



Friends of Christopher Columbus Park

Meeting Minutes 01/08/19
Mariners House, Boston, MA

Meeting chaired by Joanne Hayes-Rines

Recording Meeting: Patricia Thiboutot, Clerk

November Minutes Distributed

Meeting began at: 6:30 P.M.

Board Members Attending: Joanne Hayes-Rines, Ann Babbitt, Susanne Lavoie, Robyn Reed, MaryGaye Grizwin, Patricia Sabbey, Patricia Thiboutot

Board Members Absent: Ann DeLuca, Rita Pagliuca, Ford Cavallari

Members Attending: 6 - plus new attendees 6

Next Board Meeting: Monday, January 14 at 6:30 P.M.

Committee Reports:

Treasurer: Ann DeLuca-Absent- Joanne Hayes-Rines presented report

Revenue:

Total 2018 Revenue for Park Events was \$106,815, which is 142% of the 2018 Budget of \$75,000. Prior year 2017 revenue was \$49,204. The increase is mainly due to Sponsorship Revenue of \$31,000 and prior year 2017 Sponsor revenue of \$16,000 received in 2018.

Additionally, there were increases in Business Membership revenue of \$3,000; and General Membership revenue of \$5,000.

Fireworks revenue collected year to date is \$29,030. (Prior year was \$62,215.)

General Membership revenue year to date is \$22,358 which is 124% of the 2018 budget of \$18,000. Prior YTD was \$17,535.

Expenses:

Program Related Expenses year to date are \$106,636 which is 128% of 2018 budget of \$83,500. Prior year program related expenses were approximately \$60,907. The increase was because of repairs to the Trellis lights and new Trellis lighting.

Fundraising: Patricia Sabbey

Platinum Sponsor: \$10,000

NorthEndBoston.Com

Gold Sponsors: - \$5,000 to \$9,999

Boston Harbor Cruises

Boston Marriott Long Wharf

Boston Parks and Recreation Dept.

City of Boston

CI Properties

Joe's American Bar & Grill

Sanibel Electrical Co.

Silver Sponsors - \$2,500

Christopher Columbus Plaza managed by The

Peabody Companies

Bronze Sponsors - \$1,000 to \$2,499

Century Bank

Harbor Towers Condominium I

Harbor Towers Condominium II

JC Lentine Electric Service

Perfect Parties USA

Residences at Rowes Wharf

Tia's

Internet Communications: Joanne Hayes-Rines

Newsletter - I am still creating the newsletter and working on the website. It would be very helpful if people check the website and see that changes should be made, please let me know.

Infrastructure: Ford Cavallari - Absent - No Report

Membership: MaryGaye Grizwin

November results:

Three membership renewals and three new membership in November for a total of \$700 in donations.

One of the new members was a business joined at the \$150 Neighborhood level.

December results: A strong finish!

Eight membership renewals and one new membership in the final month of our fiscal year for a total of \$2,225 in donations.

Three \$500 donations bolstered the total donations for December: one new business member and two renewing couple/individual.

2018 Year End TOTAL results: Over the Top!

226 Total Members: 22 more than 2017, an 11% increase

\$22,495 Total Donations: \$6,000 more than last year's total of 16,500, a 36% increase

Our annual Spring Social is attributed to approximately 62% of our membership and 50% of all donations

11 out of 45 new members (24%) and 28% of new member donations were a result of the Social

71% of renewal members and 58% of renewal donations were prompted by the Social

8 out of our 12 business members are a result of the Social

The average value of Membership donations increased 25%, from \$81 per member in 2017 to \$100 per member in 2018.

New and renewing individuals/couples contribute an average of \$95 each.

The average donation of new business members appears very high \$357 each, compared to business renewals at \$64 per business. This wide disparity is the result of a single donor contributing a one-time donation of \$1000. Even with adjusting for the single donor, however, new business donations are much higher than business renewals.

Note: YTD tallies from Donor Snap reports pulled by MGG are off by approximately \$115 from figures reported by the FOCCP Treasurer. The difference has not been reconciled due to the small dollar value and the close proximity to starting a new year. Monthly reconciliation with Treasurer reports will become standard procedure in 2019.

Activities:

Our supply of Membership brochures has been depleted. We are updating the content and photo format and will be printing new brochures for distribution at our events.

It's time to start thinking of our 2019 Membership Social. Beverly Knight, we miss you!

Recommended goals include retaining and enhancing relationships with our existing members, and initiating efforts focused on business members.

New members have expressed interest in getting involved, so there's opportunities to infuse some new ideas into 2019 plans.

A rough schedule and budget for the year will be outlined and presented at the upcoming Board meeting.

Horticulture: Robyn Reed - No Report

Park Art Curator- Robyn Reed

Thanks to Meredith to alerting us to a grant opportunity for a winter event and, thanks to Joanne for hustling to get all the information and completing the application in a few days, but we not not receive a grant called Play Around the Snowy City. However, I am moving forward with installing the large lighted red hearts at either end of the trellises like last year, and the "conversation hearts" on the sides of the trellis. Those hearts will be made out of a more durable material than the cardboard we used last year. There will be no specific event on a certain day as we did last year. We are hoping to add sound again to play love songs for the month for certain hours each day. Instead of calling it the Tunnel of Love, we will be calling it the Month of Love.

We have also received a proposal from someone who appears to love the park as much as we do, and she met with me to show me her ideas for a sculptural installation called Love Comes in Different Shapes for the Month of Love in our Park. Introduce Rose Kocak and Simge Tunali.

Andre Davis wants to have an eye care company 20/20 to park its mobile optometry office in Christopher Columbus Park sometime this summer. He has spoken to Paul McCaffrey at the Parks Dept. to secure the permit. FOCCP would get a donation from 20/20 for this service.

The 12th Annual **Greenfest** is going to be held on the Greenway in August 16-19, and they would like to expand additional tents onto CCP for that weekend. They are talking to the Parks Dept. to secure the permits.

Ann Babbit and I met with Len Schnable from DesignLight to discuss a sound system for the trellis to be installed for February, in time for the Tunnel of Love installation. He will be sending an estimate soon to Joanne.

Trellis Lighting: Joanne Hayes-Rines

Lentine Electric was able to install all new blue and white lights on the trellis and repair electrical problems in time for the ceremony on Nov. 19. The cost, including illuminating 14 trees with white lights, which we do every year, was \$70,000. The Parks Department was able to contribute \$9,950, which helped significantly.

Mayor not able to attend the ceremony due to death of a police officer. FOCCP was presented with a wonderful plaque commemorating the 2019 holiday stamps.

Boston Harbor Fireworks Fund: Joanne Hayes-Rines

This year the Fund sponsored 3 fireworks displays.: June 30 for Independence Day, 2 barges August 30 for Labor Day and 1 barge for New Year's Eve. 2019: We will not have fireworks for Independence Day and are hoping to have 2 barges on New Year's Eve. Boston Harbor Now will decide whether to have 1 or 2 barges.

2019 EVENTS

Membership Social - TBD

Playground Celebration - TBD

Cruise - TBD

Croquet - Wednesday evenings beginning in June

Independence Day - Saturday, June 29

Lawn Games - July 20 to Sept. 14

Movies - July 23 to August 25

Trellis Lighting - Monday, November 25

New Business:

Michael Bonnetti of Councilor Lydia Edwards' office will be working with students of Northeastern's Marketing Dept. to look at ways to market the Park.

Minutes approved as presented;

Meeting Adjourned: 7:43 P.M.

Respectfully submitted: Patricia Thiboutot, Clerk