Executive Committee Members in attendance: Mitchell J. Silver, Chair, Carol Consilato, Javier Valdes, Daniel Zausner, CM Julissa Ferreras-Copeland, Edwin Wong, Janice Melnick, Jean Silva. ABSENT: Carl Rodrigues. Also in Attendance: John Wang (Chair-elect of the CAB).

Welcome

Chair Silver asked everyone to review the minutes of the January 13th meeting. The minutes were approved.

Board Community Day

The Alliance Board along with the Community Advisory Board will host a Community Day cleanup event, on Saturday, April 22nd from 9am - 1pm. We will be meeting at the Unisphere before embarking on painting, planting, and cleaning in the park. Make the Road NY is planning to bring a group of about 20 volunteers, and a local Girl Scout Troop from Corona will also be bringing about 20 scouts. Chair Silver asked that there be 100% attendance from the board if possible and to RSVP to Janice. 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.

A twitter and Facebook page for the Alliance was created, which will be used to help advertise the event.

Report from Community Advisory Board

Jean Silva notified the board that the CAB held an election on January 25th. John Wang was elected to be Chair, Jean as Vice-Chair, and Prerana Reddy as Secretary. Jean will resign as Chair as outlined in the Alliance’s By-laws at the next Alliance board meeting.

Executive Director Report

Janice Melnick provided a Capital Projects update noting that the Roosevelt Avenue project has started but the Meadow Lake North project has mutually been postponed until September. She also gave a brief events update. She noted that the April 28th Board meeting will need to be rescheduled.

Governance Committee Report

Carl Rodrigues who has replaced Peter Wertheim on the board was unable to attend the meeting; in his place, Janice presented the Governance Committee report. The Governance Committee met on March 5th to discuss the outstanding PAAA compliance issues such as the annual report, online trainings, and conflict of issue forms.
Finance & Development Committee Report

Edwin Wong reported that the Finance and Development committee met on March 7th and created a proposed budget. The Budget includes purchasing new equipment, staffing, soccer goals, and upgraded porta-sans to place in the core of the park as requested by the CAB and other community members. It was mentioned that the porta-sans should be ADA compliant if possible.

The funding allocated by NY Community Bank was moved to the “restricted funds category” for programming and the category “staffing” needs to be defined as maintenance staff. In addition, the category “city council/grants” for FY 18 should show $0 because it cannot be assumed that the Alliance will receive the same funding as it did in FY 17. A suggestion was made to approach State Senators for funding.

Edwin noted that the Finance Committee is working on a gala event for FY 17. Chair Silver recommended putting the gala into the FY18 proposed budget with a low goal of $5,000. Janice mentioned that Board Member Patty Ornst offered to chair the event committee.

Danny Zausner announced that the METS will give the Alliance a $25K donation; Janice to follow up.

Javier Valdez requested that a portion of the unrestricted funds (approximately $2000) be allocated to translation services. It was discussed that this would have to come from unrestricted funds. Carol Conslato mentioned that a grantor might be interested in funding that service.

Janice noted that there will need to be funding allocated from the unrestricted funds for start-up costs to purchase such items as letterhead, brochures, and business cards.

New Business

The Board members received a revised logo design. Chair Silver said that the Alliance should take advantage of the opportunity to display the logo at the Earth Day Community Event on April 22nd. The Executive Committee gave conditional approval of the temporary logo so that Janice could order T-Shirts (small, medium, and large) and hats (for the board members).

The meeting adjourned at 10:50 a.m.