

Friends of Christopher Columbus Park
Monthly Meeting Minutes 03-12-13
Mariners House, Boston, MA

Meeting chaired by Trish Baumer called to order at 6:33 pm. 13 people were in attendance.

Recording the meeting is Clerk, Audrey Tortolani.
Meeting notes from previous meeting were distributed.

I. Committee Reports

Horticulture Report by Robyn Reed

The first volunteer meeting will be held on Wednesday, April 3rd at 6:00pm. Plan to meet at the shed. Robyn requested to have the Gala materials taken out of the shed to make room for the horticulture tools and supplies. A shelving unit has been added but there is not enough room for all of the Gala material. All agreed there was an opportunity to clean/throw away old materials. The decision was made for a small group to meet at the shed on Sunday, March 7th at 9:00am. Robyn to invite Meghan, Kim, Laurie and Beverly.

Membership Report by Beverly Knight

The primary focus is promoting the Membership Social to be held on March 21st from 6:00pm – 8:00pm at the Living Room. Beverly to speak with Christina about possibly doing an Outlook invite for this event. Newsletters will be sent out as reminders and Ford will ensure Matt is aware and publicizes the event. This is an opportunity to bring someone who may want to get involved in the Park to learn more. Most Board members will be attending the event. Appetizers and cash bar will be offered.

Following the Social, invitations will be sent to about 600 people from the FOCCP database. The membership mailing will be a bulk mailing this year and the actual mail piece will be a very nice invitation; according to Beverly, "it will look sharp!" Handouts will be provided at the April meeting for members to distribute to friends to promote membership. April/May is officially membership time! Renewals can happen anytime. An extract of the database will be done and there was some discussion on how to best accomplish this task. Beverly to discuss further with Meghan and Ford.

Website and Internet Communications Report by Christina Sperry

Meghan Denenberg reported on behalf of Christina. The March newsletter was sent on March 5th to 581 addresses. There were 208 opens (37.1%) and 21 (3.6%) bounce-backs. These numbers are about average for monthly newsletters. It is interesting to note the number of people subscribed to the newsletter has consistently increased over the past year. In March 2012, the newsletter went to 479 addresses, so we've increased outreach by nearly 100 addresses.

Ford Cavallari, who has been reviewing the database, indicated that membership has gone up consistently; about 20-25% each year.

Infrastructure Report by Ford Cavallari

Ford provided an update on the Circle project.

- The goal is to send the RFP (request for proposal) out to potential landscape architects by April 15th.
- The Circle will be about 1200 square feet vs. the current size of about 400 square feet.
- Plantings and irrigation will be the primary focus.

Trish provided additional information from Joanne regarding the Circle project.

- The draft of the RFP for the services of a landscape architect has been sent to Liza Meyer, the Park's Department's Chief Landscape architect.
- Also helping FOCCP on the project will be Boston Parks Project Manager, Sherri Geldersma.
- Liza and Sherry are reviewing the draft of the RFP and our timing of events.
- Trish acknowledged and thanked Robyn Reed, Patricia Sabbey for their help on the RFP.

Ford is starting an initiative focused on the Trellis Lighting and will plan to include Jay Thompson. He indicated Danny Nuzzo believes the lighting system will need to be renewed and we will need to obtain input from the City of Boston. We are hopeful the City will take on this project. Trellis lights will turn off right after the marathon.

Joan reported some granite has been chipped due to trucks plowing the snow and kids skateboarding. We discussed added reflective sticks for the snowplows. Joan also reported a missing barrel previously located near the Circle area. Ford will look in to both of these issues.

Treasurer's Report by Virginia Kimball

Virginia let us know there is very little going on given the time of year. There is very little revenue and expenses and we have not touched the CD's. Below is a summary of Expenses, Income and Account Balances for January and February.

EXPENSES	January	YTD	February	YTD
Savings Account	\$ 50.00	\$ 50.00	\$ 50.00	\$ 100.00
Constant Contact	\$ 37.19	\$ 37.19	\$ 37.19	\$ 74.38
Park Maintenance	\$2,400.00	\$2,400.00		\$2,400.00
Totals:		\$2,487.19	\$ 87.19	\$2,574.38

INCOME

Donations				
Note Cards	\$ 92.00	\$ 92.00		\$ 92.00
Membership	\$ 35.00	\$ 35.00	\$ 25.00	\$ 60.00
Totals:		\$ 127.00	\$ 25.00	\$ 152.00

Account Balances:

Checking	\$ 72,067.03	\$ 69,554.84
Savings	\$ 52,329.69	\$ 52,337.72
CD	\$ 37,086.69	\$ 37,100.92
Money Market	\$102,958.54	\$102,962.49
TOTAL	\$264,441.95	\$261,955.97

Fundraising Report

No report this month

II. FOCCP Sunset Cruise Event

Virginia Kimball, Chair of the Sunset Cruise event, provide us with an update.

- Date has been set for Wednesday evening, July 17th.
- Boston Best Cruises will donate the boat again.
- We will likely use the same caterer.
- There will be a cash bar.
- The cost per ticket is estimated to be the same as last year, \$45.00.

The previous months minutes were accepted as presented.

Meeting adjourned at 7:04 pm