

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

Queens Museum
Flushing Meadows Corona Park, Queens
Wednesday, August 10th
9:00 am

Board Members and Executive Director in attendance: Mitchell J. Silver, Chair, Carol Conslato, Kenneth Cohen, Raul Garcia, Jim Haddad, 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), Peter Wertheim (representing DM Shorris)

Board Members Absent: Tom Finkelpearl.

Also in Attendance: Alan Sherman, CAB, Meira Berkower, NYC Parks, Vickie Karp, NYC Parks, Brittany Mascarella, NYC Parks, Daniel Coates, Office of CM Ferreras-Copeland, Susan Cleary, FMCP Conservancy, Carina Kaufman-Gutierrez, Daniel Rosenfeld, Office of CM Lancman, Anna Dioguardi Moyano, Queens Community House, Roy Ruiz, Office of Senator Peralta, David Strauss, Queens Museum, Tim Thomas, Office of AM Simanowitz.

Welcome & Board Matters

At 9:00am, Chair Silver asked Janice Melnick to take roll call and confirmed that a quorum was present. The meeting was called to Order. Chair Silver announced that in early May, Mayor de Blasio appointed Kenneth Cohen to the Board. With this appointment, the board is now complete at 15 members.

Report from Chair

Chair Silver asked for a motion to adopt the minutes of the April 1st, 2016 board meeting. Andrea Hirsch asked that the minutes be corrected so that when discussing the non-profit status, it should be referred to as "510C-3" not "401C-3." The minutes will be corrected. A motion was made to approve the minutes. All Directors present voted in favor. The minutes were approved by the Board.

Chair Silver announced that Flushing Meadows Corona Park's Henry Hudson Entrance (main entrance off 111th St.) is one of 8 city wide projects that received capital funding through the Parks' Without Borders initiative.

Report from Community Advisory Board

Jean Silva noted that the CAB did not have any major objections to the proposed Alliance budget. Jean Silva handed out the minutes from the last CAB meeting to the Alliance Board members.

Report from Executive Director

Janice gave an update on the newly allocated FY 17 Capital funding.

There was a Ribbon Cutting on June 23rd for the Meadow Lake Shoreline restoration project at the south west end of Meadow Lake. The new board member, Kenneth Cohen, was able to celebrate with us.

Janice reported that Parks will be installing timber rail at the northern end of the lake near the boathouse. This will prevent cars from driving into the lawn area.

Janice mentioned that the Park partnered with the Queens Museum to create a mural at Playground for All Children along 111th St. to make the park more welcoming.

Janice stated that she is still working with Parks' legal team to finalize the Fitness for Troops Grant opportunity suggested by Council Member Julissa Ferreras-Copeland. The National Recreation and Park Association, through funding from Coca-Cola, will provide \$70,000 for a two-year program for veterans to teach free health and fitness classes in the park.

Janice clarified that the Alliance was not an official partner or sponsor of the Meadows Music Festival. The organizer, Founders Entertainment, apologized for mistakenly naming the Alliance as a partner. Janice will be meeting with them next week to discuss a possible donation from Founders Entertainment.

Janice mentioned that there are two possible opportunities to receive a pro-bono logo. Queens College offered to create a pro-bono logo, but it would still need to be formatted for such things as letterhead etc... A company called Vision Established offered to design a logo. They asked for \$1,000 to cover their costs. However, the company would still be interested even if there was no available funding.

Committee Updates

Carol Conslato will chair the Audit committee and she will no longer serve on the Governance Committee. Andrea Hirsch will move from the Finance/Development Committee to be a member of the Audit Committee and Jim Haddad will join the committee as well. The Chair made a motion to elect the proposed slate for the audit committee. Fourteen board members voted in favor and one voted to abstain.

Tom Finkelpearl and Kenneth Cohen will now serve on the Finance and Development Committee.

Chair Silver presented a draft document outlining the proposed roles and responsibilities for each board committee. Since the full board meets quarterly, Chair Silver asked that the committees meet quarterly, with the exception of the Audit Committee which will meet once a year.

