

**Flushing Meadows Corona Park Alliance
Meeting of the Board of Directors
Friday, October 23, 2020 at 9:00am
Zoom Videoconference**

Members in attendance: Ken Cohen, Terri Richardson, Andrea Hirsch, Andrew Hollweck, Patty Ornst, Ali Davis, Jean C. Silva, Michelle Villagomez, John Wang, Danny Zausner. **Others in attendance:** Janice Melnick, Grey Elan, Salmaan Khan, Juliet Page, Rick Little, Jacqueline Colson, and Gregory Spock.

Report from Chair

Danny Zausner thanked everyone for joining the meeting. Danny commended the park maintenance staff for keeping the park looking great under difficult circumstances. He asked for a motion to accept the minutes from the 6.1.2020. All present voted in favor.

Report from Executive Director

Janice Melnick gave an update on the park. She informed all that the entire park is in the Yellow Zone for COVID cluster; limiting groups to no more than 25 people. This is an improvement as the southern end of the park had been in the Red Zone.

She added that on the negative side, we've been seeing an increase in some illegal activities, specifically pop-up parties. However, on the positive side, we've also seen an increase in people coming out to volunteer. While we must keep the groups small, we are very grateful to our volunteers. We're also trying to keep the community engaged by offering virtual tours of the park and were fortunate to have author Susie Orman Schnall, who wrote *We Came To Shine* set at the 1939 World's Fair, give a virtual author talk for us.

Janice informed all of two virtual visioning sessions for Promenade Improvements in coordination with the Airtrain project. These will be held on October 27th and November 18th, both at 7pm.

Lastly, both Art in the Park projects that the Alliance funded have been installed.

Report from Community Advisory Board

Jean Silva reported on the CAB. She mentioned that Latisha T Williams was a guest speaker at their last meeting and gave a great report on what is going on in the park. Latisha told the CAB that there is a higher volume of people using the park but not all are wearing masks. She also mentioned that budget cuts have prevented us from hiring seasonal employees making the job more difficult. Jean thanked Danny Zausner who agreed to attend their next CAB meeting.

Jean mentioned that members of the Queens Distance Runners have been volunteering in the park and she thanked them for their work. She mentioned that the CAB and the FMCP Conservancy had partnered on a couple of Census events in the park on August 11 and August 26. She commended John Wang for his hard work on the census event in the park.

Central Park Conservancy/Julep Consulting

Salmaan Khan gave an overview of the project as it is now coming to an end. He expressed how happy they were to work with the Alliance and that even though the project has officially ended, they will

always be available to assist us as needed. He then turned it over to Juliet Page and Rick Little from Julep Consulting who gave a final presentation on their work with the Board.

Rick gave a quick presentation recapping the project with a timeline from the beginning. They also presented their final report which included Board Priorities and Recommendations. These included Board Composition and Growth, Board and Organizational Leadership, Board Member Onboarding and Engagement, Fundraising including adopting a Give or Get Policy for Board Members, Administrative and Fundraising Support, Alliance Visibility, and Community Involvement. They also offered a Board Member Job Description for our consideration.

After their formal presentation, Danny thanked Julep and the Central Park Conservancy for their hard work on our behalf. He then told all Board Members present that he felt the board should have a fiduciary responsibility to the board as outlined by Julep and stated that he strongly supported the recommendation to create a Give or Get Policy. He said the plan from the inception of the Alliance (and even before as CM Ferreras was planning the Alliance) was to be a “fundraising board” to help supplement what the city can’t provide for the park. Ali Davis also agreed and discussed why it was so important to have this. She went on to say that this is standard practice for Boards and was important for board members to feel an ownership and connection to the Alliance. She then offered a motion to have a Give or Get Policy that would require all Board members to “make best efforts to satisfy the following fundraising expectations in support of the Alliance’s operating budget:

- Provide a personal financial contribution of at least \$250 annually and solicit funds and/or in-kind support from personal and professional connections of at least \$2,500 annually.
- Sponsor and/or purchase a ticket to (and attend) the annual gala/fundraiser.

The motion was passed unanimously with one abstention from Jean Silva representing the CAB (vote tally was 9 yes, 1 abstention).

Governance Committee

Ali Davis reported that Andrea Hirsch has agreed to become a member of the Governance Committee replacing Raul Garcia.

Ali also reported that all Board members were notified by COIB that they were required to complete an annual financial disclosure form. All Board members completed this form and the Alliance is in full compliance with this requirement.

The Alliance is also required to complete an annual donation report listing all donations of \$5,000 or more. Janice completed this form in September and the Alliance is in full compliance with this requirement.

Jim, Janice and Ali will be meeting soon to complete the paperwork needed to become a 501c3.

Finance & Development Committee

Andrew Hollweck gave an update on the FY21 budget and explained that while we have not raised much money this year we have also not spent much money, so the Alliance is in good financial shape. Janice showed all the updated budget which has not changed drastically. Unfortunately, there has been no new revenue. The only expenditures have been \$19,920 from the NYC Green Relief and Recovery Grant for our AmeriCorps Member, who serves as our Stewardship Coordinator, and \$5,500 for the Art in the Park.

Patty Ornst discussed our Fall Fundraiser, which she has previously sent a letter about to all board members. She detailed the gift baskets that John Wang has been working tirelessly to put together to offer this unique opportunity. A \$500 basket with semi-perishable goods and a \$1,000 basket that additionally offers non-perishable items are available. These are very Queens-centric, so we are also supporting local businesses and artisans. There are, of course, sponsorship opportunities as well. Patty asked all board members to purchase a basket and ask friends, family and contacts to support. Patty expressed that we were expecting 100% participation from the Board. Danny mentioned that the USTA would be sponsoring the fundraiser and Patty stated that Delta would as well.

New Business

Danny asked if there was any new business. Being there was none, the meeting was adjourned.

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