

Friends of Christopher Columbus Park  
Monthly meeting

August 11, 2014  
The Mariner House  
North Square  
Boston, MA

Joanne Hayes-Rines convened the meeting at 6:40pm with 20 members in attendance  
Liz Greene, former Clerk recorded the minutes for the vacationing Clerk, Patricia Thiboutot

The July 2014 minutes were distributed for member review

Horticulture Committee report. Robyn Reed

Robyn reports that this summer has been very good for the roses -- producing great blooms. However, there have been problems with people picking the roses and damaging plants. The committee has placed a little fence around the center bed to discourage people from entering the main flower bed.

There have been some problems with irrigation which is better now, but more rain would be helpful.

The lilies are getting over-grown in Crescent Garden and the volunteers are beginning the fall effort to thin them out

Membership Committee report - Beverly Knight

Beverly reported current membership total at 309 which is still less than the Committee's projections.

Efforts underway to work on ways to increase the membership renewal rate. Any ideas can be sent to: [info@FOCCP.org](mailto:info@FOCCP.org)

Meredith Piscitelli sent Facebook stats: 359 likes

Beverly announced that, at the suggestion of Rita Pagliuca, and the approval of the Board, there is a newly established Membership Committee role of Volunteer Liaison. And, Rita will be the first to take on this role. She will serve as the formal greeter for new members and will make sure to call and welcome them to the organization, explain volunteer opportunities, and offer to escort or bring them to Monthly meetings or other events. The membership greeted this idea with enthusiasm and thanked Rita for her idea and initiative in taking on this important role

Website and Internet Communications Committee report - Christina Sperry

Four emails were sent to our mailing list since the last monthly meeting: three about the annual members only harbor cruise, and; the August monthly newsletter

They all went to the usual number of recipient and were opened and viewed at the typical ~1/3 rate. the first cruise email had more link clicks (to buy tickets on-line)than another email all year, except for the January 2014 newsletter which had a lot of people clicking to see the Park photos

after a big recent snowstorm. Big thanks to Meghan Denenberg for spearheading the cruise emails.

As for the FOCCP website, there was a large (~350%) increase in website visits this past weekend. Turns out that our summer movie series got picked up at a few websites as a great city event, including by Boston Magazine, Thrillist and the City of Boston. The website has been pretty heavily visited all summer, much more so than last summer.

For instance, July is typically the month we get the most website visits. In July 2011, July 2012 and July 2013 we had an average of about 5000 website visits. In July 2014, we had 10,320 visits.

Remember to visit FOCCP's online calendar of Park-related events and to visit FOCCP's Facebook page for pictures of these events and other happenings in the Park

#### Infrastructure Committee - Ford Cavalleri

Ford reported that the first set of test LED lights went up last week. He asked the membership to let him know their reactions to them. He's interested in frank comments and will make an effort to do what the majority would like to have. He explained that the lights will be placed under and over the trellis, but not wrapped around the trellis, as they currently are. He said they will all be the same shade of blue. The current 2 shades of blue are an artifact of replacement lights over the last few years. Member comments should go to: [trellis@foccp.org](mailto:trellis@foccp.org)

#### Treasurer report - Audrey Tortolani

Audrey reported on summary expenses and revenues for 2014 events to date. Details available from Audrey

Membership drive expenses: \$2733.07  
Tot Lot Clean up expense: \$2132  
Independence Day expense: \$3796.98 Revenue:\$390  
Sunset Cruise expense: \$2367.50. Revenue: \$2970.00  
2014 Fundraiser deposit/Boston Harbor Hotel: \$2500  
Other expenses  
NEMPAC opera: \$1750.00  
Trellis Lighting: \$6479.03  
Capital expenditures: \$2671.16

Membership revenue: \$12,560.00

Total FOCCP Account Balances (Checking, Savings, CD, MM, PayPal: \$313,843.35

#### Fundraising Committee - Patricia Sabbey

Patricia reported that she and Joanne Hayes-Rines and Antonia Bellata, the landscape architect working with the FOCCP Oasis Project met with Liza Meyer and Lauren Bryant from the Boston Parks Dept on July 31. They discussed the design plans and Liza will continue to work with FOCCP as the project manager

Columbus Day - Ann Babbitt and Mary Marengi, Co-chairs  
Develop games/activities for a little older kids Mary working this

Ann circulated a sign up sheet for volunteers for the October 13 event. She reported, in particular, that Mary is working on developing games/activities for the elementary school aged kids. Any ideas and to sign up, contact Ann or Mary.

#### Summer Movies.

Joanne reported that there may be an additional movie added to the schedule for Sunday, August 24, possibly the movie, Frozen! Stay tuned

The 2014 FOCCP Fundraising Gala is scheduled for Friday, November 14 at the Boston Harbor Hotel. A casino night is under consideration - but also looking at other options. There will be dancing, a silent auction, food, a wine wall and more. Joanne notes that lots of ticket sellers will be needed!

The annual Trellis Lighting will be held on November 24 and Tia's has offered to host an after lighting event for FOCCP volunteers

#### Other business

Jim Salini reminded the membership of the Annual NEWRA summer party scheduled for August 20 from 6:30 to 9 at the Pilot House

Minutes approved by attendees

Meeting adjourned at 7:45pm

Liz Greene, Clerk pro-tem