

MINUTES OF A MEETING OF THE BOARD OF CONTROL OF THE ART STUDENTS LEAGUE OF NEW YORK HELD JUNE 13, 2020, PURSUANT TO NOTICE DULY GIVEN, VIA INTERNET TELECONFERENCE (ZOOM).

1. The meeting was called to order at 6:00 p.m. with President Robin Frank in the chair.

Board of Control (BoC) Members Present: Robin Frank, Beth Berns, Cathy Blake, Ezra Bookstein, Charlotte Bialek, Nelsena Burt-Spano, Thomas Greenbaum, Michael Jacobs, Julia Salinas, Nancy Smith, Jeff Sundheim.

Also present: Karen Gaines, CFO; Eric Raff, HR Officer; Rachel Weingeist, Development Consultant, and Manager Thomas Tacik, taking minutes.

2. **Approval of Minutes:** The minutes of the previous meeting of the BoC, held June 2, 2020, having been circulated to the board members, were approved as amended.
3. **Development Report:** Development Consultant Rachel Weingeist presented a report on recent activities, including:
 - Building & operationalizing the development department team
 - Building spreadsheets as tracking tool that will funnel into raiser's edge
 - Identifying fundable program areas
 - Government outreach
 - Communications
 - Culture@3pm - Joined the NY City conversation in a Meaningful Way
 - Summer in The City

There followed a discussion regarding retaining a consultant on Digital Asset Management. Ms. Weingeist proposed hiring Mr. David Lipsey for \$5,000 to consult on grant-writing for Digital Preservation. Ms. Weingeist reported on a recent meeting with Mr. Lipsey, which included Board member Jeff Sundheim. At this point Mr. Sundheim discussed the importance of creating a grant proposal package that could be re-purposed for future grant-writing efforts in this area. Board member Michael Jacobs discussed his personal knowledge of Mr. Lipsey and his work.

Board member Beth Burns requested from Ms. Weingeist a forecast of costs for grant writing going forward.

Board member Thomas Greenbaum asked Ms. Weingeist about the process of prioritizing which grants to pursue. Ms. Weingeist responded that the process of selecting grants to pursue was based on a combination of prior relationships with organizations, determination of fundable programs and what is desirable to highlight about the League.

There followed a discussion on Digital Asset Management and systems integration. Ms. Weingeist underscored the importance of having centralized integration. Ms. Berns recommended that Ms. Weingeist speak with Director of Special Projects Ken Park regarding information technology currently in place and planned for the future. CFO Karen Gaines discussed IT platforms currently in use across multiple departments.

Board member Julia Salinas commented that the Board should be open to learning how integration might work for the League.

Mr. Jacobs asked Ms. Weingeist what, in her experience, has been the biggest barrier to the development effort at the League and what more the Board of Control could do to help.

Ms. Weingeist responded by stating that she was looking forward to building internal relationships at the League and noted that to date she had been working with no access to staff meetings. Ms. Weingeist stated that it would be helpful to be involved in senior staff meetings in order to gain a broader picture of the League, which would assist in communicating enthusiasm about the League to potential donors.

Mr. Sundheim asked what improvements could be made to the League's development efforts. Ms. Weingeist responded that she would like to screen the League's membership for potential donors. There followed a discussion regarding cultivating donors.

Vice President Charlotte Bialek then discussed the importance of updating the League's website.

Mr. Jacobs led a discussion regarding the demographics of the League community, focusing on highlighting the senior population and bringing arts programming to youth in New York City boroughs. There followed a discussion regarding youth programs. Mr. Sundheim discussed the use of online technology to help the League's senior population.

Ms. Weingeist left the meeting at 7:00PM.

4. New Business

Vice President Bialek reviewed the report of a recent Programming Committee meeting.

HRO Eric Raff reported on the progress of the reopening taskforce. Ms. Berns requested that Mr. Raff present the taskforce spreadsheet at the next Board meeting.

The next board meeting was scheduled for June 24, 2020.

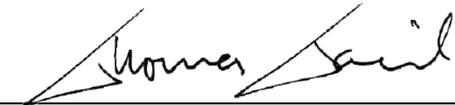
There being no further business, and upon a motion duly made and seconded, the meeting was adjourned at 7:15 p.m. to Executive Session.



Robin Lechter Frank, President

6/24/2020

Date



Thomas Tacik, Staff Member (Taking Minutes)

6/24/2020

Date