

~~Wed 5/18/65~~
Jan. 5/18/65

~~7:00 PM~~
10 AM

Boston 16th

Minutes of a meeting of the Board of Directors of the Townsend Harris Alumni Association, Inc. held at the offices of Shereff, Friedman, Hoffman, and Goodman at 919 Third Ave., New York City on March 20, 1986. Present were:

Abraham C. Bein
Alvin Dobsevage
Victor Feingold
Lester Friesner
Carl Goldmark Jr.
Julius W. Graber
Max Greenberg
Gerald P. Halpern
Eugene J. Heil
Herbert Kadison
Arthur Katz
Morton Lederman
Morton S. Lisser
Jack Matusow
Burton Milenbach
Melvin Moore
Maurice Paprin
Ted Peck
Henry D. Shereff, Presiding
Kenneth Shorter
Harold S. Speilman

Also present was Sid Silverman, Class of '36.

The meeting was called to order at 9:50AM

Mort Lisser reported that we had \$71,000 on hand. A copy of his report is attached to these minutes.

Irv Gerber indicated that about 60% of our members have paid their current dues. Second requests will be in the mails shortly.

Irv has again spoken to Bill Cooper re the transportation

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problem at the school. He (Irv) doesn't believe that we will get any help from this source. Maurice Paprin will call an acquaintance in this business.

Henry Shereff told us that Lou Orzack is having a New England Chapter meeting on May 16th at the Harvard University Faculty Club.

Irv Gerber reported back that it would cost approximately \$20,000. to microfilm the THMS records now at Baruch College. Irv also continued with some current mail:

Robert Burger is not starry eyed about THMS.

Stanley Zucherman is starting a San Francisco Chapter

Chester Gore proposed that we hold our annual meeting in the winter, not on a beautiful spring day.

Howard Oleck wants us to stop the excessive use of MD titles in our literature.

An Arizona Chapter is being organized.

Reporting for the Luncheon Committee, Les Friesner said we had 33 reservations at this time.

Maurice Paprin reported for a committee that met with Howard Rubenstein, a Public Relations expert. Mr. Rubenstein represents several public interest organizations and he showed great interest in getting our group as clients. Henry Shereff emphasized the need for better public relations in order to attract better students and present a more attractive picture to Foundations from which we are seeking funds. Rubenstein wants a \$20,000. retainer to start work for us.

Gene Heil asked if we then committed ourselves to any additional expense. Maurice said we would have expenses for printing brochures and similar releasee. Ted Peck pointed out that we must expect out of pocket expenses. Mort Lisser said that even a dinner for Guidance Counsellors could run to \$5,000. Maurice estimated that the total out of pocket expenses would run to \$10,000.

Herb Kadison questioned the need for this outside consultant. Henry pointed out that the Board had already agreed to consult with a PR company and the point under discussion was the fees and costs.

Gene Heil inquired if we could put a lid on expenses since he didn't believe we should sign a blank check. Abe Bein pointed out that with \$71,000. of total assets an undertaking of \$30,000. was too bold. for him. Mel Moore said that without the expenditure of \$30,000. we would remain with \$71,000 of assets.

Les Friesner and Mort Lisser reported that they met with Susan Hirschhorn, another publicist. Ms. Hirschhorn has worked for the Metropolitan Opera and is a single practitioner, unlike Mr. Rubenstein. She is asking for a fee of \$2,000. per month. Les and Mort believed that the lack of an organization hampered her ability to work with us and so did not recommend retaining her.

Julie Graber asked if we could place the problem before Mr. Rubenstein, we are prepared to commit \$20,000. but need to know

how much more was entailed. Henry Shereff said this would be done.

Sid Silverman questioned if we would be in conflict with the Queens College development office. Henry thought not since the QC office gives us limited service and treats us as a separate entity.

