

**Flushing Meadows Corona Park Alliance (“the Alliance”  
Board Meeting, Friday, February 12, 2016, 9am**

**Board Directors in attendance:** Carol Conslato,; Julissa Ferreras-Copeland ( Council Speak Melissa Mark-Viverito’s designee); James M. Haddad, (by videoconference); Andrea Hirsch, USTA, Janice Melnick, Executive Director, FMCP Alliance/Park Administrator; Melva Miller, Deputy Borough President ( BP Melinda Katz’s designee); Jean Silva, Community Advisory Board (“CAB”) representative; Mitchell J. Silver, FAICP, NYC Parks Commissioner; Edwin Torres, Acting Commissioner of Cultural Affairs Javier Valdes; Peter Wertheim ( First Deputy Mayor Anthony Shorris’ designee); Daniel Zausner, USTA. **Did not attend:** Raul Garcia; Patricia Ornst; Edwin Wong

Also in attendance: Vickie Karp, NYC Parks; Alessandro Olivieri, NYC Parks; Anna Dioguardi, CAB Co-chair; Daniel Coates, Chief of Staff, Office of Council Member Ferreras-Copeland.

**Welcome and Introductions**

At approximately 9:05, Commissioner Silver confirmed that a quorum was present and called the meeting to order. He asked for a motion to adopt the minutes of the December 15, 2015 board meeting. Melva Miller asked for clarification regarding ex officios role on the Board – she had abstained in votes at the first meeting because she was not sure if she was allowed to vote. Janice Melnick clarified that according to the by-laws of the Alliance, the ex-officios on the Board had voting rights as full members of the board. A motion was made and seconded to approve the minutes. All Directors present voted in favor.

Commissioner Silver stated that the M&O agreement between the Alliance and the Parks Department and the sponsorship agreement between the Alliance and the City Parks Foundation have been executed. Changes that were discussed at the last meeting were implemented. Following the execution of the M&O agreement, the paperwork to transfer the USTA funds of \$350,000 to be spent on maintenance was completed. The funds were deposited into the Alliance’s account, held at the City Parks Foundation, on Friday, February 5, 2016.

**CAB Report**

Jean Silva provided the Board members with a copy of the minutes from the January 20, 2016 CAB meeting and a new map/guide of FMCP. She reported that over 50 people attended the meeting representing approximately 40 organizations. The CAB agreed on 4 committees at this time: Coordinating, Community Outreach, Infrastructure, and Events/Activities. Some of these committees have already met.

Carol Conslato asked if the organizations located in the park are participating on the CAB. Ms. Silva responded that many organizations that have an interest or role in the park are participating. Ms. Melnick further confirmed that all of the cultural institutions and athletic facilities are included in the CAB.

Danny Zausner mentioned that he attended the last CAB meeting and that the meeting went well but he was concerned that some members might have unreal expectations of what the CAB's role is especially as it relates to Alliance funding. Ms. Melnick agreed that this was a concern and at the next meeting Anna and Jean agreed that she should again explain the roles and relationships between Parks, the Alliance, and the CAB.

Javier Valdes felt that there are organizations or individuals that can provide technical support to help guide the CAB. Jean Silva said that she thought the committees will help move the CAB along and keep the members excited and focused. Ms. Melnick stated that she has spoken with Sabini Saragoussi from Partnerships for Parks who has a lot of experience with providing technical assistance to new groups and has expressed her willingness to assist.

### **Executive Directors Report**

Ms. Melnick gave attendance figures for Flushing Meadows Corona Park – in 2015 just under 9 Million (8,878,164) people visited the park. There was discussion on how this compares to other parks, particularly Prospect Park. Commissioner Silver shared attendance figures for some parks and facilities and mentioned that other Administrators will be asked to provide this information in the future. It was agreed that FMCP is unique in that we share the park with cultural and sporting facilities which help drive the numbers.

Ms. Melnick then gave a brief presentation on donations that were received for FMCP on behalf of the City since 2015 - \$157,499 in 2015 and \$8,450 in 2016 to date. She also showed that \$97,196 was spent in 2015 and \$23,825 in 2016. CM Ferreras-Copeland asked what the funds were spent on. Ms. Melnick explained that most of the 2016 monies to date have been spent on a piece of equipment called a Gator™, which is a small utility vehicle that allows staff to remove garbage from crowded sections of the park and has a plow attachment that is able to plow in tighter areas.

