

**STUYVESANT HIGH SCHOOL ALUMNI ASSOCIATION, INC.**  
**BOARD OF DIRECTORS MEETING**  
**Wednesday, March 6, 2013**

**Attendees:** Shakil Ahmed '98, Christina Alfonso '01, Robert Ayzin '00, Richard Braun '72, Carl Hendricks '75, Jukay Hsu '02, Soo Kim '93, Evelyn Krejci '76, Harry Malakoff '62, Serphin Maltese '51, Marianna Moliver '98, Lisa Cangro Tepperberg '88, Su Windle '81

**Staff in Attendance:** Reed Kennedy

**Directors Not In Attendance:** Roberto Gonzalez '95, Bob Sherwood '68, Shephathiah Townsend '94

**Others in Attendance:** June Lee '92, Paul Geoghan '72, Daniel Egers '03, Vanessa Liu '92, Arhima Jacobs '94, Irina Kobylevsky '01, Paul Kim '94, Elizabeth Kurstead '07, Farooq Zafar '07, Carleen Pan '07, Harvey Blumm-Parent Coordinator

Attendance sheet, attachment #1

President Tepperberg called the meeting to order at 7:05 pm

(10 directors present)

**Approval of Minutes**

January meeting minutes were reviewed by those present.

Mr. Kennedy stated under Executive Director's Update, item #5 should be changed to read semi-finalists not finalists.

Mr. Ayzin stated Elizabeth Kurstead '07 needs to be added to Others in Attendance.

7:07 Ms. Moliver arrived (11 directors present)

Mr. Marshall had suggestions on wording under reunions. There was some discussion on this but was not resolved. We agreed to table for now and re-send electronic version to all for corrections.

**President's Update**

Jei Zhang has been confirmed as Principal of Stuyvesant.

Ms. Tepperberg welcomed the nominated directors: Vanessa Liu, Larry Marshall, Dan Egers.

Ms. Tepperberg reminded us that our Annual General Meeting (AGM) is being held on Wed., April 6<sup>th</sup> at the school.

1—All Class Reunion. Mr. Kennedy has contacted Mr. Damasack (?) and started coordinating with recent graduates.

There is a loose framework of day's activities which Principal Zhang presented to the school cabinet. Some thoughts are: possible Chess tournament, math contest, Basketball game, a book event, etc.

Ms. Krejci asked, what is the anticipated date for this event? Mr. Kennedy said, we are aiming for June 22 & 23, 2013 weekend.

**MOTION:** (Hendricks/Hsu) To nominate Mr. Soo Kim to the position of Treasurer. Passed: 10-0-1

2—Campaign Cocktail party. The Campaign for Stuyvesant held this event on March 4<sup>th</sup>. Our executive Board and the Principal were invited. It was decided a subset of the Executive Board would attend. Ms. Tepperberg and Mr. Ayzin were our representatives.

Mr. Ayzin reported on this. He said it was good to meet the Campaign Board members. Most of whom seem enthusiastic about our alma mater. He felt their Board make up was more from early 80's alums.

Both the current and past Chairmen of the Campaign spoke.

Mr. Ayzin felt Ms. Tepperberg and he were received warmly by all.

The Campaign is asking for an office in the school.

Principal Zhang brought two of the assistant principals with her.

Mr. Malakoff asked if we knew why the Campaign held this event. Ms. Tepperberg indicated it was because they haven't had a meeting in awhile.

Campaign is receiving a donation from Alan Rosenshein of \$50,000 over 5 years.  
3—Parent's Association Feast. This event is being held on April 26<sup>th</sup>. Since part of this event is an auction the PA is looking for donated items.

### **Executive Director's Report**

See attachment #2, financial reports.

Mr. Kennedy stated we have engaged Presti & Naegle and are looking to move to a hosted solution for our software.

We are in the process of setting up separate access to the bank accounts for Ms. Tepperberg, Mr. Kennedy and Ms. Bendo.

Audited financials. Mr. Kennedy stated these are up to date through 2011. We have filed for an extension on submitting our 2012 990s.

Investment Accounts. Mr. Kennedy stated our fidelity account lack clarity. We have paid some items from our general funds that should have been paid from here, we need to payback and this is being worked on. Mr./ Marshall asked if we have guidelines on how to manage investments. Mr. Kennedy answered that there are general ones but some investments have additional guidelines.

Mr. Kennedy said the Association has gotten a credit card to use for purchases rather than writing checks. There was discussion on methods of fundraising. Mr. Marshall asked if we have bid out the printing of our mailing pieces to other vendors. Mr. Kennedy said yes and our current vendor is giving us a good price.

Mr. Hsu asked, what is the best practice for the mailing of our newsletter. There was some discussion on the various ways our newsletter can be printed and mailed.

It was stated that our most recent newsletter was mailed this week. Donor acknowledgement postcards were also mailed.

Thanks to Mr. Egers efforts we won a grant of \$5,000 per year for 3 years. There will be an event to accept this on April 16<sup>th</sup>.

Technology: Mr. Kennedy gave the following updates with regards to our technology. We have cancelled our agreement with Sprocket which covered web server and email. We have moved our website to Digilation whose founder is an alum so we are not being charged. Our email is being done in Gmail at \$5.00 per person for more than 10 people, cost this month is \$7.50.

New website yourmembership.com, both Ms. Tepperberg and Ms. Liu helped pick this. There is lots of activity both member and non-member, and flexibility. This starts April 1<sup>st</sup>. There is an 8 to 12 week implementation of our database. This will replace Click & Pledge, Donor Perfect.

Ms. Krejci asked if our website will be changing. The answer was yes. Mr. Maltese asked when this will take place. Mr. Kennedy said not sure since we haven't signed the contract yet. They have a template that is used with some customization.

