

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

Friends of Christopher Columbus Park
Monthly Meeting
February 13, 2012
The Mariner House
North Square
Boston, Ma

The meeting was convened at 6:30 pm by President Joanne Hayes- Rines
21- People attended

Horticulture report - Mary Ann Esparo
Met with the Greenway and they suggested we soil testing the crescent area for spring planting.

JH-R discussed Blossom Fund grant that we recently submitted. Many thanks to Joanne, her daughter, Kathy Ray for pulling it together.

Lighting Committee ... Jay Thompson
Trellis light out Latino fixed lights

Membership report - Beverly
No changes beginning of membership drives underway

Internet Communications report – Meghan reported for Audrey. Feb newsletter was sent to 485 addresses with a 32.8% open rate.

Virginia reported totals reported for the year and account balances

President's Report

Plans for 2012

The Board met on Jan. 30, 2012 and the decisions from meeting were shared with the members

2012 BUDGET

To determine our fundraising goals for 2012, we arrived at this budget.

EXPENSES

Highlights:

- Trellis lighting (include blue light replacement every five years, budget reflects five year amortization)
- Horticulture (includes estimated \$5,000 for repair of south side of Crescent)
Two objectives for the planting; keep it low maintenance and focus on beautification. We will be getting the soil tests done at UMass Amherst.
The garden may add a separate group to maintain and support Crescent and the Wisteria. We should think about communicating our gardening efforts in the newsletter.

Summary

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|--------------------|--|
| • Trellis lighting | \$30,000 |
| • Horticulture | 7,000 |
| • Trees | 2,000 (fertilization) |
| • Events | 10,000 (Columbus Day, June 30 Tall Ship event?, Picnic?) |
| • Membership | 3,000 (2 socials) |
| • AaxAGeneral | 3,000 (accountant, office supplies, etc) |
| • Insurance | 1,500 |
| • Misc. | <u>3,500</u> |
| TOTAL | \$60,000 |

FUNDRAISING SOURCES

| | |
|-----------------------|---------------|
| • Tia's | \$ 5,000 |
| • Al Dente | 5,000 |
| • CL Waterfront Prop. | 5,000 |
| • Joe's American Bar | 5,000 |
| • Peabody Properties | 2,500 |
| • Condo Associations | 5,000 |
| • Membership | <u>15,000</u> |
| TOTAL | \$40,000 |

2012 Shortfall (Additional Funds needed) \$20,000

POTENTIAL ADDITIONAL FUNDRAISING SOURCES

July Sunset Cocktail Cruise, fund raising target is \$4000. The membership selected a date of July 18th.

Jasper White Clam Bake on Spectacle Island.

Bill Walker of Boston's Best Cruises will talk with Jasper White about offering us a deeply discounted clam bake as a fundraiser. Joanne asked that he get back to us before the Feb. 13 meeting so we can present the options to the membership

Casino Night

It is legal to have casino night in Massachusetts. For example, www.rentacasino.net/ is based in Newton. Is this something we should consider for the small ballroom in the Marriott. The membership though this was a good idea.

Sponsors

A Sponsorship Committee, probably under the direction of the Fundraising Committee, would be responsible for creating information kits about FOCCP goals, list of potential sponsors, and process for contacting sponsors. Members of this committee would include Anne, Trish, Sandra, Joe, Audrey and Beverly.

Movie Nights.

Joe Bono will come up with some way to collect donations on movie nights, please *SEND IDEAS TO INFO@FOCCP.ORG suggestion for contemporary movie*

2012-2013 MAJOR PROJECT

Sun shade for Tot Lot equipment.

Cole, Mary and Meghan help survey the families. Basically we need to ask what problems we are trying to solve by asking lots of people who use the park. Once we understand the problem we are trying to solve then what are the project components such as cost, logistics /maintenance with building with parks dept. If we went with an a temporary up and down who maintains it and if we go with a permanent option what is the real comparative benefit Cole will check with the Parks dept. to see where this has it been done to get the facts and understand the sustainability.

2012 EVENTS IN THE PARK – Free To the Public

** Tot Lot Clean Up in May

** Monthly Tot Lot Clean Ups

** June 30 Tall Ships Fun Day in the Park ... activities like Columbus Day alot of people come from out of town

- ** Neighborhood Old Fashioned Picnic in the Park ... FOCCP rent picnic tables. People bring their own food or buy hot dogs, etc from Pushcart. Activities: 3 legged races, sack races, egg and spoon race, wheelbarrow race, etc.
- ** Sunday Movie Nights
- ** Columbus Day, Monday, October 8.

COMMITTEE CHAIRS NEEDED

Ad Hoc PR Committee. This committee would help create the information/media kit that would also be used by the Sponsorship Committee.

Ad Hoc Picnic in the Park Committee. Responsibilities: Set a date, source picnic tables and benches, determine if you want to have any special treats (like watermelon), ask Greenway for use of their games, organize games for the days of (like 3 legged races, run with egg on spoon, etc). Michelle brogan and Jess

Ad Hoc June 30 Tall Ships Fun Day Committee. Responsibilities: Can model after Columbus Day event. Magician already has this date on his calendar. Source other entertainment, order balloons, coordinate with NEMPAC for music and face painting. Timing 11am to 3pm. Remember the spray fountain will be in use. 11-3 use cc template. Mary is willing to co chair

Ad Hoc Sun Shade Committee under the direction of the Infrastructure Committee.

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Note Card Update by Meghan Denenberg

Yes many note cards for sale at Goose. 30 to 50 December 324 and 200 more

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MBTA fare cut Quincy cuts for Quincy ferry route or increase rates. MA state transportation asks for our input to comment to help

Infrastructure Report Cole Landers FOCCP will send letter to the city to inform them of new trash barrels to city and w/ tall ships and especially w/ all activities. Get estimates and place them in park

Sandra Harcourt distributed minutes for review. Move to accept them as written at the end of the meeting.

