

Cornell Club of Rochester

Board of Directors Meeting
1/11/2016 at 7:00 pm at the Pittsford Library
Action Items summarized at the end.

Attending:

Tom Helfrich, John Bruns, Lin Stewart, Rich Stewart, Chris Cassidy, Lois Irwin, Mark Jones, Janice Wormington, Andrew Brady, Mark Jones, Rich Black

Call To Order

Tom opened the meeting at 7:00 pm.
Minutes were approved.

Financial Matters

Treasurer's Report

Treasurer's report was accepted.
The club has an operating balance of \$9456.23

For the Record

Scholarship report

The oversight committee report is not yet finalized. Nanette believes that the scholarship amount does not actually increase the amount of money the student recipient receives. This should be verified.

Scholarship calculation & Cornell Fellowship/Scholarships report

The results were distributed in an email.

List of Board and Committee Members

This was distributed.

Archives

Secretary is ready to receive materials. Janice made a deposit of 4 boxes of stuff.

CALC

No one from the Board is going. There is one club member who is going as class officer. Scholarships for the registration fee are available.

CCR Officer & Board Nominations

Tom suggested starting this earlier. Lois mentioned that Bob Attardo is interested in a Board position.

CU Records update

Added Ontario and Wayne counties. Cornell Connect is going away. Janice is looking into its successor.

Scholarship

Five scholarship winners were selected and a total of \$6500 awarded. \$6250 is to come from the General Fund and \$250 from the Joe King Fund.

*** Mark will communicate with Cornell to get the funds disbursed.

Communications

There was a long discussion about reaching alumni. Lois used the list of alumni emails to contact people for Founders Day. She found that up to about 1/3 of the listed alumni do not have emails, including many graduates from the last 20 years. So a large number of local alumni are not getting emails. Also, we have no way of knowing if the emails we send wind up in SPAM. We do hear of alumni who claim not to be receiving emails even though we have email addresses for them. We are also not sure if email is the best way to reach young alumni. Andrew did say that email is very important to him.

We discussed a snail mail message to all alumni to notify them of upcoming events and ask for email addresses and perhaps encourage them to follow us on Facebook. This was approved at an estimated cost of \$1500.

*** Janice will proceed with a mailing emphasizing email and including upcoming events. Andrew suggested that we provide someplace on line to update email not a return postage thing.

Programming & Events Update

Cornell Cares

Rich reported that the event was successful even though the supplies were limited. Twelve people participated and prepared 300 kits. We should continue the activity but start planning earlier.

CAAAN

Cara was not able to attend.

Founder's Day

Lois reported that the event was very successful. There were 60 registered and 55 attended. Everyone enjoyed the speaker. Lois and Bob Attardo made a huge effort to invite alumni by email, which was successful, but revealed some of the email problems listed above. Next

year's Founder's Day is scheduled for January 7, 2017. This may be either a lunch or dinner; both have worked in the past.

Upcoming Events

Winter Social at Trata, February 4:

This was going to include Ithaca Beer, but due to disputes between IB and Trata, IB was dropped from the event.

Cornell Night at the RPO, March 12:

Beverly is handling the RPO end. Rich is looking into Tavern 58 for dinner but the ownership has changed. The Cornell alum we worked with before has moved on. Rich is following up.

Wickham Farms:

Rich has a good committee including CU, Harvard, and Penn alums working on the event.

Entrepreneurship:

This is not moving along so we will drop it for this year.

Annual Meeting, June 2:

Planning on having it at Holloway House.

Next Meetings

March 14 at 7 pm Pittsford Library

May 9 at 7 pm location TBD

June 2 Annual Meeting

Meeting adjourned at 8:40 pm. Good work team!

Action Items

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*** Janice will proceed with a mailing emphasizing email and including upcoming events. Andrew suggested that we provide someplace on line to update email not a return postage thing.