



Friends of Christopher Columbus Park

Meeting: October 08, 2019 at 6:36 PM

Meeting Chaired by: Joanne Hayes-Rines
Recording Minutes: Patricia Thiboutot, Clerk
September Minutes Distributed

Board Members Attending: Joanne Hayes-Rines, Ann Babbitt, Allison Seavey, MaryGaye Grizwin, Patricia Sabbey, Robyn Reed, Rita Pagliuca, Patricia Thiboutot

Board Members Absent: Ford Cavallari, Susanne Lavoie

Members Attending: 10

-Special Guests Introduced: Liz Weaver and Jan Engleman of Boston Harbor Walk to discuss plans for signage along the harbor in Columbus Park.

Committee Reports

--Fundraising: Patricia Sabbey

We have begun the annual fundraising drive.

Request letters have been sent to our current sponsors with the exception of CL Properties and Joe's American who have already donated.

In addition key people who have access or serve on their condo boards have been contacted about seeking those donations which traditionally have been \$500 each.

--Internet Communications: Joanne Hayes-Rines

Newsletter have events on website for 2020. New members can register on website.

--Infrastructure: Ford Cavallari-Absent-No Report

--Horticulture: Robyn Reed

We have been slowly but consistently planting additional plants in the bare spots of the beds outside the rose garden and the crescent garden. We have been helping the wisteria twist around the trunks and the columns so next year we may have blooms (we didn't have many this past spring). We will be wrapping up all work in the garden at the end of this month. Daffodils donated by the city will be planted soon around the park.

--Park Art: Robyn Reed

There is a meeting on Monday Oct. 14 (Columbus Day) at 6:30pm at Lincoln Wharf Community Room to discuss the Tunnel of Love. If you have ideas – pro or con, please come to the meeting, or send me an email with your ideas on how to make this work. info@foccp.org<<mailto:info@foccp.org>>

--Membership: MaryGaye Grizwin

Year to Date Results –

September was a very light month for Membership donations, with a total of \$160 donations from three renewals and one new membership.

Year-to-Date Memberships and Donations, driven strongly by membership renewals.

170 Members have renewed; 94% of last year.

Renewal donations are 99% of last year

Average donation is \$99/member, \$5 more per member than last year

New memberships continue to lag significantly compared to last year.

With 21 new members in 2019, status is 47% of last year.

New member donations are only 23% of last year, the result of fewer new members as well as a significant drop in the average donation amount.

Planned activity:

Fall Membership Email Campaign – late October

Targeting existing members who have not yet renewed for 2019

Need to follow up on obtaining capability for portable membership device

Facebook: Meredith Piscitelli

September 1st - 1,415 Likes

As of today Oct. 8 - 1,418 Likes

Sent poster for Fall Festival to Parks & Rec. Dept.

--**Treasurer:** Allison Seavey

Comparing the revenue and expenses through September 30, 2019 vs. September 30, 2018.

Revenue Highlights

Our new Tree and Bench Program has brought in \$9,200.

General memberships to date are \$16,000 - down \$2,500 from last year.

Business memberships to date are \$1,600; down \$300 from last year.

Cruise revenue was \$18,000 - up \$4,000 from last year.

Expense Highlights

Horticulture expenses to date are \$1000 -- down \$3,000 from last year.

Lawn games cost \$1,500 less than last year.

6 movies cost \$3,000 same as last year.

We spent \$9,000 this year for February: The Month of Love. Last year we only spent \$700.

Bottom line is we expect to bring in revenue of \$84,000 as budgeted and are working to reduce budgeted shortfall of \$13,000.

--**Harbor Cruise:** Camille Hogan and Stephanie Hogan

Harbor Cruise –107 tickets sold. Revenue from ticket sales, 50/50, sale of 43 surprise bags (\$25 each) and 7 Silent Auction items brought \$4100 to FOCCP. Last year revenue was \$3,000.

Expenses included Food, DJ, promotional print materials.

Date for 2020 is August 18. Same committee members as this year.

--**Fall Festival** – Ann Babbitt

The sun shone brightly on our Fall Festival Saturday. The park was overflowing with happy, smiling children. FOCCP volunteers were busy all day and did a fantastic job. The face painting table was busy all day, painting 145 children, 85 pumpkins were painted in the first hour, by the end of the day there were no craft supplies left. The membership had a very profitable day, signing up 6 new members with a promise of two more. Our entertainers were awesome as always. All in all, an extremely successful event. Ann thanked all the volunteers who helped make it a successful event.

Columbus Day – protecting the statue

From Ranger Chief Gene Survillo: As has been the case in past years, we have it to be hired out as overtime shifts starting Saturday night from 10:00 PM to 6:00 AM Sunday morning. And again from 10:00 PM Sunday night to 6:00 AM Monday morning. As you know the coverage is based on staff accepting the shifts which we cannot guarantee.

--Tree and Bench Program: MaryGaye Grizwin and Meghan Deneberg

Program Objective – Increase long-term Park stewardship and create a sustainable approach updating worn benches by offering individuals the opportunity to sponsor an existing bench or tree.

Completed activities

Held the first Bench ribbon cutting ceremony with the family of Ann Tyrell Abely

Saturday Oct 5; The selected bench is located along the Harbor.

Plaque installed by the City; Inscription: “Celebrating Ann Tyrell Abely who loved gazing at the water.”

Over 15 family members in attendance; Truly a happy event for them.

