

Cornell Club of Rochester

Board of Directors Meeting
1/12/2015 at 7:00 pm at the Pittsford Library
Action Items summarized at the end.

Attending:

Tom Helfrich, John Bruns, Don Menz, Lin Stewart, Rich Stewart, Mason Argiropoulos, Chris Cassidy, Sharon Cassidy, Lois Niland Irwin, Mark Jones, Janice Wormington, Athena Jamesson

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 \$7,676.71. This includes the \$5000 transfer from Cornell.

The Cornell-Penn luncheon was cash flow positive at \$79. Our treasurer is keeping a budget for individual events and tracking the variance from budget.

Scholarship

Cornell reimbursed us \$1,350 from the scholarship fund for the Essay Contest winners who are attending Cornell. In the future, this money should come from other funds.

The scholarship committee will start meeting in February.

Communications

There is concern about how effectively we reach out to our audience for events.

email

Janice reported that Cornell wants us to move from the Lyris database to Cornell Connect, which is viewed as more difficult to use.

It was suggested that we should change the "From:" field in our current emails to something friendlier like "Cornell Club of Rochester" instead of "Cornell Administrator".

Social media

Kristin's efforts with social media seem to be very successful and appreciated. We would like to have her attend board meetings. Mason will reach out to her.

Programming & Events Update

Cornell-Penn Luncheon

There were 64 Cornell alumni at the luncheon, up from 46 last year. The talk was well received and most attendees had a good time. Survey results indicated some discontent with the venue regarding food and service. There was a problem with walk-ins. Unexpected attendees upset the meal preparation. We may need a stricter policy in the future. John will contact the Penn person to discuss issues for next year's event.

Matt O'Connor will take over organizing the event for next year.

Sesquicentennial / Founder's Day Event

The Sesquicentennial / Founder's Day Event was a resounding success. There were 95 attendees, the talk was interesting, the food was great, our voices blended in perfect harmony as we sang the alma mater.... OK it really was fun.

The speaker told us that our event was the first Sesquicentennial event of 2015.

Lessons learned:

The evening format worked very well and should be used for future Founder's Day events.

Lois worked very hard to drive attendance, sending out personalized invitations via email to 300 people she recognized from our email list. Apparently, three of the four trustees living in the area are not receiving Cornell Club emails. These folks need lots of advance notice of events. We could ask them to form tables at future events.

The program was too long. We need to start the talk during dinner in order to have time after dinner for music and singing.

The speaker can stay for two nights and be shown around town to make the visit more pleasant.

The Zinck's bar is in company storage.

Lois recommended January 9, 2016 in the evening for the next Founder's Day event.

Lois will send a survey to attendees and the "flat list" of alumni to board members.

The Pep Band couldn't attend but might be available for Cornell-U of R athletic events.

Upcoming Events

Cornell-Dartmouth hockey game and dinner on January 24

Networking Social at City Grill on February 12

Cornell Night at the RPO on March 14

Cornell-Princeton tailgate and lacrosse game on April 25

Annual Meeting on June 11 (We will have a speaker)

Camp Day Dreams auction at the end of April (Mark will meet with them January 15)

Old Business

Lois was interested in the History of Zinck's bar. She will contact Larry Teal.

Community Service

Lois received questions from parents of local Cornell students about our participation in Cornell Cares events. We did not know that the Cornell Club was expected to be involved in this program. We will need to connect with Cornell Public Service Office about this.

Next Meetings

Monday, March 16 at 7 pm

Monday, May 11 at 7 pm

Thursday, June 11 at 6 pm followed by the Annual Meeting

Meeting adjourned at 8:50 pm.

Action Items

No new action items.

Actions from previous meetings (what should we do about these?)

Action: Jim Mazza will look for Rochester area scholarship recipients as possible volunteers for the scholarship committee.

Action: Mason will add an item to the September meeting agenda regarding the establishing an investment committee. – postponed

Action: Athena will try to determine the number of active members from Cornell's event database. – ongoing