

Friends of Christopher Columbus Park
Monthly Meeting Minutes 04-08-2014
Mariner House, Boston, MA

Meeting chaired by Joanne Hayes-Rines called to order at 6:39 pm. 19 people were in attendance.

Recording the meeting is Clerk, Audrey Tortolani
Meeting notes from the previous meeting were distributed.

Marc Hordon, Matthew Fothergill and Marc's fiancé, Tina from Hordon Health were welcomed to the meeting. Marc will be speaking later in the meeting about his plans for an event in the park on June 21st.

I. Committee Reports

Treasurer

Joanne reported on behalf of Virginia Kimball. There has not been much activity except for some membership money coming in.

Horticulture

Meredith Piscitelli reported on behalf of Robyn Reed. The FOCCP Horticulture Committee invites all returning and new volunteers to meet for our season opening of the garden on this coming Sunday morning, April 13 at 9:30 am. Please meet in the rose garden. We welcome any new volunteers to join us! We will provide all the training, tools, and gloves. We ask that everyone wear appropriate clothing for working with roses - long pants, long sleeve shirts or jackets, and closed-toed shoes, thick soled if possible. For the rest of the season we will be meeting regularly on Sunday mornings from 9:30am to 11am, and Wednesday evening from 6pm to 7pm, weather permitting. No one should feel obligated to come every week, or both Sunday and Wednesday. Please feel free to come whenever you can. There's no obligation.

The Horticulture sub-committee has been working with fabricators to replace the center trellis in the rose garden, which has rusted away and no longer supports the climbing roses. We hope to have a design and date to install the new structure by the next meeting.

Beyond this report, Meredith also let the group know all the tools have been cleaned and sharpened. The Hordon Health group volunteered to help in the garden

Membership

Beverly Knight reported as of today, there are 27 2014 memberships; 26 renewals and 1 new. This does not include those who have signed up by mail as Beverly is waiting to obtain this information from Virginia. Of the \$3000 budget, \$2047.86 has been spent thus far.

The Membership Social is scheduled for tomorrow evening from 6pm - 8pm at Tia's. Please come, bring a friend and look for new faces and welcome them.

The delicious appetizer menu will include:

Fruit and cheese platter

Buffalo wings

Sliders

Pizza

Spring Rolls

Spinach Spanakopita

Tia's is excited to host this event. Allison, Patricia, Meredith and Ann have hung posters all over town. We are hoping for a good turn out. Allison has prepared a sign-in

sheet for everyone to sign as they come in. This is separate from their membership. The sign in sheet will list the areas to volunteer and be involved.

Website & Internet Communications

Christina Sperry reported the following:

Two emails were sent to our mailing list since the last monthly meeting; the April monthly newsletter and one email about our Neighborhood Social (which is tomorrow!). They both went to a usual number of recipients. The monthly newsletter had an open rate that's typical for recent years, but the Social email was more popular by about 10% with our highest number of opens since the second email last year about our Annual Fundraiser that was a dedicated invitation mentioning Mayor Menino.

Christina let us know the FOCCP website has been updated to include many of the upcoming FOCCP events in 2014. She also mentioned Facebook has a lot of great information thanks to Meredith. In addition, the bulletin board in the park has been updated.

Infrastructure and Marketing/PR

Ford Cavallari showed those attending this meeting the LED strip of lights which are being tested. He is working with a factory in China to obtain these special lights. They have a unique thickness to protect the wiring from the outdoor elements. Ford tested 3 strips which were not as thick and they did not last the winter. We will need about 500 rolls of these lights and 500 controllers; one for each roll of LED lights. The cost of the controllers represent more than ½ of the budget. Ford is not sure what the cost of the installation will be. The company in China manufacturing these lights is getting FCC approval. They are already approved in Europe and other International countries. The next step is to test the controller with the lights. The initial test failed and a new controller has been ordered.

The current lights on the Trellis are scheduled to turn off after Patriots Day.

Fundraising

Joanne let us know Nadia is helping out. Fundraising is defined as getting money from businesses/companies. It is important for us to track with whom we have spoken to and what has been committed. Joanne will be providing Meredith with sponsor information so they can be acknowledged on the bulletin board.

II. Office Positions Open

Joanne let us know 2 officer positions are open for elections at May 13 meeting. Treasurer Virginia Kimball is not seeking another term. Clerk, Audrey Tortolani will nominate herself for Treasurer, thereby opening up the office of Clerk. Anyone interested in either position should talk to me or another board member. People nominate themselves. Nominations are due by April 22, 2014.

