

Friends of Christopher Columbus Park
Monthly Meeting Minutes – 9/11/12
Mariners House, Boston, MA

Meeting chaired by Joanne Hayes-Rines called to order at 6:38 pm. 22 people were in attendance.

Introductions: New and existing members.

I. Committee Reports

Horticulture Report by Robyn Reed

The committee has been focused on cleaning up the Crescent area which was flattened by the recent storm. The late summer bloom of the roses was wonderful. Better mulch and dead heading throughout the summer may have contributed to the beautiful and abundant roses. The cleaning will continue until the end of October however, the group may stop working on Wednesday evenings sooner due to darkness.

Robyn spoke with Warren from the Parks Department who apologized for not consistently unlocking the rose garden on Monday mornings. He explained there are only 11 park rangers in the city. We were reminded there is a key in the shed for us to unlock the gate if necessary. It was mentioned we will likely stop locking the rose garden in the winter.

The horticulture group meets on Wednesday evenings at 6:00 pm and Sunday mornings at 9:30 am for one hour.

Membership Report by Beverly Knight

2012 Membership numbers were reported:

\$10,125	Donations from memberships
259	Paid members
83	New members
176	Renewing members
8	Businesses have contributed a total of \$1550.00

Over 200 Likes on Facebook!

Website and Internet Communications Report by Christina Sperry

The September newsletter was sent to 558 people. 28% opened the email and there were 2.2% bounce backs. These are all average numbers.

There were 2 reminders sent out about the Sunday night movies. Opened and bounce back percentages were similar to the monthly newsletter. Thanks were given to Mardie Hinkley and Ann Babbitt who did the introductions at the final movie nights.

A webpage was added to the FOCCP website providing details on Casino Night. Thanks to Meghan Denenberg for all of her assistance!

If anybody has questions or comments about the website, the newsletter, social media or any other Internet issue, please let Christina know. Suggestions and new pictures are always welcome and can be sent to info@foccp.org.

Treasurer's Report

Audrey Tortolani reviewed the YTD numbers on behalf of Virginia Kimball.

As of 8/31/12, YTD account balances are as follows:

Expenses

Casino Night	\$ 1500.00
Picnic 8/30	\$ 602.43
Blossom Fund	\$ 92.70
Comm of Mass	\$ 70.00
Horticulture	\$ 4,243.43
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	\$ 296.58
Sunset Cruise	\$ 2,120.00
Movie Night	\$ 30.79
Insurance	\$ 691.00
Website service	\$ 239.99
CC Day 2011	\$ 284.05
Savings Account	\$ <u>400.00</u>

TOTAL \$26,882.75

Revenue

Donations	\$ 220.00
Note Cards	\$ 603.00
Auction	\$ 230.00
Membership	\$ 10,946.00
Memb Online	\$ 1,740.00
Cruise	\$ 3,645.00
Raffle	\$ <u>216.00</u>

TOTAL \$ 17,600.00

Account Balances as of 8/31/12

Checking	\$ 35,804.20
Savings	\$ 51,986.82
CD	\$ 37,009.06
Money Market	\$ <u>102,937.01</u>

TOTAL \$227,737.09

Infrastructure Report

Cole Landers was not present but Jim Salini reported there was no new news. He is waiting for the report from Cole.

Fundraising Report by Sandra Harcourt

Joanne Hayes-Rines said a few words before Sandra's report. She explained how the FOCCP raised money in the past primarily via the annual Gala. This year's funds will be raised from a variety of events including the Sunset Harbor Cruise, Casino Night and through sponsorships. There are more events in the Park and therefore, a greater opportunity to recognize sponsors. We will have a more focused approach on sponsorships this year and Sandra had taken the lead in developing this program.

Sandra reviewed the new brochure developed as a tool to explain the program to potential sponsors. There are 4 sponsorship levels, Platinum, Gold, Silver and Bronze. The higher the sponsor level, the

more community visibility and recognition the sponsor will receive. Sandra indicated this was a transition year and the revenue target is \$35,000 via the program this year. It will take time to build these relationships and the new brochure will assist in explaining the value proposition to these potential sponsors. Below are more specifics on the sponsorship program.

Platinum Sponsor: \$10,000

- Company Logo on FOCCP newsletter and website with direct link to company website from FOCCP website for a whole year.
- Company will be recognized as a sponsor of all FOCCP events (movies excluded), on all promotional materials, including FOCCP e-newsletter, website posters and press releases.
- Receive 6 tickets to the Annual FOCCP Harbor Sunset Cruise.
- Recognized as supporter of FOCCP on the bulletin board in the park for 12 months.
- Casino Night recognition to include;
 - Company recognition throughout the evening by the Emcee indicating company is a sponsor of the Christopher Columbus Park.
 - Guest spins on the roulette wheel.
 - Gaming table sponsorship. The company name will be featured on a gaming table.
 - Company name printed with every invitation.
 - Company name printed on the Casino Night Posters/Flyers.
 - 4 tickets to Casino Night (value: \$460) and \$1500 "Casino Cash" for each guest.