Meeting adjourned at 7:58 pm

Friends of Christopher Columbus Park
Monthly Meeting
March 13, 2012
The Mariner House
North Square
Boston, Ma

The meeting was convened at 6:35 pm by Trish Baumer 17 members in attendance.

Sandra Harcourt distribute minutes for review, moved and accepted by the membership.

Committee Reports

Treasurer's Report – Virginia Kimball no report.

Horticulture report - Mary Ann Esparo. We will start our gardening in a month.

Lighting Committee - Jay Thompson light will be shut off after the Marathon. Our lighting contractor will be removing the tree lights.

Membership report - Meghan Denenberg reported. April in our annual membership drive. We will have our first membership event at The Living room on March 29th. We will be sending out a dedicated electronic newsletter for the event.

Internet Communications – Audrey Tortilani Recent newsletter was sent to 500 and 30 opened and 4 bounce back. We have 171 likes on Facebook

Infrastructure Committee report - Cole Sanders reported on the Tot Lot Cover under 2012 plans

PLANS FOR 2012

Blossom Fund -Meghan Denenberg

The FOCCP is one of three applicants who have passed the first round. The next step is to respond to questions that they will send to us. The date for response is March 28, selected we will find out Cole Sanders, Mary Ann Esparo and Meghan Denenberg will make the presentation.

Tot Lot Clean Up – Chairs for this year Michele Brogan and Mary Marenghi

June 30 Tall Ships Fun Day in the Park (10 am to 2 pm)

Chairs: Mary Marengi and Joanne. Volunteers needed for planning and helping during the event. Magician and Jenny the Juggler have been hired. NEMPAC will provide entertainment TBD. We are still looking for band to play for an hour.

July Sunset Cocktail Cruise Wednesday, July 18.

Chair Virginia Kimball

Same caterer from last year has been hired. Rock Island Caterers. This is a fundraiser and we hope to raise \$4500. The boat is being donated by Boston's Best Cruises

Neighborhood Old Fashioned Picnic in the Park Sunday August 19.

Chairs: Michele Brogan and Jess Williams.

FOCCP rent picnic tables. People bring their own food or buy hot dogs, etc from Pushcart.

Activities: 3 legged races, sack races, egg and spoon race, wheelbarrow race, etc.

Sunday Movie Nights. Sponsored by Joe Bono of AlDente, Benevento's and Boston Pushcart.

Dates: July 15, July 22, July 29, August 5, August 12, August 19.

Columbus Day, Monday, October 8.

Magician and marionette show already hired.

Annual Fundraiser Marriott. Friday, November 16.

Anne Taflagio is stepping down as fundraising chair after so many years of contributing to the growth and vitality of FOCCP, thank you for all your efforts.

The small ballroom upstairs has been reserved for the event and we need to decide on the event themes and details.

Shade Cover Update

Chair: Cole Sanders

A survey that will be conducted to determine what problem we are trying to solve. Draft survey will be sent to a variety of North End organizations. Suggestions were made to add to Nempac website have some on the membership table.

Card sets for sale Meghan set up challenge 5 sets per member 12 each or two for 20. At Golden Goose for sale a point display to volunteer to help design. Make suggestions for retail locations.

New business suggestion for a new website. Estimate get a new site. Scoping document. Add to strategic plan.

Minutes to approved by Meredith.

Meeting adjourned at 7: r31

Defense

Friends of Christopher Columbus Park
Monthly meeting
Mariner House
Boston, MA

April 10, 2012

Joanne Hayes-Rines convened the meeting at 6:40 with 21 members attending

Treasurer report.

Joanne gave a brief overview of current finances in the absence of the Treasurer, Virginia Kimball. The detailed figures are available from Virginia

Horticulture report

Robyn Reed reported that the city has been contacted to remove mulch but it has not been done yet. Tomorrow nite from 6 to 7pm will be the 1st night this season for the horticulture volunteers. There is not much to do yet, so there will be a brief orientation. A reminder to volunteers that no open shoes are allowed when working in the garden. Work hours will continue to be Wednesdays 6-7 and Sundays 9:30 to 10:30. This year the plan is to focus more on the Crescent garden - replant in partnership with the city and also replace some rose bushes around the gated garden

Membership report

Beverly Knight reports 51 members: 20 new and 17 new at the April Social at the Living Room, which was very successful! Goal is to increase numbers over the 2011 membership

Members who renew early - online promotion to win for dinner for 4 at Neptune
Going green-- trying to do more on line

Internet and Communications

Audrey Tortolani reports the March news letter sent out; April news letter went to 550 and 31.4% opened; Very few bounced back
Website updates -- new calendar and all FOCCP events by month
Facebook showed 177 likes!

Lighting report

Joanne reported for Jay Livingston who could not attend. The Board, with advice from Jay have decided to leave the trellis lights till after Patriots Day.

Boston Harbor Alliance, Tom Powers, President

Tom joined the meeting to make a presentation on progress of the Alliance and current activities.

Joanne thanked him for his helping us work with Boston Best Cruises for a successful cruise and fundraiser last summer as well as his support of the FOCCP Blossoms grant proposal

He provided updates and info on his work as President of Boston Harbor Island Alliance.

