Flushing Meadows Corona Park Alliance
Executive Committee Meeting
Friday, January 13, 2017
9:00 a.m.
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, CM Julissa Ferreras-Copeland, Edwin Wong, Janice Melnick. ABSENT: Peter Wertheim, Jean Silva. Also in Attendance: Anna Dioguardi Moyano (representing the CAB on behalf of Jean Silva).

Welcome

Chair Silver asked everyone to review the minutes of the September 16th. The minutes were approved.

Board Community Day

The Alliance Board along with the Community Advisory Board will host a cleanup event on April 22nd, Earth Day. Chair Silver asked that there be 100% attendance from the board if possible. Councilmember Ferreras Copeland has allocated $10,000 in council funds to this project. This is great way to spread awareness of the Alliance. The Alliance will provide supplies, refreshments, and promotional materials such as t-shirts or hats.

Report from Community Advisory Board

Jean Silva was unable to attend the meeting. In her place, Anna Dioguardi Moyano, CAB Co-chair, provided the CAB report. At the last CAB meeting, the CAB approved the By Laws, which outlines points of process and provides more structure for the CAB. The PRATT Center completed its report for the CAB, which included such items as the CAB’s mission, values, and recommendations. One recommendation is that the Alliance board hire a staff member to work with the CAB and do outreach to the community. The report also restructured the CAB’s board to have one Chair, Vice Chair, and Secretary. An election for these positions will take place on January 25 at 6:30pm at the Queens Museum.

Executive Director Report

Janice Melnick provided a budget and gave information about our new Stewardship Program along with a Capital update. She showed the committee the two pieces of equipment that were purchased by the board. Julissa requested that Janice provide a list of programs with branding opportunities for prospective funders. Julissa also requested a cost estimate to construct a boardwalk around the northern section of Willow Lake.

Governance Committee Report

Peter was unable to attend the meeting; in his place, Janice presented the Governance Committee report. When the committee met on January 12, 2017, it discussed the outstanding PAAA compliance issues. Board members are required to take part in an online training related to the PAAA. More details will follow. All board members should note that, at some point, they will need to file financial disclosure forms. The Governance committee is recommending that the Alliance’s fiscal year change to
the calendar year to match CPF’s fiscal year. This will make it easier for CPF to carry out its auditing responsibilities on behalf of the Alliance.

**Finance & Development Committee Report**

Edwin reported that the Finance and Development committee met on December 6th and discussed the following:

1. Instituting an Adopt-a-bench program. The program would be similar to the Parks’ program where an adoption has a 10 expiration date. The committee thought it would make sense to begin with the benches around the Unisphere, but noted that any bench could be adopted.

2. Hiring a consultant for a strategic plan. Chair Silver recommended that perhaps there is a company that is willing to complete a strategic plan for no to little cost.

3. Establish a short-term goal of raising $150,000 of unrestricted expense funds within the next 2 years

4. Organizing a celebratory reception that could double as a fundraiser to celebrate the 50th anniversary of Flushing Meadows.

Edwin noted that a Gala might be too large of an undertaking at this point. There was some discussion noting that it would probably cost the same amount to produce a gala and a small celebratory reception. Danny offered the National Tennis Center as a possible location to host a gala (capacity approximately 200). Board members thought that it would be a good idea to form a Gala committee. Edwin mentioned that the Committee suggested talking to other Alliances for guidance/CM Ferreras-Copeland suggested speaking with Tupper Thomas. Carol noted that it would be a good idea to have a donation option on the Alliance website with details such as “$25 buys x daffodils.” Javier noted that there should be an option for monthly sustainers. Janice will speak with CPF to see how we might be able to do this and have the money go to CPF for the Alliance.

**New Business**

Representatives from Vision Established will come to the full board meeting next week to review the logo designs. The board will have an opportunity to provide feedback. If there are no major changes, we may take a vote at that time to approve the logo or wait for an updated design and vote at the April meeting.

Danny asked how the Alliance can receive more PR from capital projects. Chair Silver noted that events are what generate good PR. Anna said that there should be more events with the CAB and the Alliance. Julissa suggested that the Alliance partner with the cultural institutions in the park. Janice noted that the FMCP newsletter will soon be sent on behalf of the Alliance, which will promote the events in the Park and those sponsored by the Alliance.

The meeting adjourned at 10:05 a.m.