III. Easter Egg Hunt in the Park!

John Hauck of the Living Room approached us about sponsoring an Easter Egg hunt. Meghan reached out to Becca Griffin who is very active in the North End and former head of NEMPAC. Becca has organized the hunts in the North End in past years and was excited to have it in CCP. 1500 plastic eggs will be filled with little toys.

Date: Friday, April 18 at 10 am. If the weather forecast looks bad, it would be 4/15, 4/16 or 4/17 at 3 pm. Volunteers are welcome! Let Joanne know. Eggs will be delivered to the Living Room and help is needed to stuff them with toys.

IV. Tot-Lot Clean up

Meghan let us know the Tot-Lot clean up is scheduled for Saturday, May 3 from 12 - 2. Meghan met with the landscaper and the top layer of sand will be taken out and replaced with a new layer of sand. The new picnic tables have been ordered and help is needed to put them

together. Marc Hordon offered to assist. Joanne to get brass tags to attach to the picnic tables to indicate they were donated by FOCCP.

There will be a family membership drive at the event along with Big Joe the storyteller, the fire truck, face painting, free pizza donated by Joe Bono from Benevento's and also a raffle. The goal is to sign up 50 family memberships.

Ann found a bulletin board and is working on getting it installed on the side of the shed. The landscaper is going to help.

V. Special Event in the Park on Memorial Day

We've been informed by Bryan P. Bishop, Chief of Staff of the Boston Department of Veteran Services, there will again be a special Memorial Day show in the Park honoring veterans. It will begin at 7:30 pm and will once again feature the Metropolitan Wind Symphony as well as The Boston Children's Chorus. It was a wonderful and moving performance last year so mark your calendars.

VI. FOCCP Events in the Park

Independence Day Celebration: Saturday, June 28th - Chairs: Laura Benevento, Kathleen Tedesco and Diane Royal. Laura provided a brief update on this upcoming event. The preliminary schedule is as follows:

11:00 Parade

11:30 T Bone

12:30 Balloon Person

12:30 Fire Truck

1:00 Marionettes

2:00 Peter the Magician

There will be games throughout the day and Uncle Sam on Stilts will be there!

There will be no face painting this year,

Need raffle tickets and items.

Will also need volunteers the day of the event. Contact Laura if available.

Movies: Sundays July 13 through August 17. (6 nights -same as last year). Joe Bono has agreed to sponsor the movies again.

Columbus Day: Monday, October 13th. The Park application has been filed.

Annual Fundraiser: Date in November TBD

Meghan, Ann and Joanne have been speaking with the Boston Harbor Hotel. They are negotiating prices. The tentative timeframe will be the week before Thanksgiving and it will be in the Wharf Room.

Trellis Lighting: Monday, November 24th

VII. Special Guest: Marc Hordon

Marc let us know he is planning to have the 2nd annual North End Waterfront Health & Beauty Alliance (NEWHBA) event on Saturday, June 21, 2014 from 8am - 8pm in the Christopher Columbus Park.

Matthew Fothergill provided more details:

8am - 12 noon - Free morning exercise and dance classes

12 noon - 8pm - A health and beauty Expo

12 noon - 8pm - Live local music - there will be a stage.

Marc information us there will be a lot more tables this year and they have had a good response to the event thus far.

They are working on getting more people involved in the event including corporate sponsors. A brochure, containing two sample letters, was distributed. One letter is being sent to potential members of NEWHBA and the second letter is being sent to potential sponsors. There were 10 members last year and 14 members now. Tentative sponsors will generate \$9,000 - \$10,000 this year.

One suggestion was to send a corporate sponsor letter to Vertex, a pharmaceutical company which just moved into the Seaport District. Another suggestion was to contact Converse.

As a result of the event, they hope to be able to write a check to the Nazzaro Center and also donate to the FOCCP.

They are open to any news ideas

FOCCP will have a table at this event

Matthew is doing some advertising and working with Matt Conti to announce new members and sponsors.

VIII. Additional Information

- Joanne is meeting with City of Boston Parks personnel to discuss offering exercises in the Park during the summer.
- The Navy Band wants to play in the Park during the 4th of July week. We'll get back to them.
- NEMPAC will have events in the Park as well this summer.
- Urban Oasis Project is still in process - more to come in future meetings.

The previous months minutes were accepted without change.

Meeting adjourned at 7:33 pm