Summer activities, which have increased significantly should be on website late April and include events such as: June 19 free ferry day; Aug.24 free ferry day; Live music at pavilion; June 30 Tall Ships 1812 event; Sundays and Mondays - kids activities; Boston Light trips - Fridays, Saturdays and Sundays - leaving from the Aquarium; Clambake summer shack on Thursday and Friday nites; Jazz concert on Sundays 1-4; Peddocks open this year - artists events, concerts (get there from Georges Island); Sailing regatta on Sept 29

FOCCP events

Joanne reminded attendees about: the Tot Lot clean up May 5 - 10 to noon. Mary Marengi - beginning to survey a possible shade cover for the tot lot. May explore application to the Schilling shade foundation which exists specifically to assist children's areas with shade from the sun

Ann Devlin- Tagliaferro will explore possibility of a mini version of bulletin board posted for the wall of the maintenance building for tot lot news, etc

FOCCP Tall Ships Event on 6/30. 1812 celebration in park. Ideas include decorate bikes, scooters etc. - see if coast guard will send sailors, juggler, greenway toys, music from NEMPAC; a parade in the Park; red, white, blue balloons. Any interested volunteers, contact Joanne

Sunday nite movies

Starts July 15. Seven nites - need ideas for movies

July 18 -- Harbor sunset cruise

Maybe plan a clambake on Spectacle Island / with Summer Shack and Boston's Best Cruises

August 19 -- Picnic in the park -- Jess Williams and Michele Brogan coordinating

Robyn Reed reported on the Blossom grant proposal-- presented proposal to the Blossom Fund. MaryAnn Esparo did the presentation which focused on plans to improve the round garden near the Marriott. Decision expected in November. If successful, would provide \$50,000!!! We included a commitment to raise \$10,000 for new benches

May annual election. As usual, there will be self nominations. They are due 4/24. Nominations due 4/24

Note cards: Meghan Denenberg looking for anyone to help with more marketing of the cards

Joanne reported on issues related to the credit card machine rental for the 2011 Gala. Now nearly resolved. Further update next month

Meeting adjourned at 7:55

Minutes prepared by Liz Greene (substituting for Sandra Harcourt, Clerk)

Agenda 5/8/12
Friends of Christopher Columbus Park
Monthly meeting
Mariner House
Boston, MA

Meeting chaired by Joanne Hayes-Rines called to order 6:38PM.
Attended by 28 people plus guests Boston Parks and Recreation Dept. Commissioner Toni Pollak, Boston Director of Special Operations of Boston Public Health Commission Jim Green, and Boston Police Dept. Sgt. Tom Lema who will discuss the incident in the Tot Lot on April 20, 2012.
Recording the meeting is Clerk Sandra Harcourt. Meeting minutes were approved

JH-R welcomed all attendees and guest introductions. Announced this will be an abbreviated business meeting to accommodate our guest speakers' discussion regarding the documented Tot Lot incident.

I. Officer election

2012-2013 Officers
President: Joanne Hayes-Rines
Vice President: Trish Baumer
Treasurer: Virginia Kimball
Director-at-Large: Joe Bono
Director-at-Large: Meghan Denenberg
Clerk - Audrey Tortolani

Since this is an uncontested slate and there are no additional candidates for any of the positions, it was moved that we do not need to conduct a formal ballot process and we accept the Candidate Slate as put forth. Membership voted and unanimously accepted the nominations as read.

II. Committee Reports

- Treasurer's Report – by Virginia Kimball as of April 30th, account balances were reported
- Horticulture report – Robyn Reed
 - Gardening group meets 2 times per week Wed. at 6:00pm and Sunday mornings at 9:30 am for one hour.
 - Rose bushes bloom two week
 - Weeded crescent
 - Irrigation not been turned on to date.
 - Wisteria trimming to continue
- Membership report - Beverly Knight
 - Membership renewal paper mailing almost complete
 - Internet sign up 48 members
 - Increase in membership, 30 at social approximate 270 total members, target 300
- Website and Internet Communications report – Audrey
 - Christina Sperry is new chair of the Website and Internet Communications Committee

Last report for Audrey as chair of this committee.

One newsletter this month sent to 533 email addresses, 2.8% bounce back, 32% opening, 181 like the site Facebook

--Maintenance - Cole Landers

Repair of sinking manhole covers and re-stamped asphalt. Last year bollards and metal surfaces painted and repaired

A booklet had been present to Toni Pollock in 2010 identifying recommended park repairs, many of which have been addressed

Update on Events

*** Tall Ships/Fourth of July Celebration Saturday, June 30 ... 10 am to 2 pm

Mary Marengi and Joanne Hayes-Rines are chairing the event.

Event will start at 10 am with "parade" through the park. Kids can decorate bikes, scooters, etc. We have 300 little flags to give away and 20 bigger ones for the parade and to decorate. Uncle Sam on Stilts, Jenny the Juggler, Big Joe the Storyteller and Magician Peter O'Malley will be the emcee of the day. NEMPAC Face painting, instrument petting zoo, children's games and more. Joe Bono had donated coupons from the Pushcart for game winners. A hot dog, drink and chips. Volunteers for the day are Konnie Duff, Liz Greene, Michele Brogan, Matt Conti, Christina Sperry, Dee Bendel, Frankie Boyer and Sandra Harcourt.

***Sunday Night Movies, Starting July 15th. Sponsored by Al dente Restaurant. Seven movies donated by Joe Bono

***Harbor Sunset Cocktail Cruise, July 18th ... chaired by Virginia Kimball. She has hired the same caterer as last year, Rock Island. Time 7:15 – 10pm. Boat donated by Boston's Best Cruises. Ticket Price: \$45 each for members and/or member's guest

***Old Fashioned Picnic in the Park, Sunday, August 19, Noon to 4pm... chaired by Jess Williams and Michele Brogan. Promote neighborhood, rent tables, benches. Will have games \.

***Tot Lot Clean Up Report – Meghan Denenberg

Fresh toys and 12 tons of sand were donated and placed by FOCCP. New families were signed up as members; about 50 people participated in the clean up

IV: New Business

Discussion of the April 20 incident in the park with 3 homeless people sleeping under the playground equipment. Neighborhood dad found them and a razor blade and "blood all over the place," as is stated in the police report. He called 911, the Mayor's hotline, and the City Councilor's office. No one responded.

Toni Pollack appreciated the report and agreed it took awhile for the team to get there. Toni clarified that protocol exists. Jim Green from The Pine Street Inn works with the police to sustain intervention to move people out of the park.

Sgt. Lema from BPD explained that every neighborhood has problems (prostitution, panhandling etc.).

There is a city wide task force addressing this issue since 1993. There are protocols we should follow and we are encouraged to use them it enables the city to fund programs and patrols as necessary.

