



## **STUYVESANT HIGH SCHOOL ALUMNI ASSOCIATION**

### **Board of Directors Meeting**

Held in the Principal's conference room, #107 at 345 Chambers St., New York, NY

**Nov. 4, 2015 Meeting Minutes Final**

**Directors Present:** Shakil Ahmed '98 (phone), Christina Alfonso '01, Richard Braun '72, Dan Egers '03 (phone), Felix Freshwater '64 (phone), Carl Hendricks '75, Jukay Hsu '02, Soo Kim '93, Beth Knobel '80, Vanessa Liu '92, Marianna Moliver '98 (phone), Robert Sherwood '68 (phone), Eleonora Srugo '04

**Trustees Present:** Tyrone Chang '92 (phone), Jeff Kestler '64, Christopher McGowan '88 (phone)

**Staff Present:** Lisa Tepperberg '88, Josh Ralske, Evelyn Krejci '76, Dan Hosoya

**Guests:** Marc Rivlin '83

7:06 pm Mr. Kim called the meeting to order

8 directors present including 2 on phone, and 3 trustees

#### **Principal's Report**

Principal Zhang said it was good to see everyone. She reported the school is basically running on a normal routine. The seniors have just gotten through a critical time, as the early decision deadline for college applications just passed. The school is holding Parent Teacher Conferences the week of Nov. 19th. Principal Zhang announced the school musical, *Putnam County Spelling Bee*, is opening tonight; in fact she plans on stopping there after our meeting.

Mr. Ahmed and Mr. Sherwood called in on phone 7:09 pm, 10 directors present

Mr. Braun arrived 7:10 pm, 11 directors present

Principal Zhang explained this year she is trying to increase connections with alums. To that goal she was happy to attend the 50<sup>th</sup> reunion for the class of 1965. At the event she did some reconnecting with people she knew, like her son's former principal. Also on building relations with alumni, Saul Katz called her a few days ago to say he is hosting his class' reunion next year. Today she went to see the Broadway production of *Allegiance*, which includes actor Telly Leung '98 and was produced by Elliot Masie '67. After the performance she, the students and teacher Julie Scheinman had private time with the alums. Mr. Leung said Stuyvesant and Ms. Scheinman really influenced him. Additionally, Principal Zhang said she and Ms. Tepperberg plan on attending an event in Florida on Nov. 15<sup>th</sup> sponsored by the South Florida Chapter. Ms. Tepperberg added while in Florida they will try and connect with Mr. Freshwater and Mr. Soren along with other nearby alums.

Mr. Kim said fundraising is important, especially unrestricted. We are rebooting the organization. He added, last year we proved if there is a goal we could achieve it. Mr. Kim said to Principal Zhang if there are priorities within the school, such as enhancing the Intel program, any interesting, understandable ideas people could get behind to let us know.

#### **Minutes**

Mr. Braun indicated on page 2 of the September minutes the Principal's name is misspelled.

→ **Motion** Ms. Knobel to approve the September minutes with corrections.

Second: Mr. Hendricks      **Unanimous**

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

Ms. Tepperberg stated Ms. Krejci is now an employee. Ms. Krejci spoke briefly on decision process--there was a need, she was available to fulfill and feels good to still be helping Stuyvesant. She presented her official letter of resignation from the Board as follow up to her verbal resignation in October to Executive committee. Mr. Kim said Mr. Krejci has been through a lot, good and bad, this is the end of an era beginning of a new. He stated this is an interim position; her title is Director Membership & Communication. He directed employment committee to review job description to be sure accurate and post

for candidates. Job should be put on website and in newsletter. Most of what we do is about execution, if done all will follow. Mr. Kim recommended board motion a commendation of sort.

Mr. Kim said this leads us to needing to elect a secretary, which will be dealt with later.

Ms. Tepperberg informed Board that Ms. Krejci has an shsaa email account, evelyn@shsaa.org.

She then reported our latest newsletter would be in the mail Monday. She said that a rough estimate is we brought in \$250,000 from last newsletter. Another eblast will be sent in few weeks and office is working on holiday message.

Ms. Tepperberg reported plans are moving forward with Barrel for functionality on our website. She reported the updated nominations & reunions policy are on website. Ms. Krejci added the newsletter articles are as well.

Ms. Tepperberg said regarding our financials Rich & Bander have been very helpful in our cleanup. She advised our business model is complex, those around awhile understand but Ms. Srugo is still trying to get a handle. Trying to streamline, user friendly. Explored QB online but pulled back missing functionality that is necessary.

