

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

**Billie Jean King National Tennis Center (Indoor Training Facility)
Flushing Meadows Corona Park, Queens**

April 1, 2016

9:00am

Chair: NYC Parks Commissioner Mitchell J. Silver, FAICP

Board Members and Executive Director in Attendance: Carol Conslato, Julissa Ferreras-Copeland (representing Melissa Mark-Viverito), Tom Finkelppearl, Jim Haddad, Andrea Hirsch, Janice Melnick, Melva Miller (representing Melinda Katz), Patty Ornst, Jean Silva, Mitchell Silver, Peter Wertheim (representing Anthony Shorris), Edwin Wong, Daniel Zausner.

Board Members Absent: Raul Garcia, Javier Valdes.

Also in Attendance: Alan Sherman, KGH Civic, Meira Berkower, NYC Parks, Vickie Karp, NYC Parks, Brittany Mascarella, NYC Parks, Daniel Coates, Office of CM Ferreras-Copeland, Vicky Morales-Casella, Borough President's Office, Keats Myer, Madison Square Park Conservancy.

Welcome & Board Matters

At approximately 9:05 am, Commissioner Silver took roll call and confirmed that a quorum was present. The meeting was called to Order. He asked for a motion to adopt the minutes of the February 12, 2016 board meeting. A motion was made and seconded to approve the minutes. All Directors present voted in favor.

CAB Presentation

Jean Silva gave a recap stating that Partnerships for Parks and the Pratt Center are going to work with the CAB to help move it forward. Elena Conte from Pratt presented at the last CAB meeting and led small group sessions; Between 40 to 50 people attended the meeting. Jean Silva said that there were three main topics that came out of the breakout groups that were exploring how to work with the Board: 1) Trust 2) Credibility 3) Defining the CAB.

Executive Director's Report

Meira Berkower presented an overview of the 2008 Strategic Framework Plan. As an introduction, Commissioner Silver commented on the synergy between following the existing framework plan and emphasized the importance of opportunities for the CAB and the public to weigh-in.

There was a short discussion about attractive and less confusing wayfinding for FMCP including the need for symbols or many languages, and the opportunity to brand the Alliance through signage and wayfinding design.

Janice Melnick presented a Capital Overview emphasizing how the entire park has received capital funding, much of which correlates to the Strategic Framework Plan suggestions. Mitchell Silver

explained that no other park in New York has received anywhere near the over quarter of a billion dollars dedicated to Flushing Meadows Corona Park.

Julissa Ferreras-Copeland asked if Parks had reached out to the MTA and Port Authority regarding the plan for the Air Train and LaGuardia Airport, and indicated that the #7 train at Met Willets, the LIRR and the USTA within the park, and the park itself need to be part of the planning, perhaps with the State contributing to the \$125 million cost of the Passarelle capital project. There has been one meeting with Parks and MTA, but no follow up meetings. Commissioner Silver and Patty Ornst said they would each reach out to coordinate.

Janice Melnick then gave a brief presentation about free upcoming events, current staffing, and a possible grant opportunity with Coca-Cola and the National Recreation & Park Association. Janice Melnick asked the board members to please share any other grant opportunities.

Julissa Ferreras-Copeland suggested a CAB/Alliance Board Volunteer Day.

Tom Finkelppearl asked if the Alliance is a fund raising entity. Tom asked if the By-Laws could be changed to expand the Board to allow for more fundraisers.

Committee Reports

The Executive Committee recommended that all officers of the Board serve on the Executive Committee. This would require adding Treasurer Edwin Wong to the Executive Committee. A motion was made and seconded. All Directors present voted in favor.

Peter Wertheim presented the Governance Committee Report. The Governance Committee recommended separating the Audit and Finance Committee into two separate committees.

After discussion, it was further agreed to add Development to the Finance Committee, with the Development and Finance Committee focusing on and creating a fundraising plan. A motion was made and seconded to amend the by-laws have a separate Audit Committee and Finance & Development Committee. All Directors present voted in favor. Edwin Wong will serve as the Chair for the Finance & Development Committee.

Mission Statement

Chair Silver referred the Board to sample mission statements by other Parks conservancies. He recommended that the Executive Committee be tasked with developing a proposed Mission Statement for the Alliance. He asked Janice Melnick and her staff to prepare a draft mission statement for review at the Executive Committee on June 24th and then to the full Board on July 8th. A motion was made and seconded. All Directors present voted in favor.

Discussion of First- Year Goals

Chair Silver recommended that as a board, we develop 4 short-term goals to accomplish in the first year of our organization to help set our priorities. They are:

1. Raise Awareness- through Wayfinding/Branding
2. Funding for Program and Staff

3. Fundraising Plan
4. Formalize organization as an independent non-profit (501C-3), which could take about 1-2 years

Melva Miller noted that there should be a fifth goal that would be to have a tangible or visible accomplishment. After a short discussion, it was agreed that Janice Melnick and her staff will use these 5 ideas to develop the proposed goals for review by the full Board on July 8th.

Budget Development

Chair Silver tasked the Board to adopt an FY 17 budget for the USTA Funds (\$350K) to be adopted by the full board on July 8th.

Janice Melnick then gave a presentation on options for spending current funding of \$350K from USTA and \$8,000 in revenue from film shoots. The Board was also given in their packet a longer list of items, broken into categories including Maintenance, Improvement, and Start-up – that could be funded by the Alliance. This led to a group discussion on What is capitably eligible and what is expense eligible. James Haddad asked if separate trash receptacles really work and if the Board should consider the solar option. Melva Miller asked if items that are bought by the Alliance could be branded.

Janice Melnick noted that she received one Wayfinding/Branding proposal, but that she will get a total of 3 proposals once the Board approves the goals at the July 8th meeting.

It was noted that the Alliance still needs a logo. Patty Ornst said that the Alliance could possibly find someone to do it pro-bono rather than hiring a firm.

Patty Ornst asked about options for WiFi in the park.

Daniel Zausner asked the Board to consider what the process will be for deciding on the USTA's Capital funding, now that OMB has approved spending it as a \$5 million block rather than over five years. It was suggested the \$5 million could be used to produce and install new wayfinding signage.

Commissioner Silver noted that the CAB should be involved in how expense funding is used to help the park but that we should be clear that they should only consider maintenance and programming. Janice Melnick can receive feedback from the CAB to help determine board priorities and then develop a proposed budget for board review and approval at the July 8th board meeting.

Julissa Ferreras-Copeland suggested organizing a joint volunteer project between the Alliance and CAB members for a park clean-up.

Meeting was adjourned at approximately 10:30 a.m.