Mission Statement

The Executive Committee reviewed a proposed mission statement for the Alliance:

The mission of the Alliance for Flushing Meadows Corona Park is to support NYC Parks to preserve, maintain and improve Flushing Meadows Corona Park for the benefit and use of the surrounding communities and all New Yorkers.

As stewards, we aspire to raise awareness and engage the community by caring for the natural environment, preserving our history, and providing exceptional amenities and programming.

We are committed to making the park accessible to all to enjoy, now and for future generations.

A motion was made to approve the mission statement. Fourteen board members voted in favor and one voted to abstain. The mission statement for the Alliance of FMCP was voted in.

Goals & Priorities

Chair Silver presented three goals with corresponding priorities, which were developed at the last meeting, including: Raise Awareness and increase name recognition of Alliance; Establish tangible or visible accomplishments; and develop a fundraising plan.

A motion was made to adopt the goals and priorities for year one. Fourteen board members voted in favor and one voted to abstain. The goals and priorities for the Alliance of FMCP was voted in.

Budget

Based on the three goals and corresponding priorities, Chair Silver presented a proposed budget of \$346,000 for the year one funds, which includes: \$21,000 on developing a logo and branding to increase awareness and name recognition of the Alliance; \$165,000 for Equipment and Staffing that will raise the level of maintenance in the park which will help show the value of the alliance and encourage more funders to donate to the park; \$160,000 spent on garbage receptacles, amenities, and a wayfinding study that will serve as a visual accomplishment for the Alliance and raise awareness for the Alliance.

Janice was asked to pursue the pro bono opportunities for creation of a logo, but that the \$21,000 allocation for the development of a logo and branding should remain in the budget.

The Fiscal Year is from July 1st to June 30th.

Council Member Ferreras-Copeland mentioned that she will be allocating \$40K to the Alliance through the Parks Equity Funding along with \$15K for the Spooktacular event in the park to take place on Sunday, October 30th.

Javier Valdes noted that he has been asking to do a joint event with the CAB and the Alliance.

Chair Silver tasked Janice Melnick to provide three possible events such as Spooktacular and It's My Park day for joint events. Janice Melnick will bring recommendations back to the board.

A motion was made to approve the budget. Thirteen board members voted in favor and two voted to abstain. The year one USTA budget for the Alliance of FMCP was approved.

Edwin Wong, Chair of the Finance and Development Committee, reported on possible fundraising goals and plans. He mentioned that we could increase the name recognition of the Alliance and fundraise by creating name plates on benches and/or a brick donor path. The Finance and Development Committee has been tasked with bringing fundraising ideas to the next full board meeting.

Approval of Policies

Chair Silver announced that it is necessary for the Alliance to comply with the Public Authorities Accountability Act (PAAA), which empowers boards of directors to take the steps necessary to promote effective management, improve accountability and oversight, encourage transparent and full disclosure, and establish a culture of ethical behavior and personal responsibility. The Governance Committee will be meeting ahead of the next board meeting to continue reviewing the PAAA requirements.

These policies were drafted with help from the City Law Department.

Jim Haddad noted that these policies, even if adopted, can be amended more easily than bylaws with a board vote.

A motion was made to approve six policies: Whistleblower, Property Disposition/Acquisition Guidelines, Procurement Policy, Compensation and Reimbursement Policy, Travel and Expense Policy, and the

Public Notice Policy. Fourteen board members voted in favor and one voted to abstain. The six policies were approved.

New Business

The Chair announced that there will be times the Alliance may be included in press articles and the board members may be contacted for comment. The board members should reach out to Janice or Sam Biederman in the Parks press division to let us know so that all responses can be coordinated.

The next scheduled Full Board meeting will be moved from October 7th to **Friday, October 14th**.

Councilmember Lancman along with another resident of Council District 24 filed a lawsuit against the City in early July. The City Law Department is handling the suit. This lawsuit does not impact the ongoing business actions of the Alliance.

Councilmember Ferreras-Copeland also mentioned that she had spoken with the LeFrak family and they may be interested in financially supporting the Alliance – perhaps with naming something. [In 1991, the meadow in Willow Lake was named after Samuel and Ethel LeFrak.] Janice will check on signage at this location.

The meeting adjourned at 10:00 am.