For emergencies and park rule violations: call 911

For 24 hour response to any problem in the Park, call the Mayor's service hotline: (617) 635-4500

To report a problem in the Park, call the Boston Parks & Recreation Department: (617) 635-7275

Recommendations

1) More lights. The 2 that are on the maintenance bldg are insufficient and will be covered by vines soon. Need floodlights that are directed onto the playground equipment.

Who is responsible for knowing that the lights are burnt out? Point was made to add additional lights

2) How can we get police response to move homeless out of the Park? Follow above protocol.

3) Can FOCCP donate a camera that could be connected to the City's camera system? TBD

4) What is the HAZMAT procedure to alert the public to public health hazards such as blood and other bodily fluids in a city-owned playground? Follow the above protocol.

Meeting was adjourned at 8: 20

Minutes of April 2012 meeting were approved

Friends of Christopher Columbus Park
Monthly Meeting Minutes – 6/12/12
Mariners House, Boston, MA

Meeting chaired by Joanne Hayes-Rines called to order at 6:41 pm. 19 people in attendance.

I. Committee Reports

Horticulture Report by Mary Ann Esparo

The gardening group meets 2 times per week on Wednesday at 6:00 pm and Sunday morning at 9:30 am for one hour.

First rose bloom was beautiful! Will be trimming back in two weeks.

On the left side of crescent, 100 echinacea plants in 2 shades of pink will be planted by Schumacher Landscaping.

Treasurer's Report by Virginia Kimball

As of 5/31/12, account balances were reported.

| Expenses | | Revenue | |
|-------------------|--------------------|------------------|--------------------|
| Blossom Fund \$ | 92.70 | Auction Gala '11 | \$ 230.00 |
| CC Day 2011 | \$ 284.05 | Donations | \$ 220.00 |
| Comm of Mass | \$ 35.00 | Membership | \$ 4,460.00 |
| Constant Contact | \$ 148.00 | Mbrship Online | \$ 1,095.00 |
| General | \$ 384.78 | Note Cards | <u>\$ 103.00</u> |
| Horticulture | \$ 444.18 | | |
| June 30 Event \$ | 450.00 | | |
| Membership | \$ 1,159.10 | | |
| Sculpture Project | \$ 2,650.00 | | |
| Tax Prep | \$ 2,437.00 | | |
| Tot Lot | \$ 926.84 | | |
| Trellis | <u>\$ 5,427.50</u> | | |
| TOTAL | \$14,439.15 | TOTAL | \$ 6,108.00 |

Bank Balances as of 5/31/12

| | |
|--------------|---------------------|
| Checking | \$ 38,872.87 |
| Savings | \$ 51,809.80 |
| CD | \$ 36,943.94 |
| Money Market | <u>\$102,919.71</u> |
| TOTAL | \$230,548.32 |

Website and Internet Communications Report by Christina Sperry

Recent newsletter sent to 534 people, 195 opens, 3.2% bounce backs.

Website is in the process of going through a re-design.

On Twitter there are currently 61 followers – this number is expected to increase.

Membership Report by Beverly Knight

The Social will take place on June 20th at the Living Room, 6:30 pm – 8:30 pm. Appetizers and cash bar will be available. Bring a potential new member.

166 Membership total

\$7000 has been raised thus far

31 people signed up at the last social, 41 people signed up via Pay Pal

Balance of members signed up via mail

Infrastructure Report by Cole Landers

Annual review of Park will take place at the end of July. Cole will schedule a walk-through with his committee.

II. Update on Old Business

Tot Lot: Update from Joanne Hayes-Rines

The issue with the homeless in the Tot Lot has prompted the City of Boston to install 2 new floodlights. A reminder was given to all to call 911 if you see homeless sleeping or drinking anywhere in the Park. It is also recommended to call the Mayor's hot line as well: (617) 635-4500.

Credit Card Machine: Update from Trish Baumer

Attorney General Martha Coakley's office was very responsive and helpful. Also thanks were given to Dick Kimball, Sandra Harcourt, Joanne Hayes-Rines and Trish Baumer for all their diligence in resolving this issue. Thank you notes were exchanged between Joanne and Assistant Attorney General David W. Monahan, Consumer Affair/Antitrust Division.

III. Update on Upcoming Events

Tall Ships/Family Fun Day in the Park: Saturday, June 30th, 10:00 am to 2:00 pm

Mary Marengi and Joanne Hayes-Rines are chairing the event.

Event will start at 10:00 with a parade in the Park. All are welcome and encouraged to participate. Small flags will be handed out and kids can decorate their bikes and scooters. All performers have been confirmed and committee members have been assigned tasks.

Need people to distribute posters throughout the neighborhood – posters were distributed at the meeting.

Need people to be in charge of games – only need to work for an hour.

Winners of games will get coupons to Joe Bono's pushcart.

Navy Band will play at 1:30 pm in the Park.

Century Bank is making a donation and have already agreed to pay for the clown at the Christopher Columbus Day event in October.

Harbor Sunset Cocktail Cruise: Wednesday, July 18th, 7:00 pm – 10:00 pm

Virginia Kimball is chair of this event.

Ticket price is \$45.00 and will be catered by Rock Island, cash bar.

This is a FOCCP members-only event. Members can bring guests.

Old Fashioned Picnic in the Park: Sunday, August 19th, Noon to 4:00pm

Jess Williams and Michele Brogan will chair the event.

Casino Night: Friday, November 16th

Kim Caverly is chair of this event

Event to be held at the Marriott Long Wharf; they will provide the room and food.

Casino Productions is being reviewed by Kim and Joanne. Research will be done via an Attorney General inquiry and reference checking.

Kim is looking for volunteers for this committee. Contact Kim directly if you are interested.

Ticket price and specific time of the event TBD

Sandra Harcourt is working on the Sponsor Program and is developing a brochure to be used when soliciting potential sponsors for donations.

