

Friends of Christopher Columbus Park
Monthly Meeting Minutes – 7/10/12
Mariners House, Boston, MA

Meeting chaired by Joanne Hayes-Rines called to order at 6:37 pm. 21 people in attendance including Jeremy Fox from the Boston Globe.

Joanne announced Sandra Harcourt has accepted the role as Fundraiser Chair.

I. Committee Reports

Treasurer's Report by Virginia Kimball

As of 6/30/12, account balances were reported.

| Expenses | | Revenue | |
|-------------------|--------------------|------------------|---------------------|
| Blossom Fund | \$ 92.70 | Auction Gala '11 | \$ 230.00 |
| CC Day 2011 | \$ 284.05 | Donations | \$ 220.00 |
| Comm of Mass | \$ 70.00 | Membership | \$ 10,530.00 |
| Horticulture | \$ 1,493.21 | Mbrship Online | \$ 1,370.00 |
| June 30th | \$ 2,143.11 | Note Cards | \$ 103.00 |
| Membership | \$ 1,673.02 | Cruise | \$ <u>495.00</u> |
| Sculpture Project | \$ 2,650.00 | | |
| Tax Prep | \$ 2,437.00 | | |
| Tot Lot | \$ 926.84 | | |
| Trellis | \$ 5,427.50 | | |
| General | \$ 384.78 | | |
| Constant Contact | \$ 222.20 | | |
| Sunset Cruise | \$ <u>115.00</u> | | |
| TOTAL | \$17,919.41 | TOTAL | \$ 12,958.00 |

Bank Balances as of 6/30/12

| | |
|--------------|----------------------|
| Checking | \$ 43,913.83 |
| Savings | \$ 51,868.61 |
| CD | \$ 36,968.23 |
| Money Market | \$ <u>102,928.15</u> |
| TOTAL | \$235,678.82 |

Horticulture Report by Robin Reed

The roses looked great for the Tall Ships/Family Fun Day in the Park on June 30th. The 4th of July roses were blooming. The group finished the trimming of the bushes and is expecting a second bloom to happen soon. The new Echinacea plantings are doing well. Robin reported the group finding beer bottles (a case last Sunday) in the garden along with drug paraphernalia. Meredith is documenting what is being found in the garden and Robin will send an email to Sargent Lema.

Lighting Committee by Joanne Hayes-Rines

Joanne reported for Jay Thompson. The Greenway recently asked her who we use for the Trellis lighting. Joanne provided them with the electric company information.

Membership Report by Beverly Knight

Total FOCCP membership count is 182. 63 new members in 2012. The Social, which took place on June 20th, had a smaller attendance compared to the first social. 3 new members signed up at this event. There was additional interest in membership shown at the June 30th event.

Website and Internet Communications Report by Meghan Denenberg

Meghan reported for Christina Sperry. July newsletter was sent to 541 people. 158 people opened the email, a rate of 30.2%, which is average. 3.1% of emails were undeliverable which is average as well.

A reminder email was sent for the 7/18 Sunset Harbor Cruise on 6/28. Open and bounce rates were similar to those for the July newsletter. Another reminder email will be sent out soon. All were encouraged to buy tickets now.

The FOCCP Website continues to be a work-in-progress. The front page has had a shift in content from general park matters and past events to better highlighting of upcoming events and how people can become involved in the park. The website and images should be loading faster.

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

Infrastructure Report by Cole Landers

Annual review of the Christopher Columbus Park will take place at the end of July. Cole will schedule a walk-through with his committee. This group will document what needs attention in the park and what looks good.

The By-Laws committee will get together in the fall.

II. Update on Old Business

Blossom Fund

Joanne provided us with an update on the grant status.

The plan is to expand the current space from 300 sq. ft. to approximately 1250 sq. ft. Cost estimates are as follows:

\$71,000 Construction and development

\$ 8,000 Halvorsen

\$79,000

If the project costs came in at \$100,000, it is proposed that the revenue would be obtained from the following sources.

BLOSSOM FUND. \$50,000

CITY. \$25,000

FOCCP. \$25,000

Joanne asked Commissioner Pollak for the city to pay 25% of the construction/development costs, up to \$25,000. Commissioner Pollak said the funds were not in the 2012-2013 budget but she would find them and encouraged us to "go for it".

Latest proposal was sent to the FOCCP Board and the board approved committing to raise additional funds up to \$25,000.

If we were able to obtain the money from the Blossom fund it would become available in December of 2013. The proposed sculpture for this space was declined because of the way we handled the paperwork. There is still a possibility it could be done in the future.

