

Agenda for 1<sup>st</sup> 2010 Friends of Segowea Meeting

February 28<sup>th</sup>, Poughkeepsie, NY

I. Welcome!

*In Attendance: Sarah M, Lily M, Kristen H, Mike S, Mike B, David B, Boo and Louise VA, Beth Hodos, Lisa and Josh P and Amy M (via phone).*

II. 2009 Report

III. Fundraising updates, calendar and call for volunteers:

1. Segowea 65 Tournament (March Madness)

*need an on call volunteer to run it, tell your friends and make a bracket!*

*Josh will do it from the hospital even if Lisa is in labor, he says its not a lot of work.*

*Helpful ways to get others involved:*

*Tell people at work, will advertise earlier this year (by the end of the week)*

*\$15 entrance fee*

*PayPal: Can we do nonprofit and therefore not get charged by them? We need YMCA nonprofit number. But Lisa thinks you need to raise about 100,000 to get the fee waived.*

*Think about Friends of Segowea as a non-profit?*

*Will continue with plan as is, this is a fun event and not too much extra work!*

2. Wally Waddle (May 16<sup>th</sup>)

*still looking for sponsors, dinner the night before?, pie makers, race staffers...*

*\$15 fee (make 15 a normal cost for things – sometimes it gets you \$20!)*

*Need 10 people, each to run one leg of the relay race – good for people who don't want to run quite as much. All alumni relay, everyone who does that gets a pie. Relayers dress as Wally*

*10-15 people to help with race day stuff – registration, parking, etc.*

*Got people to volunteer for finish line stuff already. (Runners Club) will also help with registration*

*Food for day of race: Stop and Shop might donate race food. They might be our sponsors – \$1000-2000.*

*Lisa and Josh will keep in touch with Beth incase Stop and Shop doesn't give enough, she will go to other places.*

*Can you volunteer and run the race?*

*Volunteers: relay- Lily, Kristen, Minna, Sarah, Mike, Dave - need 1 more girl and 3 more boys, plus 2 alternates*

*E-mail Josh is you want to volunteer with what you would like to do.*

*josh@myeyephoto.com*

*Dinner Saturday*

*night before: Carb load up- psych up! For people not in the area (will want to be in the PK the night before). Low-key pasta dinner. Maybe the at VFW? Could be a way for us to get last minute jobs done before the race. – Beth will go to Price Chopper to see about donations for pasta dinner. Kristen will call VFW about dinner night before  
E-mail Amy if you're interested in making calls about donations.*

*Sponsors: 3 Organizations already. If anyone has personal relations with businesses, ask them.*

*Lisa and Josh already have a package set up for sponsors.*

*Please send packages to Minna, Kristin, Beth – they will send Josh e-mail reminders.*

*Jen at Soul Dog? Kristen will ask*

*Finnish Solutions?*

*Sponsorship Levels – Sign sponsor (100) - you get a sign at the race. Silver (500) – name on website and on Tshirt. Gold (1000)- more benefits. Premier 2500 (just need one) hopefully will be Stop and Shop.*

*Goal: 1500 from registration, hopefully 5000 total.*

3. Swing for Segowea?

*Maybe in late summer early fall?*

*Board Members have expressed sadness about missing it last year, want it again.*

*Other alumni would be more likely to participate in something like this.*

*But we need to find someone with golf knowledge to run it. Anyone? Beth with a partner. Also interested in a bowl-athon*

4. August Alumni Reunion

*7<sup>th</sup> and 8<sup>th</sup> of August*

*Last year raised several thousand bucks (?).*

*T shirts, Hats Kristen will go to Stewie early to try and get donations/cheap*

*Admission Fee - \$15*

*Toby doesn't want any current YMCA staff to have to run it, therefore we need to make sure we have full coverage (including guards) since Wa Wa staffers cannot do it.*

5.2011 Calendar (December)

*2010 made 1000, sold 114*

*Have a PayPal account. [Donate@friendsofsegowea.org](mailto:Donate@friendsofsegowea.org).*

*Boo will do it again this year*

*Everyone who likes taking pictures, doo it! And then show them to Boo.*

*Can we raise quality of calendars to make the price \$15?*

*Will talk with Jacob at Sparten Copies to raise quality.*

IV. Discussion of FOS membership and web presence-

*Can we use whole list, then send out opt-out e-mail to Tobys list. Then people can choose if they want to receive e-mails from FoS.*

*Will someone take over this job? – Mike B said he will do that.*

*If you are not getting e-mails, send an e-mail to [friendsofsegowea@gmail.com](mailto:friendsofsegowea@gmail.com) and you will be added. Spread that news to friends who don't get e-mail.*

*Maybe just put an opt-out message at the end of every e-mail we send out (small print: if you don't wish to receive these e-mails anymore please reply and say unsubscribe in the subject).*

*Amy said she will check the gmail e-mail more frequently as Lily cannot always check it daily.*

