

Institutional Advancement
Academic Core-2H03
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York College Foundation Advancement Committee Meeting Minutes
Tuesday, October 30, 2018
4:30 – 5:30 PM
President’s Conference Room, Academic Core Building 2H02

In Attendance: Lori Bassin, Marcia V. Keizs,

On the Conference Phone: Michele Chow-Tai, Richard Dzwlewicz, Thomas Grech, Hope Knight, and Shereitte C. Stokes III

Guest: Ronald C. Thomas

Excused: Ray Warren and Che-Tsao Huang

- I. Meeting was called to order by Hope Knight, Chair.
- II. Advancement Update-FY’19 budget passed with a goal of \$645,000. Of that \$386,500 is restricted/unrestricted which is approximately 60% of the \$645,000 goal. As of today we have \$83,500.
- III. The Strategic Plan is nearly complete, currently going through the President’s approval and will be presented prior to the next committee meeting contingent upon Hope Knight’s approval. Hope Knight has committed to reviewing quickly.
- IV. The College’s 2019 Fiscal Year Budget was discussed in detail.
- V. There was a brief discussion about the 2019 Merit Scholarship event scheduled for April 11. The budget is \$35,000. The goal is to attract 150-200 guest, cocktail reception, Queens, venue and raffle/paddle raise to generate unrestricted funding.
 - a. Discussion of Honorees: The Carroll and Milton Petrie Foundation and Con Edison as top choices. The Petrie Foundation (Beth Lief) has been contacted via e-mail and snail mail by the President. Con Edison is being vetted by Michele Chow-Tai and President Keizs by way of Anthony Hill. Seeking a possible third honoree, specifically “new” money either Thomas Chen, Crystal Windows, whom Shereitte will work with Dr. Huang in vetting or Chris Roker, NYC Health + Hospitals, whom President Keizs will work on vetting. Need to select and confirm honorees in the next two weeks.
 - b. Discussion of logistics: President Keizs made the pitch that we should go back to JPAC and improve upon what was done last year and perfect it rather than seeking a new venue.

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Lori stated we should raise ticket prices and look at locations in Long Island City, further notifying the committee that she will be visiting the Queens Museum with Elizabeth Segal.

Michele and Hope emphasized the optics in regards to the College's budget with attention given to how the event is marketed to our target audience.

VI. Giving Tuesday, November 27, 2018 is an international holiday and our marketing campaign begins the week of November 5. The focus will be on unrestricted giving.

VII. The meeting was adjourned.



Hope Knight, Chair