Tall Ships/Family Fun Day in the Park: This event was held on Saturday, June 30th from 10:00 am to 2:00 pm. Mary Marengi and Joanne Hayes-Rines chaired this great event. 8 members of the USCG marched with us and the Navy Band played at 1:30. Matt Conti's site includes some great pictures – particularly the group shot which was also in the Post Gazette. 15 volunteers contributed to the success of this event. Thank you to all who participated.

Homeless in Park:

Joan has not seen anyone in the Tot Lot ever since the floodlights were installed. Some of the homeless people have moved to the Rose Garden area. Joan has been picking up blankets. It was

reported that human excrement was found in the area. Concern was expressed about the move to the Rose Garden and one idea discussed was to add more lights to the area. It is a safety issue for the Horticulture volunteers and the potential for visitors to have a negative impression after visiting the park. Another idea mentioned was to replace the benches with chairs or narrow benches to dissuade sleeping. . All ideas should be sent to info@foccp.org. Continue to call 911 if you see a homeless person in the park sleeping, drinking or doing something inappropriate. One note made was that the beer bottles and drug paraphernalia may not be coming from the homeless.

III. Update on Upcoming Events

Harbor Sunset Cocktail Cruise: Wednesday, July 18th, 7:00 pm – 10:00 pm

Virginia Kimball is chair of this event.

Ticket price is \$45.00 and will be catered by Rock Island, cash bar.

This is a FOCCP members-only event. Members can bring guests. All were encouraged to sign up before Friday.

Old Fashioned Picnic in the Park: Sunday, August 19th, Noon to 4:00 pm – no rain date

Jess Williams and Michele Brogan will chair the event. This will be a “low key” event compared to the Family Fun Day. There will be a caricaturist from 1-3:30. Michele has asked NEMPAC if they organize arts and crafts. Lemonade and cookies will be provided.

There is a need for volunteers for this event beginning at 11:00 am. They are looking for people who can do 1 hour shifts and assist with serving refreshments, games and setting up tables. Please let Michele or Jeff know if you can volunteer on this day.

Michele to obtain tables from maintenance. Virginia will go to BJ's to obtain table clothes and plates.

Communication Plan: Matt's website, FOCCP website, Regional Review and Posters in neighborhood including pool, Christopher Columbus Tot Lot and Nazzaro Center. Also discussed was distributing posters at the Fisherman's Feast which is the same weekend. Sandra would like to list the names of sponsors on the poster. She will coordinate this effort with Joanne.

Movie Night

Movie night begins on Sunday July 15th. Joe Bono has hired a company to show the movies and they will be setting up an inflatable screen. We need someone to be there to meet them, introduce the movie and talk about FOCCP and thank Joe and Al Dente, Benevento's and Boston Pushcart for sponsoring the event. The following people will do this introduction for each of the movies listed below.

Sunday, July 15 – Airplane: Terry Mirabito

Sunday, July 22 – Sandlot: Joanne Hayes-Rines

Sunday, July 29 – Galaxy Quest: Joanne Hayes-Rines

Sunday, August 5 – The Sting – Sandra Harcourt

Sunday, August 12 – Hugo: Joanne Hayes-Rines

Sunday, August 19 – The King's Speech: Jess, Virginia or Sandra

Joanne to develop a flyer to handout at each movie.

If cancelled due to rain, we will send out an email.

Casino Night: Friday, November 16th

Kim Caverly is chair of this event but Joanne provided an update at this meeting.

Event to be held at the Marriott Long Wharf; they will provide the room and food. The price is still being negotiated. Heavy appetizers, desserts, a DJ and a cash bar will be provided.

Casino Productions was reviewed by Kim, Joanne and Kathy. They are very professional and the decision was made to utilize them for this event.

A limited silent auction is being considered. Also being considered is a live auction. We expect approximately 200 people at this event. Ticket price and specific time of the event TBD.

IV. Additional Updates

Sponsorship Program:

Sandra Harcourt updated us on the Sponsorship Program she is developing. She is creating a brochure to educate potential sponsors on what the FOCCP group does and include information such as expenses. An internal document will be created which will outline this program. In summary, there will be various levels of sponsorships; the higher level the sponsorship, the greater number of "mentions" e.g. website, FOCCP events. Sandra would like to work with each committee chair on communications related to each upcoming event. Consistency in messaging will be key and this structure will help us be more efficient. Sandra will provide more details at the next FOCCP meeting.

Dog play-date meeting:

This meeting was held tonight in the Christopher Columbus Park. Concern was expressed about having Christopher Columbus Park known as where dogs can run around without a leash. Joanne reported she had recently received a call from someone who reported that their 2 year-old was knocked over by a bulldog. It was noted that the signs in the park related to no dogs and no bikes are posted up too high.

Greater and Greener Conference:

Joanne Hayes-Rines to attend this conference in NYC and will report back on what she learns.

Meeting adjourned at 8:04pm