*Louise controls Friends of Segowea Facebook*

*Start sending out e-mails via the facebook group – Minna will be added as an administrator and will do more of then.*

*MySpace – Minna is coordinator of a Wa Wa page on that, once a month she sends out something about what is going on at camp.*

*Should someone do a Twitter account? Amy will ask Norm – hes computer savy*

6. FOS data base, facebook, & record of membership, post mtg. attendance

*How are you a member? Last year it was a donation.*

*When people donate to capital campaign, we should get their e-mail address. We add it to our list, then they will get our e-mails and can opt-out.*

*Should it just be monetary? Or can it be service.*

***Both: To be a member you have to either donate, bring in a certain amount of donations, or volunteer at a fundraising event (once annually – but encourage them to come to lots!).***

***Make sure that Toby sends us the e-mails of people who attend work weekends, so they can also be added to FoS mailing.***

***Proposal: Lily proposes that membership for 2010 is defined by people who make a donation to the capital campaign and/or volunteer at a work weekend.***

***PASSED!***

***Can we post who attends the meetings on website? Yes! Get people excited about who they might see***

7. building bridges between generations and Albany

*decade captains*

***Right now we are strongly representative of the 90s, how do we get more?***

***Send out an e-mail looking for decade captains.***

***Should we call specific people? Toby may not be the best way to contact these people.***

***20s***

***30s***

***40s***

***50s: John Phillips?***

***60s: Boos Dad***

***70s : George Synder? Beth will ask***

***80s***

***90s Sarah and Georgia (if she wants to – Sarah will ask)***

***2000s – Sarah will ask Cat McCabe to do it with her***

***Main goal would just be to recruit more people***

***Albany social***

***Try and find someone in Albany who will organize a social for FoS in Albany.***

***Frances Carivan? Tiana Olewnick? Karece Powers? The Merc Parents? Maybe they can all work together – Lily will send an e-mail to them.***

2. wally waddle sponsors on website

***Make a link the website that you click on and it goes to annual sponsors.***

***But for Waddle have it right on the waddle page, but then when waddle is over the sponsors will be moved to “blanket” sponsor page.***

***Website needs more content – photos, camp essays/poems. Keeping the site up and running is simple, what we need now is stuff to keep it interesting.***

***Will send out an e-mail.***

IV. Summer 2010!!!!

1. alumni leadership staff

***Get alumni to apply for working at camp. Toby is hoping to find more. Need people to apply before the month is out.***

***Sarah will do some contacting***

***Tell Toby to hire Sarah Colins as the nurse!***

***Minna is trying to get people from Springfield College to apply as counselors (there are a lot of Y people there).***

***Beth will try and get John Henrys number***

2. filling camp with campers

***contacts at schools, D.C. agencies, after school programs***

*Kristin needs a large pack of brochures to send home with kids at her school, Beth will help with giving out at other schools.*

*Also need: Minna, Dave E. mom (in Granby CT)*

*Darlene – wants to set up something at the Bethlehem Y. Apparently George and Toby said they did not want Darlene’s help with pushing Wa Wa at the Bethlehem Y. Hmm...?*

*Beth will run a parents night for Wa Wa in Poughkeepsie.*

*Agencies Brainstorm:*

*Astor (will pay up to half for a kid to go to camp) – Minna will do that Riverhaven*

*Probation services (How does Toby feel about Juvenile Delinquents?)*

*Social Services*

*Child Protective Services*

*Family Services*

*D.S.S. (but they don’t pay for overnight camp)*

*We need brochures NOW, and maybe also need Toby to come?*

*Call Wyeth about doing a info night at JCC and Krieger*

*Lisas brother works with juvenile delinquents, if Toby is okay with it he will advertise, they are great kids.*

*Smith Park has pledged \$25,000 for scholarship fund, we need to use it!*

*Amy- radio and TV ads? Do we have any connections?*

*Georgia has contact at NPR – e-mail her about it.*

*Get a billboard?*

*Tiered Pricing:*

*3 tiers, you choose tier that you can afford.*

*Huge opportunity for people to go to camp regardless of their economic status*

3.supporting work weekends

*Norm is going to try and have more focused goals for what each work weekend will work on.*

*Make sure the word is out there that you can go to camp any weekend, even if it is not a work weekend. Just show up! Stop at Norms house first, then check it out!*

volunteer, 2010 dinners, spread the word!

*Minna, Kristin and Sarah will help with dinners.*

## V. Governance Proposals

### 1. 2010 Committees for Council Members

*Lily proposes that Council Members join a specific committee, so that Council Members have to do stuff!*

*Maybe someone should call council members who are not so active and see if they would like to step down from the council and give someone else the opportunity.*

*Maybe the number should reduce to 15?*

*How do we do this without hurting anyones feelings?*

*Based on participation*

*Proposal: To be a Council Member you have to join a committee. – Propose also to call it the “Leadership Council”*

*We will send an e-mail to all Council Members saying that to stay on the council they must choose a committee to join*

1. fundraising
2. website/social networking
3. work weekends – Mike S and David B
4. Segowea Super Sleuths
5. Governance - Lily
6. Marketing – Mike B will head it up.

