

Friends of Segowea Meeting

November 13th, 2010

Albany, NY

In attendance: Lily, Louise, Darlene, Mike, Rachel, Amy, Minna, Kristen, Boo, Wren, George and Josh (by phone)

1. Alumni Announcements and Upcoming Events

- a) Black Friday Gift Wrapping
 - The Friday after Thanksgiving, Minna, Katie, Kristen and Rachel (and any others who want to participate) will be doing gift wrapping from 3-11pm at Barnes and Noble in Poughkeepsie
 - Goal: solicit donations for camp and spread the word about camp/registration/etc.
 - There will be an author there the same day who may draw a good crowd
 - Josh will complete the Wally Waddle flyer for them to have that day
- b) Holiday Calendar Sales
 - Boo and Josh worked together to produce this year's Segowea calendar—many thanks to those who contributed photos
 - Discussed and decided to ask \$15 for the calendars
 - Will be made available through the website
- c) End of Year Report
 - Recap of major projects from 2010
 - Amy and Lily to work on this
 - Include dates for 2011

2. 2nd Annual Wally Waddle

- Tentative date: Saturday, May 14th with the kids race at 9:30am and the 5k beginning at 10am at Vassar Farms again
- Pies again—16 needed
- No turtle relay, seemed to be confusing to runners
- Josh will put a call out for volunteers soon—water stops, race course management, etc.
- Brought in roughly \$3,000 last year
- In the next couple weeks, Josh will be recruiting fundraising volunteers to solicit our business sponsors—hopefully Adam's will sponsor again
- The Mid-Hudson Road Runners Club will assist us with insurance, and up-front costs free of charge as a donation
- The kid's race will be free again and we'd like to contact children that attended camp this past summer—would be a good way to have kids reconnect
- The idea of the Wally Waddle dinner was discussed like we did last year—group was generally supportive of this idea, but we decided to have

a lunch on Saturday after the race rather than the night before so as to have volunteers available to cook/set-up, etc. (tagline: “RE-load up on carbs”?)

- The race is estimated to be done by 12pm
- Need to contact the church again to see if the venue may be an option again for the lunch
- The date (5/14) will be finalized in the next month or so, but it is pretty definite

3. Finance Report

- What to do with money that is brought in through dues, etc?
- Decision to keep \$500 in account and after calendar sales split the difference between capital campaign and camper scholarship
- To date we have 54 paid members and a fund balance of \$1,624

4. Organizational Needs

a) Letterhead

- Need for FOS letterhead for soliciting donations/donors/etc.
- Josh had made one up for last year’s Waddle and will update it to include the Kattskill Bay mailing address, etc. and will send it out as a PDF

b) 2011 Calendar

- Desire to set up FOS meetings for next year in conjunction with other events
- Future meetings
 - February: in conjunction with concert (see below)
 - May 14th
 - August 20th in conjunction with the reunion
 - November 12th
- **Reunion:**
 - Stressful while camp was happening and hard logistically
 - Have it the day after camp is done or the weekend before it starts (staff week)?
 - February reunion for kids – off season like we used to
 - For (maybe) older alumni, have it during the summer at camp
 - Necessary for it to be an overnight? Perhaps just a day program and if someone is really wanting to stay, they are welcome
 - August 6th would be the same weekend as the past couple years, but there is a desire to push it later to accommodate different people/families
 - Proposal for the reunion to be held **August 20th, 2011**

d) Goals

- Benchmarks?
- Clearer benchmarks for fundraisers

- Perhaps set these at the 1st meeting of the year in February
- Goals for each event
- Add another event
- Increase membership
- Yearly newsletter
- Track volunteer hours (Amy)

3. *Other*

- a) Proposal to hold a concert—Roland’s band that plays Doors music
 - Also a Jazz band willing to donate a concert fundraiser
 - Possible venue in Albany (Red Square)—Kristen will contact Jody about this
 - To be held in February 2011? Darlene and Tom will be in contact about scheduling a date
- b) Zazzle/Café Press
 - FOS T-shirts?
 - Both Zazzle and Café Press are “online stores” where basically you can post your logo for free to be printed on different merchandise—while it is free, profit margins are much smaller
 - Josh will set up a “store front”