

**Cornell Club of Rochester
Quarterly BOD Meeting
December 11, 2017**

Attendees: Bob Attardo, Rich Black, John Bruns, Andrew Brady, Cara Cardinale, Chris Cassidy, Sharon Cassidy, Tom Helfrich, Lin Stewart, Rich Stewart, Janice Wormington.

7:00 PM Welcome and Call to Order – Rich Black

*- Cornell Cares @ Mary's Place
See program update*

*- Treasurer's Update for Mark Jones
Mark is ill. Awaiting Cornell-Penn info, will distribute*

7:10 PM Agribusiness Tour Update – John Bruns

Goals: Attract 24-36 alumni for boots on the ground experience in agribusiness. Opportunity to interact. Economic impact. New methods and technology. Social experience. Better understand CU involvement. AM and PM activities around lunch with speaker. Menu to include local food. Expert commentary while traveling.

Survey:

Survey 24 of 26 attendees responded.

23 rated as 5 star, 1 rated as 4 star, 22 highly beneficial, Interested again? 23 yes

Jarmila Haseler, education specialist with Monroe County Cornell Cooperative Extension, got a lot of feedback and exposure.

Mike Zingler of Zingler Farms, one of the presenters, indicated that he really enjoyed sharing info with the tour group.

Financials:

Budgeted \$575 from Board.

CALS Alumni organization contributed \$250.

Guessed \$65 per person dropped to \$50 to get participation.

Cost overrun was \$250. More if Coach filled. At \$60 we would have broken even at 27 people.

Would like to capitalize on enthusiasm of those who went by repeating next year focusing on dairy and artisanal cheese.

John would look to weekend but coach price is higher. Also have better access to farms on weekday. Board recommends another event in Sept. at \$60.

Suggestion to get testimonials from this year's participants.

7:20 PM Report of Email Campaigns – Janice Wormington

Email to Cornell-Penn attendees had 50% open rate.

Founder's Day only 130 email addresses from Donna for previous events back to 2014. Janice added a few. When sent to entire database 20% open rate. Targeted at previous attendees gets 50% open rate.

Good attendance records would be helpful.

7:30 PM Program Update – Bob Attardo, VP – Programming

- Lacrosse Tailgate at Nazareth (Rich Black)

Current lacrosse coach Pete Milliman is from Brighton.

Partnered with parents' association but everything dependent on players - don't eat until players finish shower etc. Suggestion to have central gathering before event.

If Pete stays as coach great connection.

- Cornell-Penn Luncheon (Multiple)

Seems to be chaos every year with people coming in without reservations. Janice reported some elderly alums think they are registered when they aren't.

Parking was maxed out resulting in some no shows which offset some of the walk-ins.

Penn was supposed to have dinner slips but not enough.

Venue manager quit the venue just before the event.

*** Andrew will ask at Genesee Valley Club and will work with Matt O'Connor and Diana Lauria (Penn person).*

*** Rich Black will send an introduction email.*

- Founder's Day (Lois Irwin)

Very few signed up at this time. Bob urged Board members to attend.

At Country Club of Rochester at 11:30 am on Jan 6.

- Cornell Cares

Morning of Founder's Day, Jan 6, at 8 am.

Can't move Cornell Cares date because of students.

Why not move Founder's Day? There had been talk of moving Cornell Cares to April.

- Hockey Game (Rich Stewart) (SOLD OUT)

Huzzah! 21 attendees.

- RPO Night (see separate document from Beverly Evans)

March 3 Dinner at Victoire. \$32 for dinner. Extra for concert.

- Accepted Students Reception (Bob Attardo)

Cara will organize. Aiming for April 10 but need confirmation. At Oak Hill.

- Slope Day Social Hour (Bob Attardo)

May 10. Need planner - Bob will do it. Rich likes Boxcar at Public Market east side.

- Canandaigua Wine & Culinary (Bob Attardo)
In May. The alum who was there left but Bob will work on it

- Annual Meeting (Bob Attardo)
No date yet.
*** Bob will follow up with Mindy on possible speaker*

- Seabreeze Family Event (Bob Attardo)
Expect to receive price info soon. No date yet.

Rich - Social media needs to be leveraged.
Andrew – Facebook better than LinkedIn. Instagram skews younger audience.

Cara CAAAN - Waiting for count of completed applications before targeting a high school.

8:00 PM Conclusion and Adjournment – Rich Black

Other business:
Tom asked about Board member attendance.
*** Rich Black will make this a future agenda item.*