

MAYOR'S FUND TO ADVANCE NEW YORK CITY

MEETING OF THE BOARD OF DIRECTORS: MINUTES

February 7, 2019

Directors in attendance:

- Alexis Blane
- Darren Bloch
- Chirlane McCray
- Lincoln Restler
- J. Phillip Thompson
- Lisette Camilo

Officers in attendance:

- Matt Everett, Secretary
- Maya Jakubowicz, Treasurer
- Toya Williford, Executive Director

Other participants

- Fred Begley, Director of Finance and Operations
- Leah Prestamo, Director of Programs and Policy

The Board Chair, First Lady Chirlane McCray, opened the meeting at 1:10 PM by wishing all attendees a happy new year and welcoming the newest board member, Lisette Camilo, Commissioner of the Department of Citywide Administrative Services.

The First Lady noted some key successes in 2018, including Crafting Family Connections, a partnership with the Children's Museum of Manhattan and the Department of Correction to bring incarcerated mothers and their children together at the Children's Museum of Manhattan to foster the development of a healthy family bond. The First Lady noted that the Fund has raised \$27,000 to support the program and hosted 8 visits to date. She also noted that the partnership offers a free one-year membership to the families upon release, allowing them to continue to create positive members following incarceration.

The First Lady also noted the launch of the "There's Help All Around You" campaign, a partnership with the JED Foundation to place multilingual posters sharing information on mental health supports in all 1,800 NYC schools.

The First Lady then noted that the Connections to Care partnership continues to drive positive change and that the initial evaluation from the RAND Corporation found it has reduced stigma and exceeded expectations.

The First Lady concluded her welcome remark by thanking everyone for their work in making 2018 a success and noted she looked forward to even greater success in 2019 and then turned the agenda over to the Executive Director, Toya Williford.

Ms. Williford asked for a motion to approve the meetings from the September 25th meeting. Mr. Restler moved to approve the minutes. Mr. Bloch seconded. The motion was approved.

Ms. Williford introduced Resolution #1 to appoint Lisette Camilo, Commissioner of the Department of Citywide Administrative Services, to the Board of Directors.

Mr. Thompson moved to approve Resolution #1. Ms. Blane seconded. Resolution #1 was approved.

Ms. Williford introduced Resolution #2 to approve a contract with IDEO for the 2Gen (Disrupting Intergenerational Poverty) Project and invited Leah Prestamo, Director of Programs and Policy, to answer questions.

Mr. Bloch asked for clarification on the scope of the contract. Ms. Prestamo noted that IDEO was a well-respected human-centered design firm that will be undertaking a two-phase process. In phase one, they will work with pregnant women or mothers of children aged 0-2 to determine why they may not have seen advertisements on the 2Gen program. In phase two, they will design a citywide approach to better reach these populations.

Mr. Restler asked how many people this will serve. Ms. Prestamo replied that it is unknown at this time because it is a new approach.

Mr. Bloch asked whether the contract was for information-gathering or service delivery. Ms. Prestamo replied that it is for design and implementation.

Ms. Camilo asked to confirm that this is for social services. Ms. Prestamo replied that it was.

Mr. Bloch moved to approve Resolution #2. Mr. Thompson seconded. Resolution #2 was approved.

Ms. Williford introduced Resolution #3 to approve a contract with the Sherry Matthews Group to design ad materials and place ad buys for EmpoweredNYC. She invited Ms. Prestamo to answer questions.

Ms. Camilo asked about the length of the contract. Ms. Prestamo replied that it is a seven-month contract, including a three-month online ad buy and a two-month bus shelter ad buy.

Ms. Camilo asked how this work differed from existing efforts by the Office of Financial Empowerment. Ms. Prestamo replied that this is a separate, dedicated ad campaign targeted toward people with disabilities, a community for which authentic messaging is very important and with which the Sherry Matthews Group has extensive experience.

Mr. Bloch noted the impact of the work that Commissioner Victor Calise and the Mayor's Office for People with Disabilities have been doing in partnership with Citi Community Development.

Ms. Prestamo further noted that the campaign will include new photography featuring real New Yorkers with disabilities, rather than stock photographs of actors, which frequently comes across as inauthentic. She also noted that the Sherry Matthews Group handled the successful ad campaign for IDNYC.

Mr. Thompson noted that Commissioner Calise may be a good candidate to be featured in the campaign.

Ms. Camilo moved to approve Resolution #3. First Lady McCray seconded. Resolution #3 was approved.

Ms. Prestamo then offered a program update. She noted that the Farms at NYCHA program is ending its first phase. After a four-year period, the program has opened six farms in four boroughs. With the transfer

of the larger Building Healthy Communities program from the Fund for Public Health in NYC to the Mayor's Office of Criminal Justice, the farms will now fall under the Mayor's Fund's program portfolio.

