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## Neilson, Sarah

From: Neilson, Sarah  
Sent: Wednesday, March 13, 2013 5:08 PM  
To: betsey ely; 'Veronica Bulgari'; Justine Leguizamo; Gwen Evans  
Subject: notes from today's meeting 3/13/13

Hello,  
Informal notes from today's meeting, below.  
Great to see you all!

See you again tomorrow at the Arsenal, lobby, at 9:45 or so. BC Castro and I will be talking with Alessandro and will appear at 9:58, if all goes as planned.

### NOTES FROM WSPC EXECUTIVE COMMITTEE MEETING, 3/13/13

#### Sarah reported:

- Met Bill Kelley
- Meeting Ralph Wednesday afternoon
- Meeting Carl Schurz's David Williams next week
- Meeting Riverside Park Conservancy's John Herrold next week
- Events permitting and master schedule—ongoing. Exec Comm and Sarah all agreed we probably don't need to focus on a tremendous amount of new programming for now.

#### 501c3

- Sarah and BC Castro review with Alessandro Olivieri on Thursday morning. Still planning for 3/20 comments and 3/25 submittal date.

#### Communications

- Draft RFP review.
- Overview of the new DPR branding and how this might affect our logo process. Sarah to bring materials related to the branding to our next meeting.
- Current timeline for RFP (draft status until Marketing approves on Friday):
  - o Project Schedule and Deadlines:
  - o RFP issued: March 18
  - o Proposals due: March 27
  - o Veronica, Sarah, Gwen to review proposals: March 28
  - o Finalist interviews: April 3, at Arsenal West
  - o Selected firm notified: no later than April 5
  - o Task 1: to be complete no later than May 3
  - o Tasks 2 and 3: to be complete by May 30
- Sarah to add Naomi Usher/Studio Usher to RFP distribution list.

#### Rollout

- Press office meeting Thursday at 10am sharp!
  - o Timeline for WSPC, Sarah hire, NYU gift to the park, etc.

#### Volunteer Projects

Discussion of volunteer roles and establishing gardening program very soon. Sarah to get advice from David Williams at Schurz next week, then to meet with George V and gardeners to develop a reasonable plan. Then we can get our Nobel Laureate out to help garden!

#### Board Development

Justine's friend Tracy Rudd is interested in hosting a friend-raiser among her 10<sup>th</sup> Street neighbors. We'd like to do this before summer if possible, will keep in mind after roll-out plan is confirmed.  
Also Ian Falconer is in the mix for involvement further down the road.

**Neilson, Sarah**

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**From:** Neilson, Sarah  
**Sent:** Thursday, March 14, 2013 5:17 PM  
**To:** 'betsey ely'  
**Subject:** RE: Washington Square Park Conservancy

Thank you for all these nice notes and introductions!

Since we weren't able to get time with Betsy Smith today, I'm trying to set up a pre-meeting with her on Monday at 12:15, prior to our 1pm meeting. That way we can check in and be sure we're all on the same page before we talk with Lynne Brown and Alicia Hurley.

Best,  
Sarah

NYU NYU

**From:** betsey ely [mailto: [REDACTED]]  
**Sent:** Thursday, March 14, 2013 5:13 PM  
**To:** Tupper Thomas  
**Cc:** Veronica Bulgari; Gwen Evans; justine Leguizamo  
**Subject:** Washington Square Park Conservancy

Dear Tupper,



April 5<sup>th</sup> 2013

NYU (TSB)

To: Neilson, Sarah  
Subject: Re: also a heads-up re the mean blog

It is also important to find out how much we are spending now on the Park. Positions we were shown do not conform to men on the ground.

Once we have the base we know what help to ask for.

Sent from my iPad

On Apr 5, 2013, at 10:18 AM, "Neilson, Sarah" <Sarah.Neilson@parks.nyc.gov> wrote:

Hi,

Yes, budget is in process and will show DPR's contribution as staying same while external sources' contribution increases. I'm trying to get in with Steve Simon to review today.

Meetings:

This coming Wednesday April 10: graphic interviews and board meeting

Friday April 12: Fundraising planning session (would that work?) I propose two-hours on JUST fundraising, no other topics, and we brainstorm and start to get ideas out which I can collate... do you think that would work? If not 4/12 then how about 4/15?

Thanks!  
Sarah

From: betsey ely [mailto: [REDACTED]]  
Sent: Thursday, April 04, 2013 4:58 PM  
To: Neilson, Sarah  
Subject: RE: also a heads-up re the mean blog

Of course the obvious answer is we have spoken to the chair and will be addressing the whole group. Do you know her name, maybe I already know her? I understand that you are working on the budget for the park but I think it is essential that we know what the City is committed to so we can start to plan. i am sure NYU will be interested to know what we are going to do with their monies.

Secondly. We need a planning session for our group so that we can say why we need the money - what it will go to. Which again goes back to the budget.

I will be talking with Bill tomorrow.

Since we are not going to meet with the whole Board on April 17 we probably do need to have a few hour planning session.

Subject: also a heads-up re the mean blog

Date: Wed, 3 Apr 2013 16:48:15 -0400

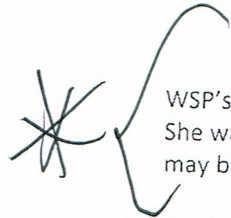
From: Sarah.Neilson@parks.nyc.gov

To: [REDACTED]; [REDACTED]; [REDACTED]

Hi,

Just a heads up:

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WSP's very own anti-Parks blogger called me this afternoon ... I referred her to the press office. She was asking whether CB2 knows about the Conservancy, etc... so anyway, our press journey may be starting. I'll let you know if anything comes of it.