IV. New Business

Joanne is looking into having a poop litterbag dispenser put on the bulletin board.

Meeting adjourned at 7:44pm

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Friends of Christopher Columbus Park
Monthly Meeting Minutes – 7/10/12
Mariners House, Boston, MA

Meeting chaired by Joanne Hayes-Rines called to order at 6:37 pm. 21 people in attendance including Jeremy Fox from the Boston Globe.

Joanne announced Sandra Harcourt has accepted the role as Fundraiser Chair.

I. Committee Reports

Treasurer's Report by Virginia Kimball

As of 6/30/12, account balances were reported.

| Expenses | | Revenue | |
|-------------------|--------------------|------------------|---------------------|
| Blossom Fund | \$ 92.70 | Auction Gala '11 | \$ 230.00 |
| CC Day 2011 | \$ 284.05 | Donations | \$ 220.00 |
| Comm of Mass | \$ 70.00 | Membership | \$ 10,530.00 |
| Horticulture | \$ 1,493.21 | Mbrship Online | \$ 1,370.00 |
| June 30th | \$ 2,143.11 | Note Cards | \$ 103.00 |
| Membership | \$ 1,673.02 | Cruise | \$ <u>495.00</u> |
| Sculpture Project | \$ 2,650.00 | | |
| Tax Prep | \$ 2,437.00 | | |
| Tot Lot | \$ 926.84 | | |
| Trellis | \$ 5,427.50 | | |
| General | \$ 384.78 | | |
| Constant Contact | \$ 222.20 | | |
| Sunset Cruise | \$ <u>115.00</u> | | |
| TOTAL | \$17,919.41 | TOTAL | \$ 12,958.00 |

Bank Balances as of 6/30/12

| | |
|--------------|----------------------|
| Checking | \$ 43,913.83 |
| Savings | \$ 51,868.61 |
| CD | \$ 36,968.23 |
| Money Market | \$ <u>102,928.15</u> |
| TOTAL | \$235,678.82 |

Horticulture Report by Robin Reed

The roses looked great for the Tall Ships/Family Fun Day in the Park on June 30th. The 4th of July roses were blooming. The group finished the trimming of the bushes and is expecting a second bloom to happen soon. The new Echinacea plantings are doing well. Robin reported the group finding beer bottles (a case last Sunday) in the garden along with drug paraphernalia. Meredith is documenting what is being found in the garden and Robin will send an email to Sargent Lema.

Lighting Committee by Joanne Hayes-Rines

Joanne reported for Jay Thompson. The Greenway recently asked her who we use for the Trellis lighting. Joanne provided them with the electric company information.

Membership Report by Beverly Knight

Total FOCCP membership count is 182. 63 new members in 2012. The Social, which took place on June 20th, had a smaller attendance compared to the first social. 3 new members signed up at this event. There was additional interest in membership shown at the June 30th event.

Website and Internet Communications Report by Meghan Denenberg

Meghan reported for Christina Sperry. July newsletter was sent to 541 people. 158 people opened the email, a rate of 30.2%, which is average. 3.1% of emails were undeliverable which is average as well.

A reminder email was sent for the 7/18 Sunset Harbor Cruise on 6/28. Open and bounce rates were similar to those for the July newsletter. Another reminder email will be sent out soon. All were encouraged to buy tickets now.

The FOCCP Website continues to be a work-in-progress. The front page has had a shift in content from general park matters and past events to better highlighting of upcoming events and how people can become involved in the park. The website and images should be loading faster.

If anybody has questions or comments about the website, the newsletter, social media or any other Internet issue, please let Christina or Meghan know via info@foccp.org.

Infrastructure Report by Cole Landers

Annual review of the Christopher Columbus Park will take place at the end of July. Cole will schedule a walk-through with his committee. This group will document what needs attention in the park and what looks good.

The By-Laws committee will get together in the fall.

II. Update on Old Business

Blossom Fund

Joanne provided us with an update on the grant status.

The plan is to expand the current space from 300 sq. ft. to approximately 1250 sq. ft. Cost estimates are as follows:

\$71,000 Construction and development

\$ 8,000 Halvorsen

\$79,000

If the project costs came in at \$100,000, it is proposed that the revenue would be obtained from the following sources.

BLOSSOM FUND. \$50,000

CITY. \$25,000

FOCCP. \$25,000

Joanne asked Commissioner Pollak for the city to pay 25% of the construction/development costs, up to \$25,000. Commissioner Pollak said the funds were not in the 2012-2013 budget but she would find them and encouraged us to "go for it".

Latest proposal was sent to the FOCCP Board and the board approved committing to raise additional funds up to \$25,000.

If we were able to obtain the money from the Blossom fund it would become available in December of 2013. The proposed sculpture for this space was declined because of the way we handled the paperwork. There is still a possibility it could be done in the future.

Tall Ships/Family Fun Day in the Park: This event was held on Saturday, June 30th from 10:00 am to 2:00 pm. Mary Marengi and Joanne Hayes-Rines chaired this great event. 8 members of the USCG marched with us and the Navy Band played at 1:30. Matt Conti's site includes some great pictures – particularly the group shot which was also in the Post Gazette. 15 volunteers contributed to the success of this event. Thank you to all who participated.

Homeless in Park:

Joan has not seen anyone in the Tot Lot ever since the floodlights were installed. Some of the homeless people have moved to the Rose Garden area. Joan has been picking up blankets. It was

reported that human excrement was found in the area. Concern was expressed about the move to the Rose Garden and one idea discussed was to add more lights to the area. It is a safety issue for the Horticulture volunteers and the potential for visitors to have a negative impression after visiting the park. Another idea mentioned was to replace the benches with chairs or narrow benches to dissuade sleeping. . All ideas should be sent to info@foccp.org. Continue to call 911 if you see a homeless person in the park sleeping, drinking or doing something inappropriate. One note made was that the beer bottles and drug paraphernalia may not be coming from the homeless.

