

**Alliance for Flushing Meadows Corona Park
Meeting of the Finance and Development Committee**

Olmsted Center Annex
Flushing Meadows Corona Park, Queens
October 24, 2016
9:00 am

Minutes

In attendance: Edwin Wong, Chair, Ken Cohen, Tom Finkelparl, Patty Ornst, and Janice Melnick.

Missing: Mitchell J. Silver, ex officio

Welcome: The meeting began at approximately 9:00 am. Edwin Wong, Finance & Development Chair, welcomed everyone and thanked them for coming to the meeting.

Fundraising Goals and Ideas: There was much discussion about the fundraising goals for the Alliance. We went over the motions approved by the Alliance Board at the last meeting to set a goal of at least \$20,000 annually to spend on the historically free programming offered in Flushing Meadows Corona Park. All agreed that we might want to aim higher.

Edwin gave a presentation of some ideas that he has come up with for fundraising including making a donation for benches, bricks, pavers, areas of the park around activities, and others. It was agreed that we could start with the benches. Janice explained that she has already drafted an agreement for “adopting” benches from the agencies “Adopt a Park” program and that if we wanted, we could upload that onto the Alliance website. We recommend \$2,000 per bench which would get you a plaque for 10 years. This is similar to the agency’s program. Patty suggested bringing a plaque to the next Board meeting and encourage the Board members to purchase one or invite their friends, coworkers, etc. to purchase one.

The committee discussed the pros and cons to doing a benefit. It was agreed that since 2017 is the 50th anniversary of Flushing Meadows being officially designated as an NYC park, it would be great to celebrate that with some activity. While we might not be ready to tackle a full blown Gala, which can be risky if we don’t yet have the contact base, we should plan a reception and/or “white pop-up dinner”. The committee agreed that it might be nice to have some pricing for this event at \$50 in honor of the 50th anniversary and to ensure that some of our community members would be able to attend. This might require a “sponsor” to underwrite all or part of the event. Janice will be getting additional information on the White Dinners and Tom suggested asking our cultural partners if they might host a reception for us. Patty thought that as a sponsor of a previous event, they might be “owed” an event at the Museum which they would allow us to use. We will pursue these ideas further.

The committee agreed that we should establish long-term goals which might require our adding some Board members (a change in bylaws would be needed and this was tabled for future discussion with Governance Committee). We did establish a short-term goal of raising \$150,000 of unrestricted expense funds within the next 2 years. This would be an annual goal to make up the difference for when the USTA funds decrease from \$350K per year to \$200K per year.

2017 Meeting Schedule: The committee agreed to meet again on Tuesday, December 6, 2017 at 9:00 am. The meeting will be held in the Olmsted Center Annex. The committee will come up with a final 2017 schedule at that time.

Meeting was adjourned at approximately 10:30 am.