

Stuyvesant High School Alumni Association
Board of Directors Meeting,
Held in the Principal's conference room, #107 at 345 Chambers St., New York, NY
Jan. 6, 2016 Meeting Minutes Final

Directors Present: Christina Alfonso '01, Richard Braun '72, Dan Egers '03 (phone), Felix Freshwater '64 (phone), Carl Hendricks '75, Jukay Hsu '02 (phone), Soo Kim '93 (phone), Beth Knobel '80, Vanessa Liu '92, Harry Malakoff '62, Serphin Maltese '51 (phone), Marianna Moliver '98 (phone), Bart Schwartz '64 (phone), Robert Sherwood '68 (phone), Eleonora Srugo '04

Trustees Present: Tara Allmen '82 (phone), Tyrone Chang '92 (phone), Jeff Kestler '64 (phone), Phil Lehman '72 (phone), Christopher McGowan '88 (phone)

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

Guests: Brett Lewis '02, Marc Rivlin '83, Ryan Tu '15

7:06 pm Ms. Liu called the meeting to order
12 directors present including 6 on phone, 4 trustees

Executive Director's Report

Ms. Tepperberg stated that Principal Zhang was unable to join us tonight due to a family matter. She wishes us all a Happy New Year.

School news: Ms. Tepperberg said the students are preparing for SING; there was a Blood Drive held today in the school; Rachel Swarns class of 1985 was at the school today to speak to the Unity group students.

Office news: we had a big development push in December, this helped generate almost 2,000 transactions since the last meeting so the office has been very busy processing these; there were 40 donations over \$1,000; office also busy with couple of large mailings (endowment follow-up letter, holiday card), ordering initial merchandise items, some of which have already been bought.

Ms. Tepperberg added that a lot of time has been spent working with Barrel on website modifications such as call to action on homepage, moving critical information/buttons above the fold on donations pages, changing and adding Board photos and bios and setting up an archive of old files such as newsletters making this a private log-in only area.

She said the Campaign is moving forward in their efforts to fold and have filed with the Attorney General. There are still three other organizations for Stuyvesant, the Parent's Association, the Baseball Parents and the Football Parents. The Football Parent's Association is working with us to have us take over their accounts.

Ms. Tepperberg announced she is in possession of the 2014 990. She is reviewing, has already made corrections. When she is done it will be passed on to Ms. Srugo for review and then to the Board. The office has provided documentation to Rich and Bander who has begun work on the 2015 audit.

Employment News: Ms. Tepperberg stated the Azam, our part-time graphics person, has taken a job in Massachusetts. This is fine as staffing and responsibilities is being re-evaluated. The position of Director Membership & Communication was posted on Indeed and we received over 20 resumes. She said that overall that are not good choices but there are 3 we will interview, one has been done, others shortly.

Lastly she said the office could use help in generating content for the various blast, newsletters, etc. Writing is labor intensive work plus when you do a lot message can get stale therefore new perspectives are helpful.

Mr. Braun stated he doesn't recall 990 approvals needing to be done by Board.

→ **Motion:** Mr. Braun To give the Treasurer power to sign 2014 990 if finds all correct. No need for Board approval.

Second: Ms. Knobel Unanimous

7:17 pm Ms. Alfonso arrived, 13 directors and 5 trustees

Minutes

Ms. Liu asked if anyone had questions or corrections to the November Meeting Minutes.

Mr. Braun identified a misspelling on page 2 and Ms. Knobel identified a misspelling on page 4.

→ **Motion:** Mr. Hendricks To approve the November minutes with corrections.

Second: Ms. Knobel Unanimous

Treasurer's Report

Ms. Srugo said she was happy with all the work the office put in to get the financials ready. She said we were able to honor the categories agreed to at previous meeting. The enclosed P&L through November is an overview, does not show the drill down to small numbers.

