Board and now leads the Governance Committee. He discussed the status of PAAA compliance issues. Jim Haddad provided some contacts so that we can research when and how to best approach the State on registration and other issues.

Finance and Development: Patty Ornst, in Edwin Wong's absence, updated the Board on the March 29, 2017 Finance Committee meeting. The Finance Committee had discussed the FY'17 and FY'18 budgets and fundraising goals. Patty asked the Executive Director mentioned that Adopt-A-Bench was now live on the Alliance web site. Janice added that Tom Finkelppearl and Edwin Wong had committed to purchase first benches. Tom added he wanted to have a small event to bring attention to the program. Patty invited all board members to purchase benches as well. Patty mentioned that we were looking to add a "donate" button to the website. Lastly, she then informed the Board that plans for a reception entitled "Evening Under the Sphere" were underway for September, and Patty and Carol Conslato would co-chair the reception. Tasks would include determining ticket price, catering, and corporate sponsors to underwrite.

Budget

Janice Melnick led a review of the FY17 budget and submitted a proposed budget, approved and recommended by the Finance Committee, for FY18. The proposed FY18 budget included seasonal staffing and equipment for maintenance and operations in the park. She also discussed possible improvements including a new soccer goalpost and plans to provide a bathroom trailer in the core of the park. Melva Miller asked about long-term plans for a permanent bathroom. Janice said that we can look into obtaining capital funds to build a new comfort station but as that can take some time, we would try the trailer restroom as a temporary measure. The Board agreed that this was an important amenity for the core of the park. Janice Melnick also noted a miscellaneous line item at \$10,000 for quick purchases and services as needed, and another line item for graphic design needs such as branded letterhead and envelopes.

New Business

Alliance Logo: Chair Silver called for a motion to approve the new logo. All approved and the logo is now officially adopted. John Wang and Tom Finkelppearl requested that the trademark note be removed from the logo design. It was suggested that we recognize Vision Established for their pro-bono work on the logo. Chair Silver requested that the graphic designer be recognized on our web site and at our Fall reception.

New Lighting at the New York State Pavilion: Chair Silver described the new LED lighting design planned for the NYSP, and Janice Melnick shared that the Public Design Commission has expressed that they like the design, although it has not yet gone to formal consent. She showed some photos of a recent test of the lighting of both the Observatory Towers and the Tent of Tomorrow. The timeline for completion of the project is two years.

Janice mentioned to the Board that Fox5 local news ran a positive story about clean-up crews in the park on May 1st, and we were now sharing positive news and photo albums celebrating Alliance events and initiatives on Twitter and Facebook, with further development of our social media to come.

The meeting adjourned at 4:55pm.

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