



Stuyvesant High School Alumni Association

Board of Directors Meeting, May 6, 2015

Held in the Principal's Conference Room, Room 107, Stuyvesant High School
345 Chambers Street, New York, NY 10282

Meeting Minutes Final

Directors present: Shakil Ahmed '98 (phone), Christina Alfonso '01, Richard Braun '72, Daniel Egers '03, Carl Hendricks '75, Soo Kim '93, Evelyn Krejci '76, Vanessa Liu '92, Harry Malakoff '62, Lawrence Marshall, MD '61, Robert Sherwood '68 (phone)

Trustees present: Tara Allman, MD '82 (phone), M. Felix Freshwater, MD '64 (phone), Jeffrey Kestler, JD '64, Philip Lehman, PhD '49 (phone), Paul Weichsel, PhD '49 (phone)

Staff present: Lisa Tepperberg '88, Josh Ralske

Guests present: Principal Jie Zhang, Adina David, YanJie Hou '06, Beth Knobel, PhD '80, Jack Wexler, Enia Titova (phone), Sam Tishman (phone), others not sure of names, see sign in sheet

7:15 pm Dr. Marshall brought the meeting to order, and introduced Principal Zhang.

Principal's Welcome

Principal Zhang said it was good to see so many people in attendance, especially younger alums. She congratulated us on the progress of the Endowment Challenge. At this time the seniors have settled on which colleges they will be attending. Stuyvesant chorus students, faculty, alums and Principal Zhang will again be singing at a major public venue, Carnegie Hall. She closed with wishing us a good summer and she is looking forward to the end of her third year.

March Minutes

→**Motion:** (Malakoff/Liu) To approve the March 2015 meeting minutes with changes.

Unanimous

Executive Director Report (Ms. Tepperberg)

Ms. Tepperberg announced that tickets for the Carnegie Hall performance may be purchased on our website. She stated that Kovita (consultants on Sales Force) have installed interweave which allows credit card payments to post direct to both Sales Force and Quickbooks. This makes the process mostly automatic.

Our bookkeeper, Mordy, is almost complete with scholarship package.

Erwin Zahn's \$25,000 donation is restricted to Robotics. Money will be used to redesign their room.

Ms. Tepperberg informed the Board that Ms. Maltz has moved to Baltimore but will continue working remotely on a part-time basis.

7:24 pm Mr. Braun arrived

The office is utilizing two part-time people to help and we are looking to hire a replacement.

The newsletter is moving along, we have content.

The final 2013 audit has been provided by Mr. Carothers and this brings his tenure with us to an end.

Our new auditors, Rich & Bander, are working on filing an extension for 2015.

Next Thursday it is planned to launch our membership portal on the website as a test. All directors, trustees are asked to test and provide feedback.

Ms. Tepperberg stated that in early April the office made a mistake and removed six people from access to our Facebook page. They should have gotten a private message explaining that their posts were considered spam

and should not be doing this. All have been reinstated except one who chooses not to be. Ms. Titova who was one of the six challenged this; she said her posts were not spam.

Treasurers Report (Ms. Liu)

Ms. Liu stated the Endowment is really strong; currently there is \$397,000+ with pledges of \$112,500. However the General Fund still needs help, only \$171,000 at the end of March. Without the 10% from the endowment fund it is only \$140,000.

7:40 pm Mr. Kim arrived

Dr. Marshall thinks we should see totals for each of the scholarship accounts. Mr. Egers said the lowest amount given this year and going forward is \$1,000. He asked, what do we do with accounts that fall below? Dr. Marshall suggested we fill out (round up) and give last check and inform donor their scholarship is fully distributed. Dr. Marshall introduced his assistant, Lisa mentioning she will attend meetings as his representative when he is unable to attend.

Mr. Kim took over running of the meeting.

Audit Committee (Mr. Braun)

Mr. Braun stated that the committee met and reviewed in detail the June 2013 Audit. They found no criticism and approve it.

→**Motion:** (Braun/Krejci) To approve the June 2013 Final Audit.
Unanimous

Communications Committee

Ms. Hou stated an e-newsletter stating focus to donate to the general fund is being created. Next will be e-newsletter focusing on AGM/Alumni Weekend.

