

**Flushing Meadows Corona Park Alliance  
Executive Committee Meeting  
Tuesday, March 22, 2016  
4:30 pm  
Olmsted Center Annex (Bid Room)/Flushing Meadows Corona Park, Queens**

**Executive Committee Members in attendance:** Mitchell J. Silver, Chair, Carol Conslato, Javier Valdes, Daniel Zausner, Janice Melnick, Tristan M. Ellis, (representing Council Member Julissa Ferreras-Copeland). **ABSENT:** Jean Silva, CM Ferreras-Copeland.

**Welcome**

Commissioner Silver asked everyone to review the minutes of the February 12<sup>th</sup> Board meeting which will be adopted at the next full board meeting on April 1<sup>st</sup>. Commissioner Silver went on to discuss that the agenda will be less procedural now that the Board has taken care of the basic organization framework. We will begin discussing strategic direction, mission, and goals of the Alliance.

**NOTE: A planned CAB Presentation was not available (Jean Silva absent)**

**Committee Updates**

Commissioner Silver reminded the Executive Committee that we tasked the Governance Committee to take up the issue of having the treasurer serve as the Audit and Finance Committee Chair. Peter Wertheim as the Governance Chair has set up a meeting and will make a report at the full Board meeting. In addition, Commissioner Silver proposed that all Officers of the Board be represented on the Executive Committee. This would add one additional member, Edwin Wong. The Executive Committee agreed with the recommendation which will be taken to the full Board meeting for a vote.

**Executive Director Report**

Meira Berkower, City Planner for FMCP, gave a PowerPoint presentation on the Flushing Meadows Corona Park Strategic Framework Plan. Discussion followed on how the Framework Plan has been used to guide capital projects and connect the park to the community and neighborhoods.

Janice Melnick gave a PowerPoint presentation on Capital Projects in the park from 2012 to present. Commissioner Silver emphasized the importance of projects taking place “all over the park”.

Daniel Zausner asked if all in-kind donations must go through a full review by the Alliance and was told the Alliance board members should seek out in-kind donations but not every in-kind donation to the park must go through Alliance review. Commissioner Silver said programming, for example, could be co-branded by both the Alliance and NYC Parks.

Janice Melnick discussed a grant opportunity suggested by Council Member Julissa Ferreras-Copeland. Coca-Cola, through the National Recreation and Park Association, funds a \$145,000 two-year program for veterans to teach free health and fitness classes in the park. Coca-Cola would like to make Flushing Meadows Corona Park its recipient for Queens. Janice is pursuing this and other grant opportunities and will keep the Board informed.

Janice Melnick discussed upcoming events in FMCP. In 2016, FMCP will have more events than ever before and printed calendars will be available in July. She provided the committee with a list of events from now through June including children's programs, Shakespeare and Summerstage Kids.

Janice Melnick gave a staffing report which includes 23 permanent maintenance staff – 19 workers plus four managers/supervisors and 6 PEP officers (with 8 additional PEP officers to be added).

### **Mission Statement**

Commissioner Silver stated that it is important for us to establish a mission statement for the organization. This will help guide the direction of the Alliance and serve to keep us committed to what we value the most. The commissioner proposed that the Executive Committee be tasked with developing a proposed mission statement. He asked the committee to share ideas over the next several days through Janice Melnick so that they could present a first draft to the full Board.

### **First-Year Goals**

Commissioner Silver recommended that as a board we develop short-term goals that we would like to accomplish. The commissioner gave a few examples to begin the discussion, including: Raise awareness and increase the name recognition of the Alliance; Fundraise for additional programming and enhanced maintenance; Develop a fundraising plan; and Formalize the organization as an independent not-for profit (501c3). He added that obtaining 501c3 status had both pros and cons that should be evaluated before a decision to proceed be made. After a brief discussion, the Executive Committee members agreed with the approach to develop short-term goals.

### **Budget Development Process**

Commissioner Silver said it is important that we begin discussing the budget for the year, both for the USTA funds and other future funds raised. He offered a few suggestions, including getting the CAB involved and giving them an opportunity to develop a list of recommendations for improving the park. Partnerships for Parks could help facilitate the CAB conversation for improving the park through enhanced maintenance and programming (not capital projects). Commissioner Silver also proposed setting up a Development Committee to develop a fundraising plan with targets and action items, a list of prospects and fundraising activities, and internal policies on annual give/get by new members. The Executive Committee agreed with this approach and it will be brought to the full board for approval.

Commissioner Silver discussed guaranteed funding from the USTA and possible scenarios for spending these funds. Janice Melnick provided several funding options broken down into thematic categories – Maintenance, Improvement, Branding, and Start-up costs. Commissioner Silver stated that he would like to discuss our broader strategy for these funds; should we spend it down completely each year: carry over portions to put toward larger items; commit funds to provide the same activities each year for continuity (i.e. seasonal staffing, programs).

The committee members took particular interest in branding, wayfinding and a special event to increase the visibility of the Alliance. Daniel Zausner suggested that if we use Alliance money to fund the wayfinding study, we could then use some of the \$5 million Capital funding from the USTA for the actual signs and installation.

### **Scheduling of Executive Board Meetings**

Commissioner Silver recommended that the executive committee two weeks prior to the full board meeting. The committee agreed. Executive committee meetings will take place on Friday mornings. However, due to the July 4<sup>th</sup> holiday it was agreed that the next meeting will be held on Thursday, June 30<sup>th</sup> at 4:30 pm followed by Friday, September 23<sup>rd</sup> at 9am, both at Olmsted Center Annex.

The meeting was adjourned at 6:00 pm.