Ms. Melnick then offered 2 options for spending the \$350,000. The proposals included seasonal staffing, equipment, branding of the Alliance, park “furniture”, and a wayfinding design study. She mentioned that she had received one proposal from the company that did the wayfinding for Randall's Island. While the Alliance does not have to put out an RFP and follow City purchasing procedures, it was clarified and agreed that the Board should get at least 3 bids for a project such as this.

This led to a discussion on possible funding. Ms. Miller asked for additional information to help get a better overview of funding for the park from the City. She thought this would help the Board determine how best to spend monies raised. It was agreed that Ms. Melnick would work on getting together information on the Parks Department's capital, staffing and expense budgets for the park.

CM Ferreras-Copeland did think it was important that there be visible improvements that the public can see and hold or point to and say it is clear where money is being spent. Ms. Conslato suggested we think about the story that we want to present.

Several Board members agreed that branding is important and should be included in a funding package and Commissioner Silver suggested that a website for the Alliance also be included. Wayfinding was also discussed and it was agreed by many that it is a problem in the park that should be addressed. Commissioner Silver explained how the park could be color-coded by sections – Lakes at FMCP, World Park at FMCP, etc. – to make wayfinding more efficient.

### **Conflict of Interest Policy and Code of Ethics**

Commissioner Silver reminded the Board that the conflicts policy and code of ethics was approved at the last meeting. He asked that all Board members complete the form and return it to Ms. Melnick if they have not already done so.

### **Correction to By-laws**

Commissioner Silver stated that in section 10.01 of the by-laws, the word Corona was missing from the Corporate Seal and asked for a motion to approve the proposed correction. A motion was made and seconded to approve the change to the by-laws. All Directors present voted in favor.

### **Establishment of Committees**

Commissioner Silver directed everyone to find a proposed slate of committee members and chairs for the Audit & Finance, Governance, and Executive Committees in the Board package. He said the proposed slate was based on the expression of interest form submitted by the Board members. He asked for discussion on the topic before a vote. Jim Haddad expressed his opinion that the Treasurer should not act as the Chair of the Audit committee as he would then have to audit himself. Carol Conslato and Andrea Hirsch agreed. After further discussion it was decided that the Governance Committee can take up the issue. A motion was then made and seconded to approve the Executive Committee Chair and committee members and the Governance Committee Chair and committee members. All Directors present voted in favor. The Governance Committee will take up the issue of the Audit & Finance Committee before the next Board meeting.

### **Discussion of Future Meetings**

Commissioner Silver suggested that the Board discuss the best time to hold future Board meetings and come up with a schedule to help the Board members plan accordingly. After a brief discussion all agreed that Friday mornings work well and future meetings should be scheduled on Friday mornings at 9am. There was discussion on when quarterly meetings should take effect and Mr. Zausner suggested being on an April, July, October, January schedule to avoid meetings in August/September during the US Open. All agreed and the remainder of the 2016 meeting schedule is as follows: April 1, July 8, and October 7. All meetings will take place at 9am at the National Tennis Center Indoor Training Facility.

## **New Business**

Commissioner Silver stated that Parks has received Conflicts of Interest Board approval for Ms. Melnick to raise funds on behalf of the Alliance. He asked for a motion to approve Ms. Melnick to conduct general fundraising on behalf of the Alliance. A motion was made and seconded to approve such general funding raising by Ms. Melnick. All Directors present voted in favor.

Commissioner Silver reported that there is still one remaining Mayoral appointee to be selected for the Board and that we are following up with the Mayor's Office of Appointments.

Commissioner Silver reported that over the past several months, Parks received requests from 3 different concert promoters to host a multi-day large scale festival in FMCP. Parks denied the events based on the impact to the park. Smaller events are still be contemplated. For the Board's information, a copy of the Parks events rules was included in the Board packet.

Commissioner Silver asked if there was any other new business. There was none. A motion was made and seconded to adjourn the meeting. All Directors present voted in favor.

After the meeting was adjourned, Commissioner Silver recognized that Peter Wertheim was replacing Peter Hatch on the Board and acknowledged the Edwin Torres, Acting Commissioner of Cultural Affairs was not present at the first meeting. He asked each to introduce themselves and tell the Board a little about themselves and asked the rest of the Board to introduce themselves as well.

Meeting was then adjourned at approximately 10:00 am. .