

Meeting Minutes

Cornell Alumni Association of Greater Rochester, Inc.

Board of Directors Meeting

November 3, 2011

7:05 PM – 8:49 PM

At: Mendon, NY

Attendance

Board and Committee members: Lawrence Wetzel, Thomas Helfrich, Mason Argiropoulos, Sharon Cassidy and Janice Wormington.

Others Present: Mindy Hillenbrand, Margaux Neiderbach and Peter Schott.

This Board Meeting of the Cornell Alumni Association of Greater Rochester, Inc. (“Club”) was called to order by President L. Wetzel. He welcomed those attending this evening’s meeting. Mindy Hillenbrand was welcomed back as a guest, and, for the first time, the Board welcomed Margaux Neiderbach ’99 (Cornell University Director – Student and Young Alumni Programs) and Peter Schott ’81 (Rochester area alumni representative for Cornell University’s CALS).

The Secretary T. Helfrich indicated that the Meeting Minutes for the September 15, 2001 Board meeting had not yet been circulated. The Board agreed that the Meeting Minutes would be deemed approved, without objection, ten (10) days after they were circulated to the Board, unless some correction or issue is raised at that time.

The Treasurer M. Argiropoulos had email distributed a Statement of Cash Flows for the Club’s current 2010-2011 fiscal year. For the period July 1, 2010 through October 31, 2011, it showed an initial 7/1/11 Operating Balance of \$10,685; For the most recent month = Income of \$215 (including Membership Income = \$140; Programming Income = \$24; Interest Income = \$1; Scholarship Income = \$50), Expenses of \$1,542 (including Administrative Expense = \$221; Programming Expense = 1,310; Banking Fees = \$12; Scholarship Expense = \$0); Due To Scholarship = \$6,903; Current Operating Balance = \$2,456. It is attached. The report was approved on a motion duly made, seconded and passed unanimously.

The Treasurer indicated that all monies had been transferred from our previously existing investment account to the Cornell University program (UPMIFA). He indicated that we

could get our first report from Cornell University at the end of this quarter. The Board agreed, on a motion duly made, seconded and passed unanimously, that, at this point and until changed by the Board, the information on changes in the assets should be provided by the Treasurer to the Board by e-mail or in writing at the next Board meeting that follows each quarterly report from Cornell University.

The Treasurer indicated that the amount in our general fund operating account, as shown as due the scholarship fund, has not been transferred yet to the new Cornell University account. That will be done, presumably early in 2012, after we begin to receive our annual dues and more programming income. Since we are late in receiving membership dues income this year, he was concerned that we would have a potential operating fund shortage with

so many programs scheduled in the near future. The Board concurred in this delay, on a motion duly made, seconded and passed unanimously.

J. Wormington had email circulated a new/potential membership form for comments. She will get the information necessary for Vice President L. Irwin to mail out. It will be combined with a cover letter and calendar of events, and mailed to all our existing or recent members. Cornell University was asked and agreed to e-mail blast these to those for which it has e-mail addresses in the near future. M. Hillenbrand also agreed to prepare with us a postcard (probably about 5.5" x 8.5") for mailing to everyone for whom they do not have an e-mail address, but this would take up to a month to complete. This will be finalized and sent out as soon as possible.

L. Wetzel reported on the Homecoming tailgate activity. It was one of the best ever and went very well. Twenty or more people attended, and the program broke even. Unfortunately, there had previously been a number of occasions where the event Chair had to absorb losses because attendance is so unpredictable.

The Treasurer reported on the latest Zinck's Night. It was a good event, with over 12 people in attendance at Murphy's Law in Rochester.

J. Worthington reported on the joint program with the Johnson Club. Over 50 people attended at the Strathallan Inn. The speakers were good, but she would have liked more content versus the amount of time the speakers spent talking about the Johnson Institute.

The 2011 – 2012 Events Calendar, recently updated by Vice President L. Irwin in an e-mail, was further reviewed. The November 21st Cornell Penn luncheon program has a temporary problem, where the Penn speaker canceled at the last minute for personal reasons. They anticipate choosing a new speaker in the near future.

The Cornell University Glee Club concert, set for January 5, 2012, requires some more coordination. As far as we know, the Club will only be providing a coffee and dessert reception afterwards at the Church. We will be glad to invite Cornell alumni, students and parents, but we need to have some way of being sure that we will know sufficiently in advance how many people are attending and also be able to assure the costs do not get out of hand.

There were other items covered on the Events Calendar.

J. Wormington and M. Argiropoulos indicated that the club now has a Facebook page and a Twitter account set up. This will get into the next mailing and onto the website. We anticipate doing a LinkedIn page as well the near future.

M. Hillenbrand introduced Margaux Neiderbach, who spoke about her background and responsibilities. She has been in her current Cornell University position for about two years in Ithaca and previously worked for Cornell in the New York City area for about three years. Her responsibilities are to focus on young alumni (up to 10 years out) and alumni to be. Cornell University estimates that the Rochester area has about 215 undergraduate students and 600 young alumni, but there are problems as they move around and may not change their information.

M. Hillenbrand introduced Peter Schott, who is now the CALS alumni representative for the Rochester area. He said his business is XLI Corporation, and that he had been active with Cornell Cooperative Extension for several years as a volunteer. He mentioned that 2012 was the 100th anniversary of Cooperative Extension in New York State (although Monroe County did not join until one year later), and they hope to have the CALS Dean as a speaker in the spring of 2012. Schott was here to ask how we can work together in the future, and would like to be more involved in the Club and CALS. The Board mentioned our past efforts to get the "new" Executive Director of the Cornell Cooperative Extension involved with the Club, but that there had been a problem with him having a Board seat inasmuch as he was not an alum. Everyone agreed that cooperation was desirable in the future.

M. Hillenbrand indicated that the University was preparing a "care package" that should include a guide for alumni groups. It is hoped that this will go out this week to club Presidents, maybe provided by them to their Board or other members. She indicated that Chris Marshall (Cornell University Associate Vice President for Alumni Affairs) was

interested in coming to visit the Club Board. The Board indicated that it was very interested and would welcome the opportunity. It was agreed with her that we would prefer in choosing the earlier of his available dates (March 1, 2012). She will confirm this with him and then contact L. Wetzel.

Open future Agenda item: There is also a desire/need to do an updated set of information on the names, purposes, control, distribution and handling of each of the scholarship funds. This needs to be drafted and circulated, with discussion and approval at a fall Board meeting.

Open future Agenda item: C. Cassidy has stepped down as Membership Committee Chair, and the Club still needs to find a replacement. Larry Wetzel will try again to contact K. Lancioni, who had previously expressed some interest

Open future Agenda item: The Treasurer still needs to send the Board the "gift receipt" format currently used by the Club, so that it can be reviewed at a future meeting.

Open future Agenda item: The Club needs an approved 2011-2012 Budget.

Open future Agenda item: The Club needs to finalize Board membership, improve Board attendance, and, if necessary, address quorum problems and a possible By-Laws change.

J. Wormington was going to prepare a list of other open items that each applicable Board member or other individuals should work on in the near future.

The next meeting of the Board is scheduled for Monday, January 9, 2012, 7:30 PM, at a location yet to be finalized. The President had circulated a list of other Board meeting dates for the coming year, which was confirmed by the Board.

There being no other business to come before the Board this evening, the meeting was declared adjourned.

Respectfully submitted,

Thomas G. Helfrich

Secretary

Attachments