

Friends of Christopher Columbus Park
Monthly Meeting Minutes – 10/9/12
Mariners House, Boston, MA

Meeting chaired by Joanne Hayes-Rines called to order at 6:33 pm. 20 people were in attendance.

Introductions: New and existing members.

I. Casino Night update

Kim Caverly reviewed the plans for this event planned for Friday, November 16, 2012, 7:00 pm – 11:00 pm at the Marriott Long Wharf in the Harborview Ballroom.

7:00 pm – 8:00 pm: Cocktails, view Silent Auction items

8:00 pm – 11:00 pm: Gaming tables open.

Heavy appetizers, desserts, a cash bar and an Emcee/DJ will be provided
Tickets \$115. The goal is to sell 200 tickets to this event.

Kim introduced Grant Thayer, President of Casino Productions who provided more specifics about the casino part of the evening.

- At 8:00, Joanne and Grant to introduce maybe the Mayor who will officially open the gaming tables.
- Each person is given \$1000 of “casino money”. Additional chips can be purchased and the Emcee and other FOCCP volunteers will promote / sell throughout the event. \$20 for 1000 extra casino cash is an option. We decide what the cost will be.
- Grant let us know the dealers will be instructive.
- There will be 7 tables set up. 4 Black Jack, 1 Craps, 1 Roulette Wheel, 1 Texas Hold Um. There are purposely not as many tables/seats as there are people so there will likely always be a wait or a crowd around a table. This will help to generate interest. People will move from table to table.
- At the end of the evening, each person who has casino money will “cash out” for “drawing tickets”. They will put these tickets into containers representing different raffle items. An example of a raffle item is the trip to Vegas.
- We need to decide if people have to be there in person in order to win.
- Throughout the evening there will be giveaways. As an example, the Emcee might say, “the next person who has Black Jack wins a Dunkin Donuts gift card.”
- There will be a photo booth free to guests. There will an opportunity to promote a sponsor by putting their name on the frame of each photo.
- Grant provides the raffle tickets and they also print the money. We are still looking for a sponsor to have their Company name on the casino money for an additional donation (\$1000)

Silent Auction/Raffle Items discussion summary:

- There are 3 “buckets” of items:
 - Silent Auction items (approximately 12 – example is trip to Scotland)
 - Raffle items (Baskets, Los Vegas)
 - Miscellaneous Items to giveaway during evening.
- We discussed sending an email each week recognizing those FOCCP volunteers who obtained donated auction items and a description of each item. It was decided all people who normally receive the newsletter should also receive this information. Before sending out this information, we need to get the permission from the FOCCP member.
- In general, we need to do a better job explaining each of the auction items.
- Ask Laurie Cadigan if you want to know more about the auction items. Her email address is laurie@concordre.com
- 8-12 Baskets is the goal.

- Laurie to send an email to the Ladies group twice a week with an update.
- Sandra asked about the logistics of distributing the “quick wins”. Will these items need to be in an envelope?
- Forms for donations were distributed at the meeting and are also available on the website.
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Sponsorship discussion summary:

- We could have “table sponsors” and consider having multiple sponsors per table. E.g. condo association table.
- We need to make sure we are highlighting sponsors who have paid a lot - \$5000 vs. 500.
- Sandra to obtain flowers for the major sponsors.
- There may be a special cocktail hour for key sponsors.
- We would ideally like to have our costs covered before the event but need to keep the donations for general FOCCP sponsorship separate.

Committee Chairs for this event:

Silent Auction / Raffle Items: Laurie and Maggie Cadigan

Tickets / Check In for paid guests: Virginia Kimball

Patricia Sabbey: Raffle ticket and Casino cash sales

Michele Brogan and Kim Caverly: Co-chairs for decorations

Greeters: Anne Tagliaferro

Poster Distribution: Meredith Piscitelli, Laura Benevento, Kathleen Tedesco

Marketing: Christina Sperry

Dessert: Ann Babbitt

Photo Booth: Ann Babbitt

II. Committee Reports

Horticulture Report by Mary Ann Esparo

The work in the Rose Garden is ending for the season. There is still work being done in the Crescent area and Mary Ann recognized and thanked Ann Babbitt for the work she has done on her own in this area. A thank you was also given to Joseph who is helping to cut down the top layer of the rose bushes.

The Horticulture group is now only meeting on Sunday mornings at 9:30 am for one hour.

Membership Report by Beverly Knight

2012 Membership numbers were reported:

\$11,775	Donations from memberships
264	Total membership

205 Likes on Facebook!

Website and Internet Communications Report by Meghan Denenberg

September 2012 FOCCP Newsletter:

The September newsletter was sent to 558 people on September 4th. 163 people opened the newsletter – this is a 29.9% open rate. There were 12 bounce backs or 2.2% of the total. These numbers are all average numbers.

Casino Night Newsletter Blasts:

Two email reminders about Casino Night were sent in September. The first one was sent on September 17th to 562 addresses and had 281 opens, which is larger than usual. The second Casino Night reminder was sent on September 24th to 562 addresses and had 153 opens, which is about

average. The increased open rate for the first email was probably due to the "From" field identifying the Mayor as well as the Friends of Christopher Columbus Park. If/when we have sponsored or co-events with the city, we should probably continue sending reminders with a modified "From" field like this to help pique interest and increase exposure.