Ms. Prestamo noted that in phase two, the program expects to offer 20,000 pounds of fresh food per year to NYCHA residents in exchange for compost or volunteer time. Ms. Prestamo also noted that the Mayor's Fund will renew the support of the Laurie M. Tisch Illumination Fund and Unilever.

Mr. Thompson noted the importance of the farm program for the Mayor's agenda of workforce development, nutrition, and resident engagement.

Ms. Williford then offered an update on the Mayor's Fund's contract with the City of New York. She noted that this will not require board approval.

Ms. Williford noted that the Mayor's Fund operates as a vendor to the City, providing program support to agencies for an annual fee. She noted that as a result of requests for support, the Mayor's Fund has increased the number of agencies it serves from 31 to 44. She noted that the scope of services the Mayor's Fund provides has also expanded, to include technical assistance workshops, ideation, and landscape analysis. The Mayor's Fund has also developed new engagement opportunities, including briefings with agency commissioners. Ms. Williford noted that despite this increased scope of work, the Mayor's Fund has maintained a lean budget, with operating costs accounting for approximately 5% of overall costs, compared with 10-20% at similar non-profit organizations.

Ms. Williford noted that the current annual contract amount with the City is \$374,000, the same as with its first year of operation. She noted that if indexed to inflation, this amount would currently total approximately \$600,000.

Ms. Williford noted that the Mayor's Fund has diversified its revenue streams, including instituting an administrative fee of 5-7% for the first time, a measure that other City-affiliated funds have had in place for several years. She noted that the Fund has also repositioned its investment opportunities, and reconstituted the Board of Advisors with a goal of 100% board giving.

Ms. Williford noted that the Mayor's Fund is seeking an increase in the contract amount to \$700,000/year to cover the increase services provided to the City and approval of this increase is required by the Department of Finance, the Law Department, and the Office of Management and Budget. She noted that the request follows the same process that any other City vendor undergoes to amend a contract, and that it is expected to take a few months.

Ms. Blane asked how additional revenue will be spent, assuming it is approved. Ms. Williford replied that it will allow for greater program management and fiscal oversight.

Mr. Restler noted that the increase will ensure that money raised by the Mayor's Fund will go directly toward serving New Yorkers. Mr. Bloch noted that this will not increase the Mayor's Fund's headcount, but will allow for a greater focus on programs. Ms. Williford noted that this will create a more sustainable funding stream.

Mr. Thompson expressed his surprise at the 5% operating cost figure, noting that 10% is the minimum in all other organizations he has encountered, and that this change is long overdue. Mr. Restler asked that Ms. Williford let the Board know if they can be helpful and Ms. Williford said that she will keep the Board posted.

Ms. Williford then invited Fred Begley, Director of Finance and Operations, to offer a fiscal update. Mr. Begley referred the Board to the fiscal snapshot in the board book. He noted that the FY2018 audit is available on the Mayor's Fund website and the revenue amount of \$21.3m is consistent with recent years.

Mr. Begley noted that the Mayor's Fund is being included, for the first time, in the Comptroller's CAFR (Comprehensive Annual Financial Reports) and that the Mayor's Fund welcomes the additional support and oversight from the Comptroller's Office. He noted that because of inclusion in the CAFR, the audit was completed in three-month time period, rather than the customary six months. Ms. Williford thanked Mr. Begley and Ms. Kelsaw, the Mayor's Fund Finance Manager, for their efforts in finalizing the audit.

Ms. Blane asked if other City-affiliated funds participate in the CAFR process. Mr. Begley replied that some do but that he did not have a complete list.

Ms. Williford then offered the Executive Director's Report.

She noted that the Fund's 2018 Annual Report was completed and shared it with the Board. She thanked Jorge Luis Paniagua Valle, Chief of Staff, and Cesaryna Peña, Special Assistant, for their efforts in preparing the report.

Ms. Williford noted that the Crafting Family Connections program was featured in the year-end appeal.

Ms. Williford then announced that the Mayor's Fund application to the JPMorgan Chase AdvancingCities challenge was one of eighteen selected for the program's second round, out of over 200 applications nationally. She noted that in the coming weeks the Fund will be notified if it is selected as a finalist, and that there will be an online interview to make that determination.

Mr. Bloch noted that the AdvancingCities actively sought the buy-in of municipalities with the non-profits making the application.

Ms. Williford then noted that she is continuing her ongoing efforts to meet with all 54 members of the Board of Advisors and is approximately halfway complete. She also noted that nearly all new members have contributed to the Mayor's Fund.

Finally, Ms. Williford announced that the Mayor's Fund is working with a subset of workforce funders on the Administration's Career Pathways plan.

Ms. Williford then asked for new business. Finding none, she announced that the next meeting of the Board would take place in June. Ms. Blane offered a motion to adjourn. Mr. Bloch seconded. The meeting was adjourned.

Respectfully submitted,

A handwritten signature in black ink, appearing to read "Matt Everett", written in a cursive style.

Matt Everett
Board Secretary