She then gave some insight on expected December numbers. We have achieved 75% of budgeted directed income. The endowment goal has been met. Dues revenue is up, close to 40% of goal. She said reunions are down and need attention. Merchandise has started selling so we could be okay. Overall December is significantly better than November but still down. Ms. Srugo continued by explaining the expenses. Simply we haven't spent much in December, looking to be at about 30% of budget. She then spoke briefly about the Year over Year Comparison report. Highlighting Permanently Restricted is way up, due to the Endowment, as is Unrestricted Administrative Income due to our practice of 10% from all designated donations. Membership and Reunions are both up slightly and General Fund slightly lower. We are basically flat on the expense side.

7:25 pm Mr. Hsu arrived, 14 directors and 5 trustees

COMMITTEES

Allocations

Mr. Egers mentioned the committee met on Monday. We have not received a lot of formal requests but many have spoken to Ms. Tepperberg. He stated the committee can approve spending up to \$3,000 on individual requests and so they Allocated \$8446 among several requests, these will help 375 students.

The one request committee needs to bring to the Board is for \$6,202 to the Chess Team to cover transportation, hotel for a tournament that took place this past December. In the past few years Boaz Weinstein funded prior to that the Alumni Association has, this time the teacher paid out of his pocket. Committee recommends allocating based on the expectations of the team from prior experiences.

→ **Motion:** Mr. Egers To allocate \$6,202.00 to the Chess Team request.

Second: Mr. Malakoff Unanimous

Mr. Braun noted this is out of our normal procedure and the teacher should be told this wouldn't be done again. Mr. Egers said this has been done.

Mr. Egers continued with the committee decided rather than receiving requests all the time we should put deadlines in place of when we will accept requests. He said we should coordinate with the Parent's Association scheduled allocation deadlines. Therefore our deadlines will be Sept. 30th for fall and Jan. 31st for spring.

Ms. Srugo stated the committee also agreed to make changes to the allocation form—a list of other funding sources will have to be included.

Mr. Braun felt the deadlines are too strict it could potentially eliminate some. Mr. Egers replied, he appreciates the thought but feels we can make exceptions. Ms. Liu suggested looking at the cadence of prior requests to determine appropriate deadlines. Mr. Braun said maybe have 4 deadlines. Ms. Knobel added to at least have one near the end of the year so committee will have better understanding of how much money is available. Ms. Srugo said with her experience she believes that at the end of the year there would be no requests.

Communications

Ms. Knobel stated committee has worked closely with the office to create content—holiday card, blasts. Has turned attention to preparing the next set of pubs. Also working on draft of Social Media Policy, hopes to have this distributed to the Board by end of January. She reminded committee chairs to distribute their minutes to the Board and Trustees. Ms. Liu agreed this is good idea but feels should be centralized, therefore the office should send.

Ms. Tepperberg said this reminded her of something else she wished to mention. Committee meetings are concentrated in the first and second weeks this keeps the office quite busy at those times. Maybe a committee or two could change their schedule to the third week. She also mentioned that directors could send emails, material themselves rather than ask the office.

Ms. Knobel suggested committee minutes be posted on website. Ms. Liu said having full minutes not good since they are out of context. She said a best practice is to post important takeaways. Mr. Schwartz said maybe the action items from our minutes could be posted.

Development

Ms. Liu said we are definitely behind schedule in raising general funds. We are missing momentum like the endowment last year. This said the committee is looking to do cultivation events. Boaz Weinstein has offered the use of his home and/or

office for these. She stated the return may not be obvious immediately but may take little time. The thought is to work up to a gala. She said we need to work on high-end printed products for attendees to take with them from these events. Mr. Braun asked if the focus of these would be the endowment? Ms. Liu said it would be a conversation with the donor on where they want to give.

7:50 pm Mr. Kim arrived, 15 directors and 5 trustees

President's Report

Mr. Kim said the update from Fried Frank on Friends is all documents are in the hands of Han Hsien Tuan. He needs to sign off and submit to the attorney General. He had nothing to report on the Campaign status.

Mr. Braun stated there was an Executive Committee meeting to authorize Mr. Braun to sign the engagement letter with rich and Bander for the 2015 audit.

Diversity

Respectfully submitted,

Christina Alfonso '01 and Evelyn Krejci '76
Recording Secretary and Dir, Membership & Communication