

NYU

## 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.

## Financials Overview

Sarah in process of getting a whole document together with all the various funds and sources, etc. (ongoing project)

## Other topics:

- Sarah to follow up on progress of various maintenance contracts with Chief Yoon and Ralph
- Also the possibility of new & different food vendors
- And moving the hot dog guy away from the Arch view corridor - mar 13 2013 -
- Betsey suggested a thank-you luncheon for all those who have helped to launch the Conservancy; all agreed this was a great idea. Also perhaps some flowers/gift for the lawyers, TBD.

## Upcoming meetings:

Wednesday, March 27: 10:30am

Thursday March 28: review proposals here at Arsenal West (all invited)

April 3: interview designers 10:30am

April 10: regular Exec. Comm meeting 10:30am

April 17: something social (lunch?) with new members Doug Evans and Emily Kies Folpe

## Sarah to set up:

- Meeting with Dave Gruber of CB2, to invite Board to join
- Ann Marie Sumner email hello/meeting invitation
- GVHSP/Andrew Berman for the "secret scoop" on Betsey and Justine ☺

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