

Townsend Harris Alumni Association, Inc.

**Minutes of the Meeting of the Board of Directors (as approved on March 20, 2005)
November 14, 2004**

Location: Florence Nightingale Health Center, New York, NY

The following directors were present and constituted the quorum: Julie Chan, Tom Cunningham, Melissa Gibilara, Julius Grayber, Shari Gruber, Gerry Halpern, David Herszenhorn, Marvin Liener, Gia Malka, Donna Manion, Renatta Kobetts Miller, Tanya Odom, Charles Sigety and Craig Slutzkin.

The following were also present: Ted Peck, Winnie Hallex.

I. Tanya Odom and Craig Slutzkin called the meeting to order at 10:15 A.M. and welcomed the directors.

II. Mr. Slutzkin introduced a motion to accept the minutes of the October 13, 2004 Board of Directors meeting and Ms. Malka seconded the motion, which passed unanimously.

III. Ms. Odom and Mr. Slutzkin remarked that the Centennial was a huge success, and gave kudos to Ted Peck for his tremendous efforts. Mr. Peck said that he would send a program to everyone that made a contribution to the Centennial program but who could not attend. Mr. Peck and Mr. Slutzkin said that THAA cleared between \$15,000 and \$50,000 from this event. Ms. Odom noted that several requests were received for transcripts of the speeches from the event, with one notable request from the PTA as they wish to create an archive entitled "A Night To Remember."

IV. Executive Committee. Mr. Slutzkin and Ms. Odom reported the following:

a. PTA. Mr. Slutzkin attended the last PTA meeting, and explained to the group what the Alumni Association was doing.

b. THAM. Ms. Odom mentioned that THAM was mailed out, and that Eileen Gunn will no longer be in charge of this publication.

i. Short term Ms. Chan and Mr. Herszenhorn will work to get a newsletter out.

ii. Mr. Halpern volunteered to proof future publications, and Mr. Peck offered that he has a number of ideas that he would like to discuss RE: producing THAM at a lower cost and on schedule. (However, Mr. Peck will be out of town from 12/7 through 1/12.)

iii. Mr. Herszenhorn said that there is a long and tortured history of Alumni publications; what he had in mind was an editorial board but what happened was that THAM was handed over to Ms. Gunn without committee oversight. Mr. Herszenhorn suggested that we get back to the idea of an editorial board.

c. Class notes. Mr. Slutzkin noted that we need to send correspondence to the pre-44's and he mentioned that we don't receive as many responses (in general) since we no longer ask for updates with dues statements.

d. Webmaster. Mr. Slutzkin said that Diego greatly reduced his role, and he was happy to announce that Dennis Lee, who is currently the tech assistant for the High School, has been hired as the new THAA webmaster. Mr. Slutzkin identified three priorities related to Mr. Lee and web development: familiarity with the web site and the database, an upload of the class of

2004 information, and an overall improvement in the database itself. Mr. Slutzkin added that Diego was supposed to be paid \$600/month (that had stopped accepting) and so hiring Mr. Lee does not create a new expense.

e. Dues. Dues participation is up to 23%, yet the dollar amount is down from last year because a greater amount of the dues payers are from the most recent graduating classes (who pay less per person).

i. A discussion ensued about raising dues and/or creating a lifetime membership option. A phone-a-thon was mentioned. Mr. Slutzkin mentioned that a lot of people give more than \$15 annually, and he does not want to create a situation where every point of contact we have with alumni is to ask for money. He would like to see us sell/ give out memorabilia.

ii. Mr. Peck suggested that we identify what we will be doing with the money we collect and then raise funds for a purpose.

iii. Mr. Herszenhorn suggested that we create a report on the TH Forever! campaign and do a wrap up of the Centennial. More and more people are giving money and we need a post-88 graduate to focus comprehensively on fundraising from this group of 4,000 young alumni.

iv. Ms. Odom added that some younger alums make a lot of money and are in fact capable of giving a lot.

v. Mr. Grayber suggested that we send people a type of financial report and do not directly ask for money from folks.

vi. Ms. Kobetts Miller offered that her husband is a development professional and that he could advise a group that would focus on fundraising.

V. School Report. Mr. Cunningham reported on the following:

a. Founders Day. Founders Day was a success.

b. School of Distinction Award. Ms. Brustein is going to Myrtle Beach, SC to accept the School of Distinction Award. Mr. Halpern suggested putting a label on what is being done at the school and calling it "The Townsend Harris Method."

c. Intel. It is also Intel season and December 18 is the last day for submission; at this time there are 23 social science and 24 science entries. There is still \$10,000 left for the Intel room.

d. PTA/PAC. The current PTA President Elisabeth Shnea was elected to the Parent Advisory Council (PAC). A Kaplan course could be started through the PTA.

e. Enrollment. Mr. Cunningham said there were 240 students in the 9th grade class, which is about 15 less than was desired. This will cause an increase in the number of sophomore year applications that are sought and looked at. Mr. Herszenhorn commented that THHS is not well served by the admissions process. Ways to deal with this involve promoting the school with an open house program. Mr. Halpern wondered if the Alumni Association could do a THHS marketing program of its own. In 1984, when the school re-opened and was in need of students, the administration worked closely with middle school advisors in the hopes of attracting the best students.

VI. Treasurer's Report. Mr. Slutzkin reviewed the report (attached). The high cash amount is due to money that came in before the Centennial; this amount has to be reevaluated post-Centennial expenses. Mr. Slutzkin will give a full financial report on the Centennial at the next Board meeting. Mr. Herszenhorn motioned to accept the financial report, and Ms. Kobetts

Miller seconded the motion, which passed unanimously.

VII. Events Committee. Ms. Malka reported on the following:

- a. SING. SING would be coming up in January and that we will be looking for alumni to judge the program again.
- b. Socials. A Fall mixer will be held at the Wheeltapper on Wednesday, November 17.
- c. Professional Series. The lawyers event was very successful and a directory went out to all the attendees with contact information. An Educational Roundtable should be next.
- e. Other events. Mr. Herszenhorn noted that there is a huge appetite for a Japan-related event.

VIII. PTA Report. The PTA held a phone-a-thon in October because of cutbacks in funding. The goal is to raise \$45,000 and parents are giving at a higher rate this year.

There being no other business, the Board adjourned at 12:15 P.M. The next meeting of the Board will be on January 11 at 7 P.M. at the High School.

Respectfully submitted,

Donna Manion