III. Update on Upcoming Events

Harbor Sunset Cocktail Cruise: Wednesday, July 18th, 7:00 pm – 10:00 pm

Virginia Kimball is chair of this event.

Ticket price is \$45.00 and will be catered by Rock Island, cash bar.

This is a FOCCP members-only event. Members can bring guests. All were encouraged to sign up before Friday.

Old Fashioned Picnic in the Park: Sunday, August 19th, Noon to 4:00 pm – no rain date

Jess Williams and Michele Brogan will chair the event. This will be a “low key” event compared to the Family Fun Day. There will be a caricaturist from 1-3:30. Michele has asked NEMPAC if they organize arts and crafts. Lemonade and cookies will be provided.

There is a need for volunteers for this event beginning at 11:00 am. They are looking for people who can do 1 hour shifts and assist with serving refreshments, games and setting up tables. Please let Michele or Jeff know if you can volunteer on this day.

Michele to obtain tables from maintenance. Virginia will go to BJ's to obtain table clothes and plates.

Communication Plan: Matt's website, FOCCP website, Regional Review and Posters in neighborhood including pool, Christopher Columbus Tot Lot and Nazzaro Center. Also discussed was distributing posters at the Fisherman's Feast which is the same weekend. Sandra would like to list the names of sponsors on the poster. She will coordinate this effort with Joanne.

Movie Night

Movie night begins on Sunday July 15th. Joe Bono has hired a company to show the movies and they will be setting up an inflatable screen. We need someone to be there to meet them, introduce the movie and talk about FOCCP and thank Joe and Al Dente, Benevento's and Boston Pushcart for sponsoring the event. The following people will do this introduction for each of the movies listed below.

Sunday, July 15 – Airplane: Terry Mirabito

Sunday, July 22 – Sandlot: Joanne Hayes-Rines

Sunday, July 29 – Galaxy Quest: Joanne Hayes-Rines

Sunday, August 5 – The Sting – Sandra Harcourt

Sunday, August 12 – Hugo: Joanne Hayes-Rines

Sunday, August 19 – The King's Speech: Jess, Virginia or Sandra

Joanne to develop a flyer to handout at each movie.

If cancelled due to rain, we will send out an email.

Casino Night: Friday, November 16th

Kim Caverly is chair of this event but Joanne provided an update at this meeting.

Event to be held at the Marriott Long Wharf; they will provide the room and food. The price is still being negotiated. Heavy appetizers, desserts, a DJ and a cash bar will be provided.

Casino Productions was reviewed by Kim, Joanne and Kathy. They are very professional and the decision was made to utilize them for this event.

A limited silent auction is being considered. Also being considered is a live auction. We expect approximately 200 people at this event. Ticket price and specific time of the event TBD.

IV. Additional Updates

Sponsorship Program:

Sandra Harcourt updated us on the Sponsorship Program she is developing. She is creating a brochure to educate potential sponsors on what the FOCCP group does and include information such as expenses. An internal document will be created which will outline this program. In summary, there will be various levels of sponsorships; the higher level the sponsorship, the greater number of "mentions" e.g. website, FOCCP events. Sandra would like to work with each committee chair on communications related to each upcoming event. Consistency in messaging will be key and this structure will help us be more efficient. Sandra will provide more details at the next FOCCP meeting.

Dog play-date meeting:

This meeting was held tonight in the Christopher Columbus Park. Concern was expressed about having Christopher Columbus Park known as where dogs can run around without a leash. Joanne reported she had recently received a call from someone who reported that their 2 year-old was knocked over by a bulldog. It was noted that the signs in the park related to no dogs and no bikes are posted up too high.

Greater and Greener Conference:

Joanne Hayes-Rines to attend this conference in NYC and will report back on what she learns.

Meeting adjourned at 8:04pm

Friends of Christopher Columbus Park
Monthly Meeting Minutes – 8/14/12
Mariners House, Boston, MA

Meeting chaired by Joanne Hayes-Rines called to order at 6:36 pm. 17 people in attendance.

Introductions: New and existing members introduced themselves.

I. Committee Reports

Horticulture Report by Mary Ann Esparo

The committee is working hard and as a result, the rose garden is looking spectacular. The group will now focus on the crescent area. Due to the issues with the homeless people in the rose garden, this area is now locked on Friday, Saturday and Sunday evenings. There has been a problem getting the area unlocked on Monday morning. Mary Ann is working on resolving this issue. We learned all maintenance people have keys and there is a key in the shed for us to unlock the gate if necessary.

The large leaf plants commonly known as “elephant ears” and seen along the walkway from the statue to Richmond Street look great and have received many accolades. Thanks to the City of Boston Parks Department for taking the chance on this tropical plant called Taro. There was concern these plants would not do well in Park but, as we can all see, they are thriving!

The horticulture group meets on Wednesday evenings at 6:00 pm and Sunday mornings at 9:30 am for one hour.

Membership Report by Beverly Knight

2012 Membership numbers were reported:

| | |
|-----------|---|
| \$8515.00 | Donations from memberships |
| 204: | Paid members |
| 69: | New members |
| 61: | Members who paid via Pay Pal |
| 557: | Number of contacts who receive our newsletter |
| 192: | “Friends” on Face Book |

There will be a membership table at the Picnic in the Park. All ideas to gain new members are welcome and encouraged. A suggestion was made to contact a dog owners group called “Ruff”. Beverly to follow up.

Website and Internet Communications Report by Christina Sperry

The August newsletter was sent to 557 people. 28.4% opened the email and there were 3.8% bounce backs. These are all average numbers.

There were weekly reminders sent out about the Sunday night movies. Opened and bounce back percentages were similar to the monthly newsletter.

The FOCCP Website continues to be a work-in-progress; a redesign is in process. Thanks to Meghan Denenberg for all of her assistance!

If anybody has questions or comments about the website, the newsletter, social media or any other Internet issue, please let Christina know. Suggestions and new pictures are always welcome and can be sent to info@foccp.org.

