

Friends of Christopher Columbus Park
Monthly meeting minutes
July 12, 2011
The Mariner House
North Square
Boston, Ma

Meeting was called to order at 6:42 pm by Joanne Hayes - Rines 13 Members in attendance with three new guests. All members and guests were self introduced.

Joanne shared the recent press coverage on boston.com June 17th, Post Gazette July 8th and the Regional Review an editorial appeared June 14th and a nice email letter to FOCCP .org from a Texas woman. (see attachment)

Minutes were approved

No Treasures Report

Horticulture report - Mary Ann Esparo. Was unable to attend; Robyn Reed reported on her behalf. The wisteria bloomed minimally this as result of the aggressive fall pruning for the trellis lighting. Next year should be great. Other updates include; the delayed bloom of the rose garden as a result of our cool damp spring. The black mulch has been complete the group is doing a exceptional job, all the volunteers have enabled successful completion of the rose garden and the crescent.

Fundraising Report - Anne Devlin Tagliaferro

The Gala committee volunteer signups will start next month, think about how you plan on contributing. Hold the date November 16th.

Infrastructure Report - Cole Landers

No update since last meeting. Joanne was told Bernie is working on the trash cans, yeah!

Lighting Committee - Jay Thompson, no report

Membership Report - Beverly Knight

We have 222 members 80 new members this year. We are starting a target email campaign for new members. Currently we are no setting up a membership table for movie night, so we will handout membership flyers.

Beverly reported she would like to see two subcommittee formed focusing on organizing the volunteers and the other to organize and execute the thank note process. Beverly designed a thank you she shared with the group, others had similar ideas.

Special thank you to Pam and Kim who helped write the most recent batch thank you notes to all donating members. Awesome work!

Megan Denenberg suggested selling note cards representing a picture collection of the Christopher Columbus Park. She has done research and other organization seem to sell them on their website. We could possibly sell them at the membership table and other functions.

Our next Membership event is being worked on by Kim, Pam and Beverly.

Internet Communications Report - Audrey Tortolani

This month four newsletters were sent and open by 30 % of the list. We have also sent out Sunday movie night and sunset harbor cruise notices. The largest amount opened was 40% for open for the Sunday movie night notices. We have fewer bounce backs and Meredith diligently works to reconcile the addresses of our 540 member list.

Meredith update on FOCCP Facebook reported we now have 116 likes. The movie cards seem to have positively impacted our general contacts. We are up to 538! The placement on Facebook of other north end groups helps to promote our beautiful park.

President Report - Joanne Hayes-Rines

The 10th Anniversary Cruise update - a total of 63 tickets have been sold plus the two recently invited-guests. We should send out one more email, we would like to have 100 to 120 attendees. The caterer is hosting the tasting with the committee members tomorrow to finalize the menu.

Boston Best Cruises details donating a boat

They will have 4 foot table to check guests in

We will board at 7:30 be there by 7:15. Laurie Comer from park rangers will there to help promote the islands. We have to be out of the harbor by 8:00 due to other harbor traffic.

The caterer will ride the ferry in from Quincey and will use the time to set up.

The staff will be wearing Hawaiian shirts and we will include this information in the email update. There will be a wireless mike at the Wheelhouse so I can greet guests, etc...

Question to group; should board be wearing name tags? The group agreed and thought it would be best for everyone to have name tags.

Discussed several options to drive attendance including a calling tree, value add message to email reminders, think about a package pricing, posters for event and a possible last minute rate.

Move under new business

Tot Lot Committee an adhoc committee is being led by Michelle Brogan

There are lots of visitors to the lot and there tends to be sand and toys left spread out. A few recommendations include getting a open containers for the toys, sweep a couple days a week, wash off and store the toys, start with a soft launch now with a few volunteers to asses the work load and timing. Then the group can recommend a way of working, additional volunteers and possible distinct fundraising to enhance the play areas.

Communication efforts will include the website, the north end moms and ladies groups as initial volunteer targets.

Triad Update - I have reached engineer structural engineer Leonard Morse - Fortier of Simpson Gumphertz and Hager, no reply to date. This will be a slow process but we will wait for his availability.

Sunday movie update, the projectionist Steve Virgilio is doing a great job, thank you Joe.

Sunday, June 26 - Miracle - we had dreary weather brought about 60 people

Sunday, July 10 - Mrs. Doubt fire- attended by 100 + people

We received one complaint regarding the volume. In an effort to minimize this concerned will work with Steve Virgilio to review the design

A few suggestions were made

0. To distribute membership applications with the movie schedule

1. See if Steve can ace his charity advertisement at the end of the film so we can start on the film earlier

New Business

Mary Ann Esparo our Horticulture Chair has suggested that Robyn Reed serve as co-chair for this committee. Robyn has accepted The Bylaws will have to be revised to make this a board position. September timeline was suggested.

Cole offered to take will look at Bylaws with a few other members and committee chairs to make a recommendation. Cole made a good suggestion that we need to think about the long term architecture of the Bylaws and how we might structure committees given our growth and ambitious agenda.

Joanne also suggested it might be a good time to review all the committees and the scope of their responsibilities. The key is to maintain focus and consistency without over working various groups. The committee leaders have been asked to provide their comments their responsibilities and if they think their committee should have a co-chair, be divide into two committees or provide an alternative team structure. All inputs are requested to be submitted by August 1st.

New aerial photo of the park. Meredith suggested we get a new aerial photo of our park. Joanne asked the membership how we might do this a few suggestions included gaining access to the Marriott, hiring an photographer possibly an aerial one to take an updated multiple-purpose pictures. We should ask for the work to be donated or discounted. shot or access or a true photographer see if donate.

Joanne pointed out free Summer ParkArtsbrochures

Joanne shared a framed photo of Joan taken in front of roses.

Meeting adjourned at 8:02