Gold Sponsor: \$5,000

- Company logo will appear on FOCCP website and FOCCP e-newsletters.
- Company will be recognized as a sponsor of three events (your choice – movies excluded) on all promotional materials, including FOCCP newsletter website, posters and press releases.
- Receive 4 tickets to Annual FOCCP Sunset Harbor Cruise.
- Recognized as supporter of FOCCP on bulletin board in the park for 3 months
- Casino Night recognition to include:
 - Company recognition throughout the evening by the Emcee indicating company is a sponsor of the Christopher Columbus Park.
 - Guest spins on the roulette wheel.
 - Gaming table sponsorship. Company name will be featured on a gaming table
 - Company name printed with every invitation.
 - Company name printed on the Casino Night Poster / Flyers.
 - 2 tickets to Casino Night (value: \$230) and \$1500 "Casino Cash" for each guest.

Silver Sponsor: \$2,500

- Company logo will appear on FOCCP website and FOCCP e-newsletters.
- Recognition in press releases and posters and support of one event (your choice – movies excluded).
- Receive 2 tickets to annual FOCCP Sunset Harbor Cruise and featured event sponsor.
- Recognition as a supporter of FOCCP on bulletin board in park for one month.
- Casino Night recognition to include:
 - Guest spins on the roulette wheel.

Bronze Sponsor: \$1,000 - \$2,499

- Company logo will appear on FOCCP website and FOCCP e-newsletters.
- Recognition as supporter of FOCCP on bulletin board in the Park for one month.
- 2 tickets to Annual FOCCP Sunset Harbor Cruise.

Joanne will be responsible for contacting the high profile potential sponsors; many have contributed in the past and there are existing relationships. Sandra distributed a list of other potential sponsors and she asked those at the meeting to sign up if you would like to speak with a potential sponsor. Let Sandra know if there are additional sponsor targets you believe should be contacted. You can contact her via info@foccp.org.

II. Update on Old Business

Blossom Fund

Joanne let us know she has been asked additional questions by the Blossom Fund Committee and she is gathering information before responding. One potential issue she was made aware of is the possibility that the original Christopher Columbus Park design committee may express their concern about how the funds would be used. As it turns out, back when the Park was being re-designed, the Park did not follow the exact plans provided by the design committee. Only minor adjustments were made. Toni Pollak has continued to be very supportive; she is encouraging the FOCCP to apply for the beautify Boston Grant for \$25,000.

III. Update on Upcoming Events

Christopher Columbus Day: Monday, October 8, 2012, 10:45 am -3:00 pm

Ann Babbitt, Mary Marengi and Joanne Hayes-Rines are co-chairs.

This group is looking for committee members and during the meeting, a sheet was passed around for people to sign up to help plan this event. The first committee meeting will be held on Monday, September 17th at 6:30 pm at Joanne's home.

The line-up for the parade will begin at 10:45. We are in the process of confirming Mayor Menino, the Italian Consul General and others will attend. Entertainment will include: a juggler, marionette show, magician, Big Joe the storyteller, and NEMPAC (crafts), We are still waiting to see if Susie the clown and NE aquarium will participate as well.

Land O'Lakes will donate \$2500 to FOCCP so they can distribute a new Italian cheese from their vehicle in the park. Joanne has already obtained permission from the city.

Joanne let us know she is trying to get either a fire truck or a duck boat for the day. Sandra has a connection at the National Guard.

Casino Night: Friday, November 16, 2012, 7:00 pm – 11:00 pm at the Marriott Long Wharf in the Harborview Ballroom.

Joanne provided an update on behalf of Kim Caverly who is chair of this event. A great company has been hired to run the casino aspect of the evening. Here are some details:

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

Below is a summary of what was discussed:

- Each person is given \$1000 of "casino money". Additional chips can be purchased. We will likely designate someone to sell additional chips and have the Emcee promote throughout the event.
- One sponsor can have their Company name on the casino money for an additional donation.
- 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.
- The goal is to sell 200 tickets to this event.
- The first committee meeting is Thursday, September 27th at 6:30 at the Mariners House.
- A poster will be created publicizing the event and we will ask people to distribute them around the North End.
- Silent auction items will be minimal. In addition, gift baskets will be created and raffle tickets can be bought the night of the event. Attendees can elect which baskets they would like to

place their raffle tickets; the more tickets, the better chances the person will have to win.
“Winners” at the end of Casino night will be given extra raffle tickets.

- We are looking for a local company to donate pastries for the event.

Meeting adjourned at 8:08 pm