Meghan let the group know The Golden Goose recently gave her \$500.00 which represents revenue from the cards sold at the counter.

Treasurer's Report by Joanne Hayes-Rines

As of 7/31/12, YTD account balances were reported.

| Expenses | | Revenue | |
|-------------------|--------------------|----------------|---------------------|
| Blossom Fund | \$ 92.70 | Donations | \$ 220.00 |
| CC Day 2011 | \$ 284.05 | Note Cards | \$ 103.00 |
| Comm of Mass | \$ 70.00 | Auction | \$ 230.00 |
| Horticulture | \$ 4,150.21 | Membership | \$ 10,846.00 |
| June 30th | \$ 2,480.45 | Memb Online | \$ 1,690.00 |
| Membership | \$ 1,673.02 | Cruise | \$ 3,645.00 |
| Sculpture Project | \$ 2,650.00 | Raffle | \$ 316.00 |
| Tax Prep | \$ 2,437.00 | | |
| Tot Lot | \$ 926.84 | | |
| Trellis | \$ 5,427.50 | | |
| General | \$ 596.97 | | |
| Constant Contact | \$ 259.39 | | |
| Sunset Cruise | \$ 2,120.00 | | |
| Movie Night | \$ 30.79 | | |
| Insurance | \$ 691.00 | | |
| Casino Night | \$ 1,000.00 | | |
| Savings Account | \$ <u>350.00</u> | | |
| TOTAL | \$25,239.92 | TOTAL | \$ 17,050.00 |

Bank Balances as of 7/31/12

| | |
|--------------|---------------------|
| Checking | \$ 37,619.91 |
| Savings | \$ 51,927.14 |
| CD | \$ 36,993.35 |
| Money Market | <u>\$102,932.65</u> |
| TOTAL | \$229,473.05 |

We are transitioning from having a majority of our funds raised at the annual Gala to obtaining revenue generated from a combination of events such as Casino Night and through sponsorships. Sponsors will be recognized at multiple events throughout the year. The new sponsorship program is in the final stages of development and will be rolled out next month. One person will be assigned to each potential sponsor. If you have suggestions on who should be contacted to be a sponsor, let Joanne know.

Infrastructure Report

Cole Landers was not present but two of his committee members, Jim Salini and Pam Giroud, reported the following information. The annual review of Park took place at the end of July. The walk-through with the committee identified some safety issues, the need for barrel and bench replacements, un-even walkways and noted that some patching has worn out. Cole is documenting a full report.

II. Update on Old Business

Sunset Harbor Cruise

Joanne reported on behalf of Virginia. Although the funds raised from this event were smaller than last year, it was still a fantastic evening. The skies cleared just as the boat departed and it was a beautiful evening. The food, catered by Rock Island, was enjoyed by all. Anne and Joanne both received emails from people telling them how much they enjoyed this event. It was agreed this is a wonderful tradition we need to continue.

Thanks again to Boston Best Cruises for donating the boat! Details on revenue and expenses from this event are as follows:

| | |
|----------------|------------------|
| Tickets Sales: | \$3645.00 |
| Expenses: | \$1800.00 (food) |
| | \$ 320.00 (tips) |
| Revenue | \$1545.00 |

The projected revenue for this event was \$4,000 because last year's revenue was \$3,000. So, we have a budget shortfall of \$2475. We hope to make this revenue up in sponsorships, membership and the Casino Night fundraiser.

Blossom Fund

Joanne is continuing to work hard to obtain this grant money. She is currently waiting to obtain information from the Parks Department before responding to the most recent request for additional information due on September 10th. Joanne reported she is getting great support from the city.

The sculpture, discussed for this location, is on hold for now.

Homeless in Park:

Joan reported 2 people in the tot-lot recently but there are many less people since the floodlights were installed. It's also been helpful to have kids playing in the park until 8:30 pm. Police are now walking and biking through the park. There was also a write up in the North End Regional Review about the homeless situation. Continue to call 911 if you see a homeless person in the park sleeping, drinking or doing something inappropriate.

Joanne is working on getting floodlights fixed the rose garden area.

III. Update on Upcoming Events

Old Fashioned Picnic in the Park: Sunday, August 19th, Noon to 4:00pm – no rain date

Jess Williams and Michele Brogan will chair the event. Joanne let us know the Aquarium will be donating a small pool. There will also be a caricaturist and NEMPAC will provide Arts and Crafts. Lemonade and cookies will be available. Additional volunteers are needed for this event. Contact Michele if you are available to assist.

Movie Night

Two movies were cancelled because of bad weather so Joe agreed to extend them until September 9th.

The movies left are:

Sunday, August 19 – The King's Speech

Sunday, August 26 – Galaxy Quest

Joanne is looking for someone to introduce the 19th and 26th movies. Mardie Hinkley and Ann Babbitt will introduce the August 19th movie.

Casino Night: Friday, November 16th

Joanne provided an update at this meeting. Kim Caverly is Chair of this event and Pamela Herring is the Silent Auction Chair. Volunteers are needed to get involved in the planning. A sign-up sheet was passed around at the meeting. You can also send an email to info@foccp.org if you are interested in helping out. Baskets will be put together for auction items along with a small number of "high profile" items which in the past have generated a good amount of revenue. Two nights stay in Los Vegas will be donated as an auction item by the owner of Casino Productions.

Event to be held at the Marriott Long Wharf; they will provide the room and food. The estimated ticket price is \$100.00 – final pricing to be determined in the near future. Heavy appetizers, desserts, an Emcee/DJ and a cash bar will be provided. The goal is to have approximately 200 people attend this event.