She reported on the reunions for the 30th & 50th; 1965's 50<sup>th</sup> was crowded but very well received. She stated several directors & the principal attended.

Ms. Tepperberg stated we need directors the weekend of 11/28. She will be at 20<sup>th</sup> for class of 1995. She added we would have catalog of merchandise for ordering.

She reported that Trustee Gary Soren resigned. He said he had too much going on to give proper commitment. However she said Boaz Weinstien, who contributed large amount of money, has expressed interest in being more active.

Ms. Tepperberg announced the office is working on an event with *Allegiance* producer, an alum. She said we are working with them to have an event, doing group sales and meet & greet like school did today. She said we need other events. She is calling to action all directors. Think of something you enjoy and we will help expand.

Mr. Braun asked do we have stock of merchandise. Ms. Tepperberg said not now but we have student design contest going and try to have by reunions on 28<sup>th</sup>. Ms. Srugo asked will this be on website. Answer was yes. Mr. Kestler said the centennial books sell too.

### **Treasurer's Report**

Ms. Srugo stated the 2015-2016 Budget was approved on Sept. 2015 Board conference call. She thanked the office for arranging things in appropriate categories. She mentioned we received a \$50,000 donation to the fencing team, so we have met our designated goal. We are at 70% of endowment goal, and a little behind in unrestricted. Ms. Srugo said numbers are up but still 8.5% behind.

### **President's Report**

Mr. Kim gave a brief update on the merger. Conversations have been had with the attorney regarding Friends of Stuyvesant, they have drafted all documents needed by FOS to fold. Han Tsan Tein has them and just needs to complete. Once that happens it will get filed with the Attorney General. He asked the attorney for update on Campaign, reply was no. Mr. Kestler said the papers have been drafted, still working on financials, 990s, audits. He said it will be tight but are trying to finish by end of year.

It was reported that our financials include a one-time expense for our departed development director however it is in the wrong category.

Mr. Kim then called for special election for Recording Secretary due to Ms. Krejci's resignation.

He asked for nominees.

Mr. Braun nominated Ms. Alfonso for secretary

Second: Ms. Srugo

→ **Motion:** Mr. Freshwater to close nominations. Mr. Kim asked if any others. None.

**Unanimous**

### **COMMITTEES**

#### **Allocations**

Mr. Egers stated at this time there are limited unrestricted funds. Current requests are: Chess Team \$6100; Technology Services \$10,000; Computer Science \$1500. Good news is there was a push through the newsletter so we hope to see an influx.

Mr. Kim suggested putting the allocation requests on our website, maybe even Facebook, as an allocation blog of sorts. Such as on Facebook put--this month these are priorities for the school. Donate on website.

Ms. Knobel suggested that Mr. Egers as allocations chair be the one to post on Facebook. She also wants to see more directors posting what their committee is doing. Mr. Kim agreed.



## STUYVESANT HIGH SCHOOL ALUMNI ASSOCIATION

### Board of Directors Meeting

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7:50 pm Mr. Hsu arrived, 12 directors

Mr. Kim wants Mr. Egers to advertise the needs through our sites. He thinks we should have running list of what we've done, including number of students impacted. So a blog of needs and fulfilled requests so people see impact.

#### **Audit**

Mr. Braun said we have received the final audit. The auditors say it represents our position fairly. He said the committee met and unanimously motioned to approve.

→ **Motion:** Mr. Braun To approve the Final 2014 Audit.

Second: Ms. Liu **Unanimous**

Mr. Braun asked if the office would be moving on to 2015 Audit. Ms. Tepperberg said yes.

#### **Communications**

Ms. Knobel stated the committee has been meeting each month, there are two sets of minutes in the packet. She asked all committee chairs to share their minutes with everyone. Mr. Kim reinforced this message. She stated time was spent helping with the newsletter. The committee is trying to be strategic, target message like why give unrestricted funds. She said we would like to do an article on Telly Leung in prep of Allegiance event. Ms. Knobel stated the communications committee is willing to help other committees.

The committee has started discussing our social media policy. She mentioned we have 3 Facebook presences, which make things confusing. She has done a first draft and committee has copy will be discussed at next meeting. Committee is looking for suggestions of teachers & alums to interview.

Ms. Tepperberg added in conjunction with holiday message will be Class Notes. Asked directors to send in info on classmates.

The current fact sheet was passed around; this will honed for the future. Ms. Tepperberg stated an Annual Report is being created, the framework is done, need to fill out, finalize.

Ms. Knobel stated the more directors on Facebook the better.