Abe Bein wanted to know what portion of our receipts was dues since we could not rely on contributions. Maurice Paprin pointed out that that this proposed expenditure was part of a total budget of about \$100,000. which was discussed earlier. He did not think it advisable to turn back at this time. Max Greenberg still saw the need for a commitment from Mr. Rubenstein as to the total cost.

Mort Lisser discussed the all over Budget and the limitations we already had in place. Henry Shereff did not anticipate any difficulty in raising the \$100,000. Mort added that \$20,000. was a modest fee for the services of an organization such as Mr. Rubenstein's.

Les Friesner questioned whether we were engaging a fund raiser or PR person. Maurice replied that PR work was the foundation of fund raising. Al Dobsevage pointed out that we must give a PR person stated objectives such as student quality, better faculty, fund raising, etc. Henry replied that the committee working in this area was aware of the costs and objectives.

Abe Bein asked if we could withdraw from this commitment and what our liability would be. Maurice replied that we could withdraw at any time without paying more than our monthly fee to date.

Julie Graber proposed that we authorize the committee to engage Howard Rubenstein's organization at an annual rate of \$20,000. The committee is requested to return to the Board with a recommended program and cost estimates. Carl Goldman rose to second the motion and his comments were warmly received. The motion was carried.

Gene Heil volunteered to serve on the Disbursements Committee chaired by Mort Lisser. The offer was accepted by Henry Shereff,

Henry spoke on the problem of arranging for and financing the proposed THHS building on the QC campus. QC wants a building for its Education Department and we have agreed to share a building with them. We are discussing a plan with the various City and State authorities wherein the State Dormitory Authority would finance the construction project and be repaid by rent payments from the Board of Education and QC. Henry Shereff and Maurice Paprin have spoken to Robert Wagner who will present this to the Board of Education.

Gerry Halpern asked if we had received any expression of interest from Dr. Kenney for our proposed building plans. Henry

replied that he has requested a letter from her assigning a site, but to date nothing has been received.

There was some discussion about involving the new PR organization in this matter but the consensus was not to apply that type of pressure at this time.

Gerry Halpern reported that Governor Cuomo's plan for High Schools of Excellence has been abandoned in all except two upstate counties. The opposition of established schools to a perceived threat of a "brain drain" was too much.

Irv Gerber asked for approval to videotape the next reunion so as to send copies to out of area chapters. Henry did not believe a formal vote was needed and told Irv the funds could come from his (Irv's) budget.

Victor Feingold recommended Sid Silverman for the Board. Henry invited Sid to attend our meetings and submit the data requested by the Nominating Committee to Gerry Halpern.

Replying to a question from Gerry Halpern, Artur Katz told us that there were about 3,000 applicants for THHS this year.

Gerry Halpern noted that the people who gave us tickets for the THHS theater program are most favorably impressed with the students who have come to the shows.

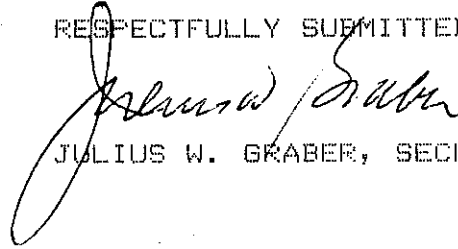
Abe Bein inquired if THHS had a Fencing Team. He was referred

to Wanda Nix at the school.

The next meeting was set for April 20th

The meeting was adjourned at 11:50AM

RESPECTFULLY SUBMITTED

A handwritten signature in cursive script, appearing to read "Julius W. Graber", written in dark ink. The signature is fluid and somewhat stylized, with a large loop at the beginning.

JULIUS W. GRABER, SECRETARY

Memo from

M. S. LISSER

3/20/86

THHS balances

CITI BANK

REG CK 2548.

SPEC CK 688.

M/MKT 15348.

SUB-T 18,584

CD'S 50,000.

68,584

I GERMAN

OPER AC ± 1,000.

SUB-TOTAL 69,584
UN-RECORDED DEPOSITS 11,635
TOTAL 81,219