FOCCP Website Improvements:

A weddings section has recently been added to the website. FOCCP regularly get inquiries about weddings in the Park and many of us have probably seen wedding parties getting pictures taken there. This section of the website is intended to provide logistical information about permits and cost related to weddings and wedding photography in the Park and to help encourage people to continue using the Park for their wedding pictures. Thank you to Meghan for getting this project off the ground.

Idea from Sandra Harcourt: Add links to articles, such as the Boston Globe news on FOCCP, in the newsletter.

Question and Comments:

If anybody has questions or comments about the website, the newsletter, social media or any other Internet issue, please let Christina know, either directly or by emailing info@foccp.org.

Treasurer's Report

Virginia Kimball reviewed the year-to-date numbers.

As of 9/30/12, YTD account balances are as follows:

Expenses	
Casino Night	\$ 1500.00
Picnic 8/30	\$ 748.84
Blossom Fund	\$ 92.70
Comm of Mass	\$ 70.00
Horticulture	\$ 4,267.74
June 30th	\$ 2,480.45
Membership	\$ 1,673.02
Sculpture Project	\$ 2,650.00
Tax Prep	\$ 2,437.00
Tot Lot	\$ 926.84
Trellis	\$ 5,427.50
General	\$ 716.97
Constant Contact	\$ 333.77
Sunset Cruise	\$ 2,120.00
Movie Night	\$ 30.79
Insurance	\$ 691.00
Website service	\$ 239.99
CC Day 2011	\$ 284.05
Savings Account	\$ <u>450.00</u>

TOTAL **\$27,140.66**

Revenue	
Casino Night	\$ 1,150.00
Donations	\$ 720.00
Note Cards	\$ 603.00
Auction	\$ 230.00
Membership	\$ 11,141.00
Memb Online	\$ 1,790.00
Cruise	\$ 3,645.00
Raffle	\$ <u>216.00</u>

TOTAL **\$ 19,495.00**

Account Balances as of 9/30/12

Checking \$ 37,592.36

Savings \$ 52,094.52

CD \$ 37,024.27

Money Market \$102,941.23

TOTAL **\$229,652.38**

Infrastructure Report

Cole Landers was not present so no report was given.

Fundraising Report by Sandra Harcourt

Sandra let us know we are half way to meeting our goal of \$35,000. Thanks were given to Joanne and Meghan for their work in securing sponsors. All were encouraged to reach out to condo associations to become sponsors. We reviewed sponsorships already attained and discussed those who still need to be contacted.

III. Update on Old Business

Columbus Day Event

The event was a great success. Ann Babbitt, Mary Marengi and Joanne Hayes-Rines were co-chairs. After a parade through the Park, State Representative Aaron Michlewitz placed the wreath at the foot of the statue and Francisco Urena, the City of Boston's Commissioner of Veterans' Services, attended. Entertainment included Jenny the Juggler, Peter O'Malley Magician, Big Joe the Storyteller, the Tanglewood Marionettes and Cornell's a cappella group Last Call was fabulous. NEMPAC had a very busy crafts table, the Aquarium's Traveling Tide Pool exhibit was a hit and the games provided by the Greenway were very popular.

Frankie Boyer donated 400 bags of the snack, Chunky Monkey. We'd like to get the name of the contact to send them a thank you note.

Patricia and Norman gave away coupons for hot dog gift certificates.

There were about 1000 people in attendance.

The event ended by 3:00 pm.

Matt Conti hosted a wonderful after party for the volunteers at his home.

The raffle generated \$115 in donations.

Sales of note cards by Neil Denenberg's adorable granddaughters and nieces brought in \$212

The Land O'Lakes truck was very busy distributing cheese for which they donated \$2500 to FOCCP.

Next Step Living, which does home energy evaluations, donated \$150 to FOCCP for a table at the event.

Approximate Costs and Revenue:

Costs: \$3400

Revenue: \$2800

Meredith Piscitelli has posted pictures of the event on Facebook.

Jeremy Fox of boston.com posted 19 pictures with great comments.

Matt Conti posted wonderful pictures on northendwaterfront.com.

IV. Update on Upcoming Events

Trellis Lighting

Monday November 19th at 5:30 pm

Leahy Landscaping has proposed starting the trimming of the wisteria beginning on October 22nd. They are also recommending fertilizing the wisteria so the total cost would be \$3360.

Joanne met with Lauren Patrick of the Parks Department and they are contracting NEMPAC for entertainment and we agreed the bell ringing children were wonderful. They will also contact Starbucks for coffee and hot chocolate. Joanne will ask the Marriott GM about donating cookies. Virginia Kimball will get candy canes.

Sandra to ask Jay about the "Big Switch".

Santa Claus will be at the event.

V. New Business

Elliott School turns 300! We've been invited to have a table at their celebration on Saturday, October 20th from 2:00 pm – 5:00 pm. This would not be a fundraiser but an invitation for us to spread the FOCCP word. Joanne to look into getting pencils with the FOCCP name on them as a giveaway. It was agreed the giveaway should be made in the USA and be related to the Park. Any additional ideas should be shared with Joanne.

Beautify Boston Grants. The City of Boston grants range from \$5,000 to \$25,000. We will apply for \$25,000 grant as part of our efforts to get the \$50,000 Blossom Fund grant. Deadline is November 15th. Joanne will work with Kathy Ray and the Board to write the grant. Winner will be announced January 2013.

Previous months minutes were accepted as presented.

Meeting adjourned at 8:06 pm