Mr. Kim said agrees need social media policy. While encourages directors to be on Facebook he said to be careful in how you represent association.

He has been pushing Fact Sheet and this is better than it's been but needs work. Mr. Kim pointed out a couple of negative items; he feels they shouldn't be on this. Mr. Braun said the same facts could be said in positive way. Mr. Kim stated communications committee is working best, lay down the gauntlet for others.

#### **Development**

Ms. Liu stated they have been meeting monthly as well. She indicated they are open for others to join the meetings.

She indicated the committee is focused on 2 main things—unrestricted revenue and entering most crucial time. A letter to endowment givers will go out. Ms. Liu stated a broad, mass outreach is good but doesn't replace individual connection. She asked directors to look over the list of endowment donors and pick people you are comfortable reaching out. Within 7 days tell Ms. Liu whom you will contact. She will provide talking points. Mr. Kim mentioned be sure to keep list confidential.

Second focus will be to lean on classes with reunions. Come up with communications to engage them now that they have reconnected and folding in class challenges. Ms. Tepperberg mentioned using competition between classes.

Third is learning more about our alums, which will help in knowing who to approach. Mr. Ralske & Ms. Tepperberg are looking into vendors who research and provide more data on people. They have narrowed down to Wealth Engine & Target Analytics and recommend Target at a cost of \$7,000/year with a 3-year commitment. Mr. Kestler said this sounds like good return on investment. Ms. Tepperberg said accomplishes work a development team would do if we had one. Plus they provide updated contact info.

Ms. Liu said the committee recommends making investment even though not in budget.

→ **Motion:** Ms. Liu To approve the investment in signing contract with Target Analytics for 3 years.

Second: Ms. Alfonso **Unanimous**

### **Diversity**

Ms. Alfonso stated the annual Fall Open House was another success with 500 students and families, several speakers. There was a Hispanic Heritage event in Oct; Ms. Brown-Kelly was there along with Ms. Alfonso & they met with students after. She has been trying to get speakers to come to school to talk to Stuy UNITY students about their career paths. Committee is meeting next Tuesday, will have future meetings on the 2<sup>nd</sup> Tuesday each month. They are also working on outreach, developing partnerships. The legislative piece has moved away from trying to remove the test as the sole criterion for admission and towards what can city/DOE can do to make sure students are academically prepared. Targeted advertising re awareness is needed.

Mr. Kim met Denny Chin's son-Paul. He is a principal of a charter school in Brownsville. Asked about getting students to visit his school. Replicate mentoring program. Give stipend each time they show up to both sides.

Ms. Knobel said her reunion raised \$1800 for diversity. Mr. Kim feels key to diversity is self help.

### **Events**

Ms. Tepperberg reported the 1985 reunion had good event through Host Committee. There were about 130 people at this 30<sup>th</sup> reunion, raised a little over \$2000.

She said we have already touched on the Class of 65 reunion. This was also well received and a big fundraising push will be done. Ms. Tepperberg stated there is a children's event Dec. 6<sup>th</sup> at Museum of Natural History. The theater event will be arranged. Ms. Kejci mentioned we are looking at holding an event with the Nets.

Committee's focus was to get a handle on reunions and-we have a policy, calendar for 2 years, merchandise, and plan on Homecoming.

Ms. Srugo said we started with a large committee, now down to 3, need bodies.

Mr. Kim asked are we doing fulfilling of merchandise. Follow Ms. Knobel's suggestion, post on FB asking for help.

Ms. Tepperberg said talked about asking for help on specific pieces.

### **Governance**

Mr. Hsu said the website has been updated with Nomination process. The date for applications due is Jan. 31, 2016.

Committee hasn't met but will schedule. They will be soliciting candidates.

It was stated clarification on give/get should be done. Reinforce this and where is it directed. Give/Get donations should be given to unrestricted -general fund.

Everyone was reminded about his or her give/get and nominations.

Ms. Knobel said she sent us an email, plus handed out proposed by-law changes for review. Mr. Hsu said these would be part of next meeting.

8:52 pm Mr. Hsu 11 directors

8:53 pm Mr. Ahmed left 10 directors

### **Membership**

Ms. Tepperberg stated the committee needs to meet. She said dues are the only number down. Project work being done on database of people entering their own information. Every member you add helps fill give/get.

→ **Motion:** Mr. Braun To adjourn the meeting.

Second: Mr. Hendricks      **Unanimous**

End 9 pm

Respectfully submitted,

Christina Alfonso '01 and Evelyn Krejci '76

Recording Secretary and Director Membership & Communications