

**Cornell Club of Rochester
Quarterly BOD Meeting
September 25, 2017**

Attendees: Bob Attardo, Nancy Beaman, Rich Black, John Bruns, Cara Cardinale, Chris Cassidy, Sharon Cassidy, Tom Helfrich, Mark Jones, Lin Stewart, Rich Stewart.

7:00 PM Welcome and Call to Order – Rich Black '99, President

- Vision for 2017-18

Different ways to engage 3300 alumni:

John: 2400 on email list but only 28% opened emails. How bad is that?

Rich: Marketing strategy, looking for a consistent strategy, want to engage more on social media front. Lean on Gary Jones to come up with a strategy.

Two things to explore: Social media strategy, Mary's Place as an activity to engage.

- Cornell Cares @ Mary's Place

Mary's Place provides services for refugees. Rich visited.

St Louis Church (Saint's Place) has a network of resources for new arrivals but no support after 6 months.

Mary's Place services all refugees. Provides clothing goes in store with racks, sizes, etc. and uses fake money to teach shopping. Also tutors people in basic skills to advanced courses.

Need alumni to sort clothing and run the store weekday afternoons. There is security. Rich felt safe, did ask about safety. Management felt safe. It's on Dewey near Aquinas.

Saint's Place is cutting back (per Cara). Mary's Place is looking to grow.

7:15 PM Treasurer's Report - Mark Jones '01, Treasurer

- Discuss revised budget and how it came to be

Last two years submitted \$5000 budget but did not spend all so we are healthy with \$13,000 cash.

CU not looking to subsidize but will support some events as in current

budget. Other events should be break even. CU is willing to work with us but we need to justify specific events.

What is main goal for us? Older or younger alumni? No answer.

CU will not subsidize postage costs.

Tom: What is the status of the Wickham farms money (\$2700)? CU understands that money as sponsor donations. Maybe we can find another all-Ivy event to use the money on.

- Discuss budget process moving forward

- Brief board members on recent discussions with Mindy (Bob Attardo)
Bob feels CU would like us to target whomever we want. CU pays student attendance fees, but alumni can pay since no dues.
Bob feels Mindy thought CU will fund social media activities. We can economize on some of the events to use the funds elsewhere.

7:45 PM CAAAN Update – Cara Cardinale '99

- Discuss Leader Meeting at Cornell
Cornell Health facility opening in October. Mental health is biggest demand.
Anabel's Grocery – student-run, subsidized, providing food for food insecure students.
Deferred maintenance on many buildings.
Need more student housing. Crazy rent prices in College Town. CU adding 2000 beds mostly in North Campus. 400 new beds for new dining hall. 33% of campus is Greek.
CAAAN:
Should meet with all applicants at one high school.
CU is using social media, Snapchat.
Half of applicants attend Cornell Days., which is helping with yield.

Board members seem to prefer a one-day event to meet with students at a school. How to keep student privacy with registrations? Rich knows some technology solutions.

Should pilot new "meet applicants at school" format at a smaller high school to see how it works.

**** Cara will look for event type and high school to pilot the new format.*

7:55 PM Essay Contest Update – Nancy Beaman

Need to have Janice update website for contest dates and quotes.

8:05 PM Program Update – Bob Attardo '88, VP - Programming

- Student Sendoff

31 attendees, about half students. Food was casual, perhaps too casual.

- Agribusiness Tour (John Bruns '67)

Signups closed at 28, a nice number. Will confirm participation of scheduled business. One business pulled out but a replacement was found.

- Wickham Farms

Oct. 14 not Oct. 1

- Zinck's Night

Oct. 19. Needs lead. Suggestions for TRATA, Thirsty Turtle, Jeremiah's, Genesee Brew Pub (alum there, Tom reports poor service there), Fairport brewery on 250/31F corner (alum there?), Mr. Dominic's in Fairport.

- Lacrosse Tailgate at Nazareth (Rich Black '99)

3 games – Cornell, Michigan, Nazareth. Need to publicize soon.

- Cornell-Penn Luncheon

Penn's year

- Founder's Day
Lois is leading

- Hockey Game (Rich Stewart)
Feb. 17 vs. Yale

- Slope Day
May 10

- *Happy Hour in February, just not the 17th.*

8:20 PM Scholarship Committee – Kerri Kiniorski

- Discuss ways to recognize Bob & Toby's service
Pep Band video would be nice for Bob. Thank you notes from recipients for Toby. Is there a void to fill on the committee? Tom doesn't think so.
**** Rich will get back in touch with Kerri about records and positions.*

8:30 PM Conclusion and Adjournment – Rich Black '99 President

Next meeting December 11 at Penfield Library.