

November 7th, 2009
Friends of Segowea Meeting

In attendance:

Lily Mercogliano, Mike Bruns, George Snider, Amy McPheeters, Lisa Perks, Louise VanAlstyne, Boo VanAlstyne, Wyeth Drummond, Elisha Mittleman, Josh Perks, Katie Hussey, Kristen Hendrickson, Sarah Perks, John Phillips, and Beth Hodos

1. Capital Campaign

- Strong encouragement/reminder for FOS members to make a donation to the capital campaign if they haven't done so already
- Right now we have about \$85,000—\$50,000 of which will be used for salaries, etc. Smith Park has agreed to give another \$100,000, and we will then be back to \$135,000 after next week's Board meeting
- Facilities committee met yesterday- foundation will be poured starting Monday or Tuesday
- Priorities are the foundations and dining hall (\$45,000)
- Everything done- \$245,000, Septic system (\$125,000), Camper cabins and village (\$120,000)- cabins are last on the list of priorities and can be done as late as May
- \$700,000 TOTAL needed ASAP... septic MUST be done in April or May
- Toby has been meeting new alumni every week and "bursting into new pockets"
- Extra copies of the donation forms—Lisa suggests throwing them up on the refrigerator
- Encourage family to give together—recognition levels, Donate in someone's honor, etc.
- URGENCY to solicit donations now—those making significant donations will want the tax write off at the end of the year, so it is CRUCIAL that we get these donations earlier rather than later

2. Membership and Web presence

Membership

- Met all our goals for the year- four meetings, successful reunion, etc. Recognition and appreciation of everyone's effort, especially in our first year
- How to up involvement next year? Understanding that it's hard with schedules, commitments, etc. Encouragement for people to be open and honest about what they are able to commit to.
- How to branch out to other camp generations—reunion very nice, but real need to reach out to others beyond those who were involved when camp ended in 2005
- Suggestion to have two in person meetings and two teleconferences per year
- Recruit older alumni to in person meetings
- Louise will look in to the idea of having a chat room meeting—Advantage that then we have a record of what has been said, what commitments have been made
- Focus on having fun as well... once we raise \$1 million, transform into more of an alumni association
- Suggestion to post coming events in the paper to advertise... particularly in the concentrated areas (Dutchess and Albany county)

- Kristen needs a more comprehensive list of who's a member and who is not

Website presence

- Site is up and functional! Great website, just needs more attention, more focus brought to it—Louise recognizes the need to be more reliable and set up a schedule of regular updates
- Have Toby send Louise the newsletters/emails he sends out to add to the FOS site
- Website focus: Calendar, pictures (from Mike of what's currently happening and from Toby as well), blog—link to Toby's blog?
- Louise can make anyone who wants to a blogger—if anyone is interested in doing something regularly
- Nomination for Toby to have a login to the FOS site
- NEEDS TO BE UPDATED for obvious reasons, but also because of upcoming events—opportunity to buy advertising space
- Louise will set up an email account for Kristen for membership
- Mike asks if the Smith Park site can be an offshoot of FOS? Connect them to build awareness of Smith Park.
- Toby, Liz and Lily are account holders of the FOS gmail account... If anyone else would like to do regular contact, let one of them know and they can gain access

3. Fundraising

- **Wa Wa Wednesday**— Need folks to approach businesses to donate a percentage of their profits on 12/09/09. Darlene Ward is the point person on this event: DWCasa@aol.com (email her for donation form, etc.)
- Need businesses to commit by December 1st in order to advertise...
- Sign up sheet for the businesses in order to avoid overlap in requests
- **Wa Wa Waddle**- 5K run, June 2010
- Hopefully the Wa Wa Waddle will become sustainable- replace the Bridge run that used to support the YMCA
- Need lots of volunteers on race day—hand out water, dress up as Wally, etc.
- Registration fee usually goes towards set up, etc. and corporate sponsors are where we make our money...
- T-shirts- from Millman's?
- **Other fundraising suggestions:**
- Sonic is opening—we can make the tip money by serving
- **Gift wrapping**- Black Friday? At Barnes and Noble... anyone that wants to do it in the Poughkeepsie area, let Kristen know.
- Second annual Segowea 65- **NCAA basketball pool**... lots of fun and a good way to get friends involved
- **Wa Wa Calendars**- Josh will design, Lily can get it printed (Jacob in Albany) and Boo will do the shipping and make them easy to purchase online through the website

4. Treasurer and Secretary nominations and election

- Decision to roll VP and Treasurer position together- Boo

- Amy elected as Secretary

5. Additional notes:

- Future meetings: February and August in person and May and November by teleconference
- Suggestion to have an FOS brunch in February, possibly in the open space next to the artist pallet on Main Street (Katie has a connection there) on the Sunday of President's day weekend (to allow for travel, etc.)
- Boo's office has a great space in Troy that we can use for future meetings
- Beth will do role playing for practice with the capital campaign asks
- Check on George Snider's donation (supposed to have been billed to his credit card already)