2. Officer elections at Nov. mtg.

***Proposal: Not to do officer elections until November – PASSED.***

VI. Other new business

***Family Camp – Labor Day Weekend – would we all go? We should support it, put it out there!  
Good for people who cant make it to the reunion.***

***Boo has an office in Troy that we can have meetings at.***

***November 6<sup>th</sup> meeting will be at Boos office in Troy!***

VII. Meeting evaluation, future meetings, and discussion of IT attendance

1. Go-around response to this mtg. & suggestions for future mtgs.

2. Proposed future dates and locations:

1 PM, May 15<sup>th</sup>- Poughkeepsie (*Hopefully at VFW*),

1 PM, August 8<sup>th</sup> – Segowea

1 PM, November 6<sup>th</sup>- *Troy 353 Broadway, Floor 2, Troy NY*

## FOS Important Dates

### Fundraising Events:

**March: Segowea 65 Tournament!**

Sunday-Monday, March 14-15, brackets open online

Tuesday, April 6<sup>th</sup>, winners announced

**May: Wally Waddle!**

Saturday, May 15<sup>th</sup> pre-race day events and work TBA, Poughkeepsie, NY

Sunday, May 16<sup>th</sup>, 10:30 am, Wally Waddle at Vassar Farms in Poughkeepsie, NY

**August: Alumni Reunion!**

Saturday-Sunday, August 7-8 at YMCA Camp Wa Wa Segowea, times TBA

**November-December: 2011 Calendar Sales!**

### Work Weekends

Saturday-Sunday, April 17-18, YMCA Camp Wa Wa Segowea

Saturday-Sunday, April 24-25, YMCA Camp Wa Wa Segowea

Saturday-Sunday, May 1-2, YMCA Camp Wa Wa Segowea

Saturday-Sunday, May 15-16, YMCA Camp Wa Wa Segowea

Saturday-Sunday, May 29-30, YMCA Camp Wa Wa Segowea

Saturday-Sunday, June 5-6, YMCA Camp Wa Wa Segowea

Saturday-Sunday, June 19-20, YMCA Camp Wa Wa Segowea

*Reservations required. Contact Camp Director Toby Hettler*

### Camp Open Houses

Sunday, May 2, 1-3 pm, YMCA Camp Wa Wa Segowea

Sunday, May 16, 1-3 pm, YMCA Camp Wa Wa Segowea

Sunday, May 30, 1-3 pm, YMCA Camp Wa Wa Segowea

Sunday, June 6, 1-3 pm, YMCA Camp Wa Wa Segowea

Sunday, June 20, 1-3 pm, YMCA Camp Wa Wa Segowea

*Reservations required. Contact Camp Director Toby Hettler*

### Special Events

Friday-Sunday, September 3-5, Labor Day Weekend Family Camp, YMCA Camp Wa Wa Segowea

Saturday, September 18, 2 pm, Smith Park Annual Meeting, YMCA Camp Wa Wa Segowea

## FOS 2009 End of Year Report

### **Leading Alumni Association:**

President: Lily Mercogliano (full year)

Vice President: Boo Van Allstyne (full year)

Vice President of Membership: Kristen Hendrickson (full year)

Vice President of Fundraising: Lisa Perks (full year)

Vice President of Web and IT: Louise Van Allstyne (full year)

Secretary: Georgia LoPresti (first  $\frac{3}{4}$  year) Amy McPheeters (last  $\frac{1}{4}$  year)

Treasurer: Josh Perks (first  $\frac{1}{4}$  year), Boo Van Allstyne (last  $\frac{1}{4}$  year)

### **Held Four Meetings**

averaged 15 attendees (?)

1 meeting in Albany, two in Poughkeepsie, one at Segowea  
minutes from first meeting and last meeting posted on website

### **Supported the Capital Campaign:**

nearly 100% of members made capital campaign donations

NCAA Bracket Pool: \$882

2009 Calendars: \$1500

Swing for Segowea- \$200

2010 Calendars: ~\$1000

### **Supported Camp Director with Data Base:**

Segowea Super Sleuths tracked down hundreds of old alumni and recovered camper and staff records!

### **Sponsored 2<sup>nd</sup> Annual Alumni Reunion:**

179 attendees

25 personal notes

sold out t-shirts

raised funds for capital campaign

### **Supported Work Weekends:**

numerous volunteers

cooked two family style dinners

### **Improved Website and Governance:**

officer positions created and posted on site

site linked to CDYMCA

fundraising and event info posted

Vice President and treasurer positions combined

**What a Year!! And all with volunteers!!**

***All very concrete things – we did a lot of solid stuff (beth)  
Lil has spoken with George – he is very proud of how much we  
have done, and how we haven't given up***

