

Friends of Christopher Columbus Park
Monthly Meeting Minutes – 01-08-13
Mariners House, Boston, MA

Meeting chaired by Joanne Hayes-Rines called to order at 6:35 pm. 27 people were in attendance.

Introductions: New and existing members.

I. Committee Reports

Horticulture Report by Joanne Hayes-Rines

Joanne announced Mary Ann Esparo is “retiring” from her position as the co-chair of the Horticulture Committee. Robyn Reed is now the chair of this committee. Mary Ann was thanked for all of her hard work and dedication as the chair and co-chair this committee. All agreed Mary Ann did a tremendous job. Joanne reported there are approximately 15 active members of the Horticulture Committee and they will begin working in the Rose Garden and Crescent on Sunday mornings and Wednesday evenings in the spring.

Website and Internet Communications Report by Christina Sperry

Two monthly newsletters and one dedicated Casino Night email were sent since the last meeting in November.

The Casino Night email:

Sent on November 14, 2012. This was a final reminder to buy tickets and attend the event on November 16th. It was sent to 580 addresses with 130 opens (23%) and 18 bounces (3%). This is a lower number of opens than usual for newsletter but is on par for other Casino Night emails, save the first announcing the event, which was opened many more times than usual.

Monthly Newsletters:

The December 2012 newsletter was sent on December 4, 2012 to 582 addresses with 216 opens (38%) and 20 bounces (3%).

The January 2013 newsletter was sent on January 2, 2013 to 584 addresses with 195 opens (35%) and 22 (4%) bounces.

Each newsletter had very modest increases in recipients and had average numbers of opens and bounces.

There is now a mobile version of our website, foccp.org. The website should load faster and look better if you access the site from a mobile phone.

The calendar on the website has been updated with all FOCCP events known so far for 2013, including all monthly meetings. It will be updated throughout the year with details for all FOCCP events and will also include non-FOCCP events in the park, such as the annual Ahts event by the City of Boston. If you ever hear of any non-FOCCP events in the park, please let us know at info@foccp.org so the information can be added to the calendar if it is not already there.

Treasurer's Report

Virginia Kimball reviewed the year-to-date numbers and highlights including revenue from Casino Night and Sponsorships.

Casino Night Revenue:	\$31,035
Casino Night Expenses:	\$16,162
Casino Night Net Revenue:	\$14,873

Number of Attendees: 199
185 tickets sold

14 comped tickets (to large donors)

Sponsor Donations for 2012: \$36,500

Sponsors	Donation
Chiofaro Company	\$5,000
CL Waterfront	\$5,000
Sunstone	\$5,000
Tia's	\$5,000
Elite Boston Realty	\$2,500
Joe Bono	\$2,500
Land 'O Lakes	\$2,500
NorthEndWaterfront.com	\$2,500
Harbor Towers I & II	\$1,500
Golden Goose	\$1,000
Peabody Properties	\$1,000
Rowes Wharf Residences	\$1,000
Commercial Wharf Condo	\$ 500
Lewis Wharf Condo	\$ 500
Living Room	\$ 500
Mariner Condo	\$ 500

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

Expenses	
Casino Night	\$16,162.30
Picnic 8/30	\$ 898.84
Blossom Fund	\$ 92.70
Comm of Mass	\$ 70.00
Horticulture	\$ 4,367.74
June 30th	\$ 2,480.45
Membership	\$ 1,778.76
Sculpture Project	\$ 2,650.00
Tax Prep	\$ 2,437.00
Tot Lot	\$ 926.84
Trellis 2011	\$ 5,427.50
Trellis 2012	\$ 15,225.00
General	\$ 1,388.80
Constant Contact	\$ 445.31
Sunset Cruise	\$ 2,120.00
Movie Night	\$ 30.79
Insurance	\$ 1,476.00
Website service	\$ 240.00
CC Day 2011	\$ 370.40
Savings Account	\$ 600.00
Eliot School	\$ 126.00
CC Day 2012	\$ 3,373.00
Landscaping	\$ 6,867.00
Circle Project	\$ 260.00
CC Fee's	\$ 293.00
TOTAL	\$ 70,107.43

Revenue	
Casino Night	\$ 31,035.00
Donations	\$ 1,752.00
Note Cards	\$ 643.00

Auction	\$ 355.00
Membership	\$ 11,466.00
Memb Online	\$ 3,315.00
Cruise	\$ 3,645.00
Raffle	\$ 331.00
Sponsorship	\$ 36,000.00
TOTAL	\$ 88,542.00

Account Balances as of 12/31/12

Checking	\$ 68,164.00
Savings	\$ 52,271.00
CD	\$ 37,091.00
Money Market	<u>\$102,945.00</u>

TOTAL \$260,480.00

Membership Report by Beverly Knight

283 Total membership
 98 Renewing
 84 New members in 2012
 1 Member in 2013

Membership dues in 2012: \$12,535

At least 1 social event will be planned for the spring

Fundraising Report by Joanne Hayes-Rines

In Sandra Harcourt's absence, Joanne explained that the Fundraising Committee includes the Sponsorship program; Sandra took the lead in developing this program in 2012. The program is meant to last throughout the year with sponsors recognized during different events and via the monthly FOCCP newsletters and website depending on the amount donated. If there are ideas for new sponsors, let Joanne know and she will communicate to Sandra.