Events Committee

Ms. David reported that industry focus networking events are going well. The March Finance & Technology event had 50 people with Josh Mohrer '00 of Uber speaking. These are easy, no pressure events. She also worked with Host Committee on the bowling event which had a smaller attendance, this was due to several factors—it was on a Monday, in Brooklyn and advance payment was required. She indicated committees goal was to have featured guest at each of these mid-week bar nights. Dr. Marshall asked, what was the average age of attendees? Answer was 30. Mr. Kim said it is best to have a location that allows for a speaker. Dr. Marshall suggested asking people for potential topics.

7:55 pm Ms. Alfonso arrived

Mr. Kim directed us to think quantitatively. Keep running tab of number of events, number of people, etc. From this determine goals for next year. Ms. Knobel stated the events are not getting enough publicity. Ms. David said the set-up is an opt-in for event blasts. Some discussion of ways to improve publicity—create calendar of events and somehow include in all blasts, mailings; plan further in advance to allow enough time for blast to be sent in a timely fashion.

Governance Committee

Dr. Marshall asked, where do we stand with nominations? Answer, about 40 people applied to be directors. The nominations committee will review applications and recommend nominees for the board to consider. Ms. Krejci stated deadline to decide is in two days.

Dr. Marshall voiced concern over membership not increasing. He suggested we call people to get members.

Membership Committee/Mentoring Program

Ms. Krejci thanked Ms. Hou for her significant work, dedication to getting the Mentoring Program off the ground. It is a true example of how much impact one person can make.

Ms. Hou gave an overview of Mentoring. There are 35 mentors split into 4 groups, two business, one law and one medicine & science. 128 students applied, they had to write an essay, 40 were chosen to match the mentors. The program is set up to be very personal and structured. There have already been eight sessions and there will be another eight.

→Action—Mr. Kim suggested getting someone to post a description of the mentoring program on our website. Ms. Liu asked about engaging upcoming grads. This led to discussion of the Class Marshall program. Mr. Palazzo is working on getting marshals from the current classes. It will be the responsibility of the Class Marshall to gather class notes, write it up for our 'Class Notes booklet' and submit by deadline.

Development Committee

Ms. Liu reiterated the need for general fund donations. A targeted push is being made to get donors to complete the Endowment Challenge. This notice will include information about the Plaque Tiers. Mr. Kim asked that directors please pass it around. Dr. Marshall believes that people 70 years and older can donate from their IRA.

→Action—look into Dr. Marshall's statement and determine if true so we can advertise to alumni. Dr. Marshall mentioned working on getting bequests. Mr. Kim said there is a lot involved so needs to be a separate discussion.

Ms. Tepperberg indicated that she is working on one \$100,000 bequest and that the school informed us of 1938 alum who bequeathed 20% of his estate.

Ms. Allman mentioned advertising the number of available chairs for name plate fundraiser.

Diversity Committee

Ms. Alfonso stated the Open House is this Saturday. There have been 400 RSVPs of students and family.

On April 25th there was an Equality Coalition Festival which included several panels; she was on the SHSAT panel.

Dr. Marshall said there was an article in the Economist on the SHSAT as well as in some other publications. Ms. Alfonso has tasked out subcommittees, made a connection with Mr. Sinai, formed partnerships with schools from low income areas. She feels we need to collaborate more with current students. The legislation aspect is very important and the good news is it was squashed so all is good for another year.

Scholarship Committee

Mr. Egers said the committee met two weeks ago. They received 46 applications; this is down from 60 last year. We will be giving out 19 scholarships totaling \$61,000. Next week the committee will be interviewing students for the five remaining large dollar scholarships. We will be presenting these to the students at the AGM. Donors and recipients will be invited.

New Business

Introduced some guests, Ken '05, one of the mentors, and Paul Savani '06 brought in by Ms. Hou.

It was mentioned that a bar night the Friday of Alumni weekend should be arranged.

8:50 pm moved to Executive Session

Sincerely,

Evelyn Krejci '76
Recording Secretary