Sarah

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NYU Updated Bylaws  
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Neilson, Sarah

**From:** Neilson, Sarah  
**Sent:** Friday, April 05, 2013 5:10 PM  
**To:** 'betsey ely'; Gwen Evans; Veronica Bulgari; justine Leguizamo  
**Subject:** RE: meeting dates

Hi all,

I made that plan too fast, I have to be at the arsenal at 2pm Thursday for a meeting about how NYU's EXPANSION effects the other parks, so that I can be prepared for our next meeting with Lynne Browne. -NYU.

So, could we meet between 11 and 1:30 on Thursday?

Thanks folks,  
Sarah

**From:** betsey ely [mailto: [REDACTED]]  
**Sent:** Friday, April 05, 2013 4:41 PM  
**To:** Neilson, Sarah; Gwen Evans; Veronica Bulgari; justine Leguizamo  
**Subject:** RE: meeting dates

all OK from me.

**Subject:** meeting dates  
**Date:** Fri, 5 Apr 2013 16:05:34 -0400  
**From:** Sarah.Neilson@parks.nyc.gov  
**To:** [REDACTED]

Hi all,

We are planning to have a regular exec.comm meeting next Weds the 10<sup>th</sup>. Justine has graciously offered to host. Let's plan for 10:30-noon unless someone says otherwise.

Are you available to interview graphic designers next Thursday April 11 between 1pm and 3pm? Naomi Usher couldn't make it Wed so we're looking at Thursday.

Also I want to set up a time for a fundraising strategy session—this would be 2 hours of brainstorming and thinking and trying to get some goals/numbers down on paper. We will make it fun! Shall we try for Weds the 17<sup>th</sup> or Thursday afternoon the 18<sup>th</sup>?

sarah

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NYU. external

Neilson, Sarah

From: Neilson, Sarah  
Sent: Thursday, April 18, 2013 4:46 PM  
To: [REDACTED]  
Subject: City Parks Foundation || Washington Square Park  
Attachments: Payment Voucher.xls; Reimbursement Form.xls; Fiscal Sponsorship Guidelines - Donor Copy.docx

Hello again Ladies of WSPC!

Some more information regarding CPF to follow up on our conversation yesterday. We can discuss next week but in the meanwhile, food for thought below. (this is long, read at your leisure)

Attached are three documents:

- 1) CPF's Fiscal Sponsorship Guidelines. As you can see these are geared for small groups/orgs that are running a "program" like a one-time event so it is set up with a start/end date. We can adjust this to suit our needs. (Fort Tryon Trust has been using CPF for years and years)
- 2) Payment voucher and Reimbursement forms. This is how we access the funds that have been deposited with CPF -- via these two forms. Most relevant for us is the second tab with the budget codes (list is same on both docs), also pasted here:

#### CPF General Ledger (G/L) Codes

50000	Salaries-Administrative	50110	Benefits-Pension Expense	60023	Supplies-Sports
50001	Salaries-Artistic	50111	Benefits-Welfare Fund Expense	60024	Supplies-Other
50002	Salaries-Technical	50199	Benefits-Other	60040	Equipment-Purchase
50003	Salaries-Overtime	50500	Temporary Employment	60041	Equipment-Rental
50100	Benefits-Social Security	50510	Internship Stipends	60042	Equipment-Repairs
50101	Benefits-Medicare	60000	Artist Fees	60050	Awards/Recognition
50102	Benefits-SUI	60001	Commissioning	60060	Promotion/Advertising
50103	Benefits-Workmen's Compensation	60002	Consultants	60070	Direct Mail
50104	Benefits-Health	60003	License Fees	60080	Office-Supplies
50105	Benefits-Dental	60010	Grants-Community	60081	Space-Rental
50106	Benefits-Life Insurance	60011	Grants-DPR	60101	Telephone
50107	Benefits-LT Disability	60020	Supplies-Educational	60120	Meetings/Seminars
50108	Benefits-ST Disability	60021	Supplies-Outreach	60130	Postage/Delivery
50109	Benefits-403B Contributions	60022	Supplies-Field Materials	60150	Vehicle Purchase

Currently there's only about \$2000 in the Washington Square Park account. So if WSPC were to start depositing into it, we could get a check cut/funds back when our 501c3 is finalized and we are independent.

In the meanwhile, I clarified with Simon Chu/CPF, to be sure that these items would be payable/reimbursable via CPF:

- office space at NCP: definitely reimbursable via CPF
- laptop purchase: also reimbursable but he suggested we get a laptop from Parks. Should we just do that? Might not be an nice MacBook but it would be free. Probably a smart option for now.
- Doyle/graphic design services: Reimbursable. (if we had \$\$ to cover this!)

He also wanted to reiterate that CPF is NOT the NYC Parks Department -- it is an independent 501c3 organization. Thus the funds would not be at risk of getting swallowed up in a Parks General Fund/ vanishing.

As for the NYU \$500K, I am still trying to get in with BC Castro to discuss. He has not been in the office today. I'll get him tomorrow.

Onward.

"As for the NYU \$500K,"

Sarah

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