City Councilor, Lydia Edwards, provided remarks

Promotional material at Fall Festival Membership Table

Tested our numbering plan for monitoring bench inventory

Refined our requirements for a dedicated email box to stay onto of related correspondences, [“bench@foccp.org”](mailto:bench@foccp.org)

Next Steps

Promotional Plan

Publish formal press release announcing October 5 Ribbon Cutting Ceremony

Follow Up / Close on Known Potential Sponsors

Hand written notes and personal phone calls to firm up commitment timeframes

Direct mail awareness campaign using existing post cards to known supporters and targeted members.

Program Management

Finalize numbering plan for monitoring bench inventory

Establish dedicated email box to stay onto of related correspondences, [“bench@foccp.org”](mailto:bench@foccp.org)

Assistance from Ford Cavallari – thank you!

Document processes for monitoring sponsorship status, plaque requests, payment processing, bench inventory, reporting to the City, etc.

--Special Guests Introduced: Liz Weaver and Jan Engleman of Boston Harbor Walk.

Liz spoke about their ongoing signage program to bring history along the Harbor Walk.

She presented photos of signs along the East Boston Harbor. Each sign is researched and is specific to the area where the sign is placed. Friends of Boston Harbor Walk consists of 12 volunteer members. Property owners pay for design and installation.

Volunteers spend 60 hours of research for in depth research. Currently there are 7 signs in East Boston and 2 in Charlestown. 4 are being manufactured for Flagship Wharf. Should have 30 signs by next year along the harbor. Each sign is linked to a website. Spanish translation.

Partnered with Perkins School for the Blind to provide audio description of history.

Jan spoke about the history of the North End’s master plan which would include maritime, political, immigrants, black mariners. Harbor to include transportation, recreation, ecology, environment. Each site will be site specific. Looking for persons

to tell stories and to confirm Harbor Walk’s stories. Signs in Park will speak to the evolution of a landscape. Other topics include the Black Marines, Tea Wharf and the Fishing Fleet and Transportation which will speak to the construction of Atlantic Ave. and the elevated Train.

Also, the Penny Ferry from Boston to East Boston.

The Friends of Boston Harbor Walk will present their ideas to the Parks Dept.

Looking for volunteers in graphic design and researchers to research ideas. Every sign gets reviewed by a scholar. Would like to brand the Harbor Walk with a consistent look.

2020 Events

All of the 2020 events will be posted on the web site in January so people can plan ahead.

SUFFOLK UNIVERSITY MARKETING SURVEY

The undergraduate marketing department of Suffolk sent out a survey to assess residents and businesses interest in the Park and FOCCP. Today, Joanne Hayes-Rines, Ann Babbitt, Patricia Sabbey, and Meredith Piscitelli along with 2 representatives from Joe's, Carol Spiros and Marketing Manager, Julia Murphy, met with the students for a session they call, "Meet the Client."

--**Report by Robyn Reed** re: Greenway article in today's Boston Globe. Robyn is a board member of the Greenway. She feels article was mischaracterized. Work Inc who employed the workers with disabilities knew about the change in management of the Greenway. They were given advance notice as the management of Work Inc was not fulfilling its duties. The workers, themselves, were doing fine work but were left without the necessary supplies after constantly asking for their supplies.

Therefore, Jesse Brackenbury, the director, chose to move forward and hired a new company. Jesse writing a letter Boston Globe.

2019 Movies in the Park July 21 – August 25 – 6 movies Cost: \$2850 (\$475 per showing)

July 21 Casablanca (PG)

July 28 Some Like It Hot (G)

August 4 Greatest Showman (PG)

August 11 Back to the Future (PG13)

August 18 Million Dollar Baby (PG13)

August 25 Black Panther (PG13)

Joe's will give away popcorn again

BOSTON HARBOR FIREWORKS FUND

This year 2 events:

Thursday, August 29 ... Labor Day Kickoff ... 2 barges were planned but, unfortunately, the funds weren't raised to cover 2 so there will only be one.

Tuesday, December 31 ... New Year's Eve ... 2 barges

Fundraising efforts for 2018 came up short so there will not be fireworks to celebrate Independence Day.

Fireworks page is up on our website with link to how people can make a donation.

2019 EVENTS

Easter Egg Hunt – Ann Babbitt

Membership Social – April 3

– 6pm to 8pm

Playground Celebration – May 4 -- Noon to 2pm

Independence Day –

Saturday, June 29

Lawn Games – July 20 to Sept. 14

Croquet on Wednesdays through

August

Cruise – August 20

Fall Festival – October 5

Trellis Lighting -- November 25 Monday

NEW BUSINESS

--**Joe's American Bar:** Owners have bought the burned out building behind Joe's.

Meeting Tuesday, October 15 at 6 PM to 8 PM at Joe's to discuss plans for the property.

FOCCP will not take a position pro or con even though Joe's is very generous to FOCCP.

-**October 20** the Devlin family and families of the 9 marines who lost their lives in the Terrorist attack in Beirut will gather at the Beirut Memorial. Parks Dept. will replace the two trees that are missing. Joanne suggested the 9 trees be tagged with the name of a marine who lost his life. Perhaps giving meaning to the individual trees will deter children from climbing on the trees.

September Minutes approved as presented.

Meeting Adjourned at: 8:09 PM, Respectfully submitted: Patricia Thiboutot, Clerk