II. Casino Night Report

Kim Caverly thanked everyone who helped with the first Casino Night Fundraiser. It was a great success! As mentioned earlier, there were 199 attendees and the net revenue was approximately 15,000. Specific thanks were given to the key subcommittee chairs including:

Virginia Kimball	Ticket Sales
Anne Devlin	Greeters
Patricia Sabbey	Check in, Raffle and Casino Cash
Ann Babbitt	Desserts and Photo Booth
Laurie & Maggie Cadigan	Auction and Raffle

Also thanks to Michael Feldman, the magician who performed for free throughout the evening.

There is a link to Matt Conti's photos from the evening on foccp.org

Joanne let us know Kim has agreed to chair next year's Casino Night. It is scheduled for Friday, November 22nd.

III. Rose F. Kennedy Greenway Conservancy Carousel Project

Jodi A. Wolin, Director of Development and Laura Jasinski, Project Coordinator provided an overview of the Carousel Project which will be in the approximate location of the temporarily set up carousel in place the last few summers. Here is a summary of what was reviewed.

- Fundraising for the project is complete – 3 million has been raised.

- Revenue projected per year is approximately \$175,000
- Carousel is expected to open Labor Day 2013
- The permanent structure will have a winter enclosure and ticket booth and only be closed January – March.
- Children in local schools (grades 2 – 4) were asked for their feedback and were inspirational in determining the “characters” which will include a lobster, grasshopper, fish and more. They also wrote a letter to potential sponsors.
- Jeff Briggs is the artist who developed the characters. There will be approximately 32 characters on the carousel; a few more than currently available.
- Landscaping is also included in the project; the carousel will be set among trees and there will be seating areas. It is handicapped accessible.
- Cost per ride is \$3.00. This price is no change from the current cost. There may be specials.
- Hours are 11:00 am until there are no more riders. Hours will likely change with the season.
- This project is considered a public program on the Greenway.
- Robyn Reed is a new board member on the Greenway

IV. North End Waterfront Health & Beauty Alliance Festival

Matthew Fothergill, who is associated with Hordon Heath, presented his ideas for a health and beauty awareness festival in the park this spring. He is in the preliminary stages of planning and wanted to get input from the FOCCP. Here is a summary of his vision for this event.

- Activities would be set up in the park related to health and beauty including yoga, boot camps, hair consults / salons, and potentially a fashion show.
- Local clothing stores would set up booths and offer products for sale
- Organic food
- Free giveaways
- 5 local bands would play throughout the day
- A donation would be given in order to gain access to these activities/booths. The profit from the event would go to the FOCCP group.

Matt is still working on planning and budgeting and also needs to get an OK from the city to have the event. Concern was raised about charging for an “event” in the park since it is a public area and you can’t close off the park. Concern was also expressed about the clean up after the event.

When asked for a suggested time frame for having this event, the group agreed June would be a good month to consider.

Matt let everyone know he welcomes suggestions and assistance on this project.

V. Updates on Old Business

Blossom Fund: \$10,000 grant was awarded to FOCCP! Thanks to Joanne for all her effort to obtain this grant.

Beautify Boston Grant Program: Awardees will be announced hopefully by the end of January.

Patricia Sabbey has volunteered to be on the Circle Renovation Committee. Other volunteers will be needed. Let Joanne know if you would like to be on this committee.

The project we are looking to get funding for will get water to this area, make it bigger (triple the current size) and there will be nice plantings, benches and a place people can walk through.

VI. New Business

Events for 2013

Joanne asked everyone to think about what they would like to be involved in this year. She is suggesting 2 co-chairs for each event.

Events discussed:

- 4th of July Celebration, June 29th.
- Sunset Cruise, mid July, Wednesday night. Virginia Kimball to co-chair
- Picnic in the Park – Should this be held in mid September on a Saturday vs. a Sunday?
- Columbus Day, Monday 10/14. Ann Babbitt and Mary Marengi to co-chair
- Casino Night, Friday, 11/22. Kim Caverly to co-chair. Laurie Cadigan to head auction subcommittee. Will consider 1 room in the future so the event is not too spread out.
- Trellis Lighting, 11/25

The previous months minutes were accepted as presented.

Meeting adjourned at 8:07 pm