

MINUTES OF CCNY, WASHINGTON, DC CHAPTER BOARD MEETING OF
AUGUST 4, 2016

The Board Meeting of 4 August 2016 was convened at the Meritage Restaurant at 6:50 PM. Present: Fishbein (President), Kamershine, Schwartz, H. Kaplan, N. Kaplan, Jonas, Wittenberg, F. Tatem, Jonas, Lass, Rodriguez, Barsky, and Hopenfeld.

1. Baseball Update for Saturday, 6 August, 7:05 PM. Per Phil Barsky, we currently are expecting 20 persons to attend, all paid.
2. Tour of the Basilica of the National Shrine, Sunday, 23 October 2016, with the group meeting at 3:15 PM. Phil Barsky will identify the restaurant that will be an option for the group after the 3:30 PM guided tour. The Board agreed that the flyer needs to go to New York eight weeks before the event (i.e., no later than 29 August 2016). Although Alan Weinstein is the coordinator for the event, return envelopes need to be addressed to Phil Barsky due to Alan's being out of town before the event. The flyer will contain relevant information regarding the selected restaurant and a means to identify that the member is interested in dinner following the tour. John Lass will edit details from Alan about the Basilica so that information can fit into the flyer.
3. The Board discussed problems in timely USPS mailings and electronic mailings from New York to all members for upcoming events. Harvey T. Kaplan, VP for Administration, agreed to use the Basilica event as a test case. He will notify New York regarding this mailing survey of the entire Board, representing a sample from the 561 members on the 2014 mailing list used by New York. Harvey will need e-mail input at htkaplan@verizon.net from each Board member to indicate the exact date he/she received any USPS mailing or e-mail from New York regarding the 23 October event. [Messages need to go only to Harvey, not to the entire Board. Also, do not wait to receive all mailings/e-mailings; respond to Harvey whenever you receive a piece of paper or electronic correspondence--once for each item received.]
4. We have scheduled our Fall Dinner Theater to take place at Toby's in Columbia, MD. This year it will be a Sunday Brunch event on 13 November. The show is the musical, Sister Act. John Lass is the coordinator for this program, and we have estimated the attendance to be 40. We will need to give our final number to Toby's in October. The sending of the flyer to New York also is time-sensitive, due to our deadlines for reservations. It should not go to New York along with the flyer on the Basilica visit. Instead, it needs to be sent to the Alumni Association Office earlier, not later than about 15 August. Checks for admissions need to be received 1 1/2 weeks before Toby's deadline to us. [Note: To get our group discount of \$49 per person, we must not fall below 20 people, as of 29 September. Our final "drop dead" date for reservations is 14 October.]
5. Steven Rodriguez, Membership VP, reported on his plans to increase our Chapter's membership, especially with younger alumni. He separately sent an update to all Board

members with more details than are provided here. His plan is to build his e-mail list from its present 116 members, collecting e-mail addresses of alumni in the DC area and engaging the group via e-mail. Once we set up a relationship with an alumnus, we can ask him/her to join the Chapter. There are several options to implement his plan via e-mail (probably using the web address: ccnydc.org). Some efforts would require moderate expenditures (e.g., possibly \$49 per year) or using a domain at no cost to the Chapter. John Lass (current Webmaster) and Steven Rodriguez will connect by phone or a meeting to work out the details for branding via e-mail, etc. With an estimated 1,700 alumni non-members in our area, we could use a newsletter to contact people. It probably is not desirable to send these via New York, due to time delays and our inability to determine who actually received, didn't receive, or who opened e-mails. There is an advantage in keeping this a local marketing/recruiting effort. The idea of requiring an "opt-in" is useful. Also, we can have separate groups (e-mail listings) for Chapter members (currently about 560) and non-members. Programs are available to help the Chapter track e-mails. Steven will continue to explore possibilities for this initiative. He also will assist John to update the DC Chapter's website. Google Analytics software may prove useful. Warren Fishbein agreed to check his new Chapter Members listing to identify changes in e-mail addresses. At present, only Warren's, Steven's, and John's e-mail addresses will be displayed on the CCNY Chapter website. Further thought is required to determine what to include in our newsletter(s) to attract new members. Steven will check via LinkedIn, if possible, to establish a listing of those events/items/functions in which new members express interest. [See Steven Rodriguez' e-mail to the Board for more details.]

6. Our Treasurer, Roz Hopenfeld, generates an Audit Report for the New York office approximately every three months. All info goes to Nina Ferrell at the Alumni Association. [Roz didn't send a report earlier, as she needed to know for certain who the contact person would be in New York; it is Nina Ferrell, nferrell@ccnyalumni.org; 212-650-5343.] Peter Jonas will check the reports before they go to New York to provide "another pair of eyes." New York still owes the Chapter \$285; Roz will ask New York to apply that amount as a credit to our Chapter Scholarship Fund. The next batch of scholarship checks from our members that will be mailed to New York will identify that credit. Regarding the acceptance of PayPay payments for future event, Roz recommends we not use that system. New York currently cannot accurately handle two upcoming events, possibly with the same cost per member, and tally the credits accurately--and remit the proceeds to the Chapter in a timely manner. Roz will explore other possibilities for payments, including Wells Fargo. She will complete any necessary paperwork for a non-profit (to get the best rate), working with New York as required. Current electronic payment systems may charge users a fee of about 2.7% of transactions. This item will again be discussed at the next Board Meeting, after Harvey Kaplan's Basilica survey (discussed in para 3, above).

7. Members are advised that Alan Weinstein has resigned from the Board. His e-mail address has not changed, but he has requested that he be removed from general mailings to the Board from other members. He still will be the coordinator for the

upcoming Basilica tour.

The next meeting of the Board will be held back at the Meritage Restaurant on Thursday, 15 September 2016, again at 6:30 PM. Reservations have been made with the Bethesda North Marriott Hotel for our group of 12 participants.

Respectfully submitted:

Naomi M. Kaplan (Secretary)

Harvey T. Kaplan (1st VP, Admin)