

**Flushing Meadows Corona Park Alliance
Executive Committee Meeting
Thursday, June 30th
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, Jean C. Silva, Edwin Wong, Janice Melnick, and Daniel Coates (representing Council Member Julissa Ferreras-Copeland). **ABSENT:** CM Ferreras-Copeland.

Welcome and Report from Chair.

Chair Silver asked everyone to review the minutes of the March 22nd Board meeting, which will be adopted at the next full board meeting on July 8th. 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.

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 approved the proposed Alliance budget and asked the Board to consider providing \$1,500 in funds to support the CAB.

Executive Director Report

Janice Melnick mentioned that she is still working with Parks' legal team to finalize the Fitness for Troops 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.

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 announced that the Alliance was not an official partner of the Meadows Music Festival. Chair Silver stated that If board members are contacted by the press, they should direct all press inquiries to either Janice or to Sam Biederman, Parks' Assistant Commissioner for Communications.

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

Javier Valdez asked how the Alliance can partner with other groups such as Music Festivals- Chair Silver and Janice to research and report back to the Committee.

Carol Conslato asked when the Alliance can start the process of becoming a 510C3 so that it can receive funding. Janice explained that the Alliance can already receive funding/donations through CPF.

Committee Updates

The proposed slate for the Audit committee was presented. 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.

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

Javier Valdes requested a list of committees/members.

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.

This statement will be proposed to the full board on July 8th with a recommendation to vote to adopt.

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.

Chair Silver mentioned that there would be a good opportunity in the fall to do an "It's My Park" day event co-hosted with the CAB.

Javier Valdes asked if the Alliance could co-brand any of the existing 2016 events.

Budget

Based on the three goals and corresponding priorities, Chair Silver presented a proposed budget of \$346,000 for the year 1 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. Jean Silva noted that the CAB approved the proposed budget, but in the future, the CAB wants more input in what the Alliance funds.

Danny Zausner recommended that we contact the company that had created pro-bono the logo for the World's Fair Anniversary Festival.

Janice restated that we could use Alliance money to fund the wayfinding study (which is not capially eligible) and use a portion of the \$5M Capital funding from the USTA for the sign fabrication.

Edwin Wong, Chair of the Finance and Development Committee, spoke about his initial ideas for fundraising strategies and plans. Edwin recommended that the Finance and Development Committee create groups of different stakeholders for targeted fundraising. Edwin 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.

Chair Silver recommended that any naming rights should have an expiration date. Edwin Wong will work with Janice to create a plan for fundraising activities allowed through the Parks' framework.

Scheduling of Executive Board Meetings

The Executive Committee meeting is now scheduled for Friday, September 16th at 9am at the Olmsted Center Annex. The next full Board Meeting is now scheduled for Friday, October 14th at the USTA National Tennis Center. The meeting adjourned at 5:45 pm.