

Friends of Christopher Columbus Park  
Monthly meeting  
January 9, 2012  
The Mariner House  
North Square  
Boston, MA.

The meeting was convened at 6:34 by Trish Baumer and attended by 23 members.

Trish opened meeting requesting committee reports.

### **Membership**

Beverly Knight stated we currently have 256 members, 99 new members in 2011.

### **Website and Internet Communications**

Audrey reported we sent out 33 newsletters in 2011. The average open rate for these 33 newsletters was 33% which is significantly above the industry standard open rate for non profits which is 20%.

The most recent newsletter was sent to 494 people with a 32% open rate. Face Book currently has 168 followers.

### **New Business**

- Trish introduced the evening exercise focused on gaining membership ideas to help formulate FOCCP future projects.  
The topics and facilitators are:  
Ideas to engage the talents and energy of new members -- Beverly  
Ideas for how to get sponsorships of FOCCP projects -- Sandra  
Ideas for social events that will increase membership -- Audrey (This session can include discussion of how Sunday Night Movies can increase membership and FOCCP awareness)  
Ideas for new fundraising events and critique of existing events -- "Blue Sky" -- Robyn  
Ideas for new family activities in the park and critique of existing events -- Meghan (This session should include Columbus Day)
- November Minutes were approved
- Jim Salini suggested we post the upcoming minutes on the website for membership preview prior to the monthly meetings.

Meeting adjourned 7:45

Minutes prepared by Sandra Harcourt, Clerk

