

Friends of Christopher Columbus Park  
Monthly Meeting Minutes – 11/13/12  
Mariners House, Boston, MA

Meeting chaired by Joanne Hayes-Rines called to order at 6:40 pm. 16 people were in attendance.

Introductions: New and existing members.

The North End Beautification Committee is sponsoring a Holiday Tree Lighting and surprise visit from Santa on December 7<sup>th</sup> at 6:00 pm. Location is at the corner of Cross Street and Hanover Street. A handout with details was distributed at the meeting by Patricia Thiboutot.

## **I. Committee Reports**

### Horticulture Report by Mary Ann Esparo

The Committee finished for the year at the end of October. The decision was made not have garland, lights or wreaths around the Rose Garden this year. The thinking is the focus should be on the Trellis and lights on the Trees. In addition, there are additional costs associated with the lighting, hanging of the garland & wreaths and the costs to address paint peeling. There was concern expressed about not decorating and lighting the Rose Garden and so it was agreed this decision will be reevaluated next year.

The Rose Garden will be locked up after mulch is completed and after the 1<sup>st</sup> frost; likely in mid December. There was a discussion about whether someone from the Committee will just lock the garden at the appropriate time.

### Membership Report by Beverly Knight

2012 Membership numbers were reported:

276 Total membership

91 New members in 2012

### Website and Internet Communications Report by Christina Sperry

#### October 2012 FOCCP Newsletter:

The October newsletter was sent to 576 people. 174 people opened the newsletter – this is a 31% open rate. There were 19 bounce backs or 3% of the total. These numbers are all average numbers.

#### Casino Night Newsletter Blasts:

Three email reminders about Casino Night were sent in October. Each were sent to approximately 570 people, about 150 people or 26% opened each of these newsletters. These numbers are a little lower than the average open rate.

#### FOCCP Website Improvements:

The Site-Events pages has been redone / reorganized.

The weddings page is still in progress. Thanks to Meghan Denenberg who was about to get agreement from some professional photographers to provide some pictures for this part of the site.

Gold & Platinum sponsors will be listed in the Newsletters and website. Only Platinum sponsors will have a link to their business on the website as well. There are no Platinum sponsors (10K) yet.

#### Question and Comments:

If anybody has questions or comments about the website, the newsletter, social media or any other Internet issue, please let Christina know, either directly or by emailing [info@foccp.org](mailto:info@foccp.org).

## Treasurer's Report

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

As of 10/31/12, YTD account balances are as follows:

### **Expenses**

Casino Night	\$ 4061.30
Picnic 8/30	\$ 898.84
Blossom Fund	\$ 92.70
Comm of Mass	\$ 70.00
Horticulture	\$ 4,267.74
June 30th	\$ 2,480.45
Membership	\$ 1,673.02
Sculpture Project	\$ 2,650.00
Tax Prep	\$ 2,437.00
Tot Lot	\$ 926.84
Trellis	\$ 5,686.50
General	\$ 951.96
Constant Contact	\$ 370.93
Sunset Cruise	\$ 2,120.00
Movie Night	\$ 30.79
Insurance	\$ 691.00
Website service	\$ 240.00
CC Day 2011	\$ 370.40
Savings Account	\$ 500.00
Eliot School	\$ 126.00
CC Day 2012	\$ <u>3,232.00</u>

**TOTAL \$33,877.47**

### **Revenue**

Casino Night	\$ 7,085.00
Donations	\$ 818.00
Note Cards	\$ 603.00
Auction	\$ 230.00
Membership	\$ 11,166.00
Memb Online	\$ 2,165.00
Cruise	\$ 3,645.00
Raffle	\$ 331.00
Sponsorship	\$ <u>7,650.00</u>

**TOTAL \$ 33,693.00**

### **Account Balances as of 9/30/12**

Checking	\$ 46,638.31
Savings	\$ 52,103.37
CD	\$ 37,039.99
Money Market	\$ <u>102,945.59</u>

**TOTAL \$238,727.26**

## **II. Lighting**

Joanne let us know the trimming of the Wisteria was a little too aggressive this year and as a result, they cut away some of the existing lights on the Trellis. We plan to find out how many lights were cut and hopefully receive money to reimburse us for these lights.

The Trellis lighting event is on the 19<sup>th</sup> of December beginning at 5:30 pm. There will be Christmas music, NEMPAC will sing and the children will have bells. The city does most of the organizing for this event. Starbucks will be donating coffee.

### **III. Blossom Fund and Beautify Boston Grant Programs**

Joanne reviewed the beautiful 3 part posters put together for her presentation on Thursday. Joanne described the history of the Park renovation. The Circle was an after thought and as a result, it is not irrigated well and turns into a weed area. 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. Kathy Ray has helped Joanne write these grant applications. Joanne is still waiting for more supportive letters from neighboring business and community to include with the grant applications.

### **IV. Casino Night Update**

Joanne provided a summary of how the evening will proceed the night of the event, Friday, November 16, 2012.

The event will start in the Palm Room. The Silent Auction will be set up along an appetizer station and bars. There will also be passed appetizers. A PowerPoint presentation will be running during this cocktail period. There will also be a stage set up with a microphone. At approximately 7:45, Joanne will introduce the sponsors and then Grant Thayer will say a few words and officially announce the gaming tables are open. Everyone will then be asked to walk down the hall to the multiple rooms with the games, food stations and bars.

The coatroom and silent auction items will be moved after the Palm Room is cleared out.

Virginia let us know 172 tickets have been purchased thus far. Thursday will be the last opportunity to buy online. Tickets can be purchased the night of the event at the door. Virginia is still waiting for the MasterCard machine. The 1<sup>st</sup> one received needed to be sent back.

Patricia Sabbey distributed a draft of the schedule for those responsible for the Check-In/Hospitality Table. The table will initially be set up in the Palm Room and then move to the Quincy Room once the cocktail hour is over. The table will be decorated with lights and large dice.

A draft schedule for the Roving Assignments was also distributed. These people will be responsible for selling additional raffle tickets and additional gambling money. Boas and purses/aprons will be provided. Additional raffle tickets cost \$5.00 a piece. Gambling money costs are \$10 = \$1000 worth of chips.

Beverly to provide the cash box which will stay at the hospitality table.

We will ask the Marriott if we can put money in a safe throughout the night and will ask for an escort at the Marriott to walk to the safe.

There was a discussion about how to ensure we don't get "crashers". Various options were reviewed including stamping hands but in the end we decided not to do anything.

Silent Auction: All agreed Laurie Cadigan has been great! Lots of items have been donated and Laurie is working hard to get everything organized for Friday night.

Ann Babbitt let us know Mikes Pastry is donating all of the pastries!

Photo Booth: CL Waterfront Properties will have its name at the bottom on the frame. There will be a photo booth person manning the booth.

Joe Bono will have his logo on the casino money.

There will be 12 dealers and 9 tables.

The Dance floor is 9' x15' and this is where the DJ/Emcee will be set up.

Meghan let us know a magician will be donating his time at the event. Michael Feldman will be walking around the night of the event doing slight of hand tricks.

Meghan also let us know 1-800 flowers have donated flowers and we are looking for someone to bring these flowers to the Marriott the afternoon of the event.

#### **V. New Business**

Joanne let everyone know Cole Landers has tenured his resignation as the Chair of the Infrastructure Committee. We are now looking for a new Board member to fill this position.

Previous months minutes were accepted as presented.

Meeting adjourned at 7:28 pm