Staffing: We have brought in a part-time administrative assistant who will work Tuesday, Wednesday & Thursday from 10 am to 4 pm. Her name is Adrian ?. She will be taking on a lot of Ms. Bendo's day to day responsibilities so that Ms. Bendo can focus on tasks that utilize her institutional knowledge. Ms.

Tepperberg said this was also done because Ms. Bendo is looking to reduce her hours.

Policy: Mr. Kennedy presented a written draft of a Gift Acceptance Policy. Mr. Maltese asked if we got the basis of this from another organization. Mr. Kennedy said it is an amalgamation of several.

Ms. Krejci suggested we give everyone some read through time. We agreed to table until next meeting. Ms. Tepperberg suggested we have discussion in emails before the next meeting to minimize the time it takes.

Reunions: A very good meeting was held. It was decided the Reunion Policy will be similar to prior but with more clarity and better financial benefit to the organization.

Several reunions are in the works for this year, they are—53,63, 72, 73, 83, 88, 93, 03. Most of them will take place in the fall.

The All Class Reunion as stated earlier is scheduled for June 22 and 23, 2013.

### **New Business**

Allocations: Principal Jhang would like to streamline the process. She would like all requests to go to her first, she sees this as separation of duties.

Current Chair of allocations committee, Ms. Windle, is stepping down. Ms. Tepperberg did ask her to stay on but Ms. Windle indicated time constraints do not allow for this.

Newsletter Policy: Boston Latin said they only mail to donors. Our finances are limiting us so maybe we should do similar. Mr. Maltese said that is too big a step, we should explain a plan in the next newsletter. It was stated that newest alums should receive printed newsletter for a specified number of years, as gesture, almost obligation.

Mr. Braun asked how many currently are sent and what is the cost? Mr. Kennedy answered, 32,000 at \$25,000. Mr. Braun suggested sending an email pushing the green/electronic version. Ms. Liz said it should be an opt in option.

Mr. Malakoff asked of those receiving newsletters in the mail how many are dues paying? Mr. Kennedy answered, about 10%. He also said he agreed with Mr. Maltese, 1 more mailed newsletter.

Mr. Kennedy indicated we are trying to add value to being a member which would distinguish us, more to follow.

Volunteer Opportunity: Mr. Kennedy thinks we should look into and promote something like 'StuyCares'. It would be a program to get people engaged in other activities together as well as build good relations with the community. Ms. Krejci asked how much work would be involved for the SHSAA? Mr. Kennedy felt it could be done mostly through outsourcing.

Committee Restructuring: Mr. Kennedy said it looks like we have some inactive committees. He also said the Investment Committee should be called Finance with an investment sub-committee.

Ms. Tepperberg indicated we are in need of a Chair for the Audit Committee.

Mr. Marshall said 5% of our funds need to be spent on charitable items.

8:04 Ms. Moliver arrived (13 directors present)

### **Best Practices**

1—Mr. Geoghan stated that the Campaign has gotten active.

Ms. Lee explained the reason this committee was created. To determine what other similar organizations are doing and can we learn from this. One of the key differences between us and others is the role of the Principal. Four of the five talked to have the Principal on the Board. Two of the four give the Principal voting rights.

Open for discussion.

Mr. Maltese stated this is a controversial issue for many years. He feels, yes Principal can be on the Board but as ex-officio, no vote.

Ms. Windle agreed with Mr. Maltese. Asked, what is the benefit to have them vote?

Mr. Geoghan said the benefit is if they feel they have a voice they are more apt to be involved.

Mr. S Kim also felt ex-officio but no vote.

It was stated that Mr. Hurwitz told people he plans on having Principal fly with him to all kinds of meetings. Someone felt this is an opportunity for the Alumni Association to take the lead and change who we are. It was stated that if the Principal gets on the Campaigns Board we will end up being small.

**MOTION:** (Maltese/Kim) The Alumni Association move to invite the Principal to be an ex-officio member of our Board.

Mr. Geoghan said at a meeting earlier in the day with the Principal she stated, she will have the three organizations sit down to merge.

It was asked whether it was premature to amend the By-Laws.

Ms. Krejci offered friendly amendment, to make this a motion to amend the Alumni Association's By-Laws.

Mr. Braun offered friendly amendment, to include the clause, current Principal of Stuyvesant H.S. as an ex-officio Board member.

**Revised MOTION:** (Maltese/Kim) The Alumni Association moves to amend the By-Laws to state that that the organization invites the current Principal of Stuyvesant H.S. to be an ex-officio member of our Board.  
Passed: 13-0-0

2—Non-Alumni Board members: Mr. Maltese asked who would pick Parent reps, etc. Ms. Lee said this came up in instances when someone gave a lot of money and because of this they want to be on the Board. These statements lead to some discussion, including a suggestion that we explore creating associate memberships. Also suggested was the possibility of creating a \$1,000 give or get directive for Board members.

**Allocations** (Ms. Windle)

**MOTION:** (Windle/Kim) To approve giving up to \$5755 to the chess Team to attend Super Nationals in Tennessee. Passed: 12-0-1

**New Business**

1—Ms. Lee asked if the Best Practices committee needed Board approval to meet with the other Stuyvesant nonprofit organizations. It was stated we are not at that point yet. Someone asked the question, do we want to be proactive or wait? Food for thought.

2—Minutes of November meeting reviewed.

**MOTION:** (Kim/Tepperberg) To approve the Nov. 14, 2012 minutes. Passed: 10-0-3

Next Meeting March 6, 2013.

**MOTION:** (Kim/Ayzin) To adjourn the meeting. Passed: unanimously

Meeting ended at 9:20 pm

Respectfully Submitted,

Evelyn Krejci '76  
Recording Secretary