Columbus Day Event

Ann Babbitt will co-chair this event with Joanne Hayes-Rines

IV Other Updates

Urban Parks Conference

Joanne recently attended this “greater and greener” conference in NYC. It was the largest urban park conference ever. Many people attended including international representatives from Brussels, Australia, Mexico, Hong Kong and more. Joanne did a tour of playgrounds in NYC and concluded they really like sandboxes. NYC does lock up their tot-lots at night. Because many of the NYC parks are larger, they can offer a variety of activities such as golf. The imagination playground was also a highlight. Another focus was on making parks healthy by offering tai chi, yoga and exercise stations. Kathy Ray to look into the exercise stations as a possibility for the Christopher Columbus Park.

Meeting adjourned at 7:55 pm

Friends of Christopher Columbus Park
Monthly Meeting Minutes – 9/11/12
Mariners House, Boston, MA

Meeting chaired by Joanne Hayes-Rines called to order at 6:38 pm. 22 people were in attendance.

Introductions: New and existing members.

I. Committee Reports

Horticulture Report by Robyn Reed

The committee has been focused on cleaning up the Crescent area which was flattened by the recent storm. The late summer bloom of the roses was wonderful. Better mulch and dead heading throughout the summer may have contributed to the beautiful and abundant roses. The cleaning will continue until the end of October however, the group may stop working on Wednesday evenings sooner due to darkness.

Robyn spoke with Warren from the Parks Department who apologized for not consistently unlocking the rose garden on Monday mornings. He explained there are only 11 park rangers in the city. We were reminded there is a key in the shed for us to unlock the gate if necessary. It was mentioned we will likely stop locking the rose garden in the winter.

The horticulture group meets on Wednesday evenings at 6:00 pm and Sunday mornings at 9:30 am for one hour.

Membership Report by Beverly Knight

2012 Membership numbers were reported:

| | |
|----------|--|
| \$10,125 | Donations from memberships |
| 259 | Paid members |
| 83 | New members |
| 176 | Renewing members |
| 8 | Businesses have contributed a total of \$1550.00 |

Over 200 Likes on Facebook!

Website and Internet Communications Report by Christina Sperry

The September newsletter was sent to 558 people. 28% opened the email and there were 2.2% bounce backs. These are all average numbers.

There were 2 reminders sent out about the Sunday night movies. Opened and bounce back percentages were similar to the monthly newsletter. Thanks were given to Mardie Hinkley and Ann Babbitt who did the introductions at the final movie nights.

A webpage was added to the FOCCP website providing details on Casino Night. Thanks to Meghan Denenberg for all of her assistance!

If anybody has questions or comments about the website, the newsletter, social media or any other Internet issue, please let Christina know. Suggestions and new pictures are always welcome and can be sent to info@foccp.org.

Treasurer's Report

Audrey Tortolani reviewed the YTD numbers on behalf of Virginia Kimball.

As of 8/31/12, YTD account balances are as follows:

Expenses

| | |
|-------------------|------------------|
| Casino Night | \$ 1500.00 |
| Picnic 8/30 | \$ 602.43 |
| Blossom Fund | \$ 92.70 |
| Comm of Mass | \$ 70.00 |
| Horticulture | \$ 4,243.43 |
| June 30th | \$ 2,480.45 |
| Membership | \$ 1,673.02 |
| Sculpture Project | \$ 2,650.00 |
| Tax Prep | \$ 2,437.00 |
| Tot Lot | \$ 926.84 |
| Trellis | \$ 5,427.50 |
| General | \$ 716.97 |
| Constant Contact | \$ 296.58 |
| Sunset Cruise | \$ 2,120.00 |
| Movie Night | \$ 30.79 |
| Insurance | \$ 691.00 |
| Website service | \$ 239.99 |
| CC Day 2011 | \$ 284.05 |
| Savings Account | \$ <u>400.00</u> |

TOTAL \$26,882.75

Revenue

| | |
|-------------|------------------|
| Donations | \$ 220.00 |
| Note Cards | \$ 603.00 |
| Auction | \$ 230.00 |
| Membership | \$ 10,946.00 |
| Memb Online | \$ 1,740.00 |
| Cruise | \$ 3,645.00 |
| Raffle | \$ <u>216.00</u> |

TOTAL \$ 17,600.00

Account Balances as of 8/31/12

| | |
|--------------|----------------------|
| Checking | \$ 35,804.20 |
| Savings | \$ 51,986.82 |
| CD | \$ 37,009.06 |
| Money Market | \$ <u>102,937.01</u> |

TOTAL \$227,737.09

Infrastructure Report

Cole Landers was not present but Jim Salini reported there was no new news. He is waiting for the report from Cole.

Fundraising Report by Sandra Harcourt

Joanne Hayes-Rines said a few words before Sandra's report. She explained how the FOCCP raised money in the past primarily via the annual Gala. This year's funds will be raised from a variety of events including the Sunset Harbor Cruise, Casino Night and through sponsorships. There are more events in the Park and therefore, a greater opportunity to recognize sponsors. We will have a more focused approach on sponsorships this year and Sandra had taken the lead in developing this program.

Sandra reviewed the new brochure developed as a tool to explain the program to potential sponsors. There are 4 sponsorship levels, Platinum, Gold, Silver and Bronze. The higher the sponsor level, the

more community visibility and recognition the sponsor will receive. Sandra indicated this was a transition year and the revenue target is \$35,000 via the program this year. It will take time to build these relationships and the new brochure will assist in explaining the value proposition to these potential sponsors. Below are more specifics on the sponsorship program.

Platinum Sponsor: \$10,000

- Company Logo on FOCCP newsletter and website with direct link to company website from FOCCP website for a whole year.
- Company will be recognized as a sponsor of all FOCCP events (movies excluded), on all promotional materials, including FOCCP e-newsletter, website posters and press releases.
- Receive 6 tickets to the Annual FOCCP Harbor Sunset Cruise.
- Recognized as supporter of FOCCP on the bulletin board in the park for 12 months.
- Casino Night recognition to include;
 - Company recognition throughout the evening by the Emcee indicating company is a sponsor of the Christopher Columbus Park.
 - Guest spins on the roulette wheel.
 - Gaming table sponsorship. The company name will be featured on a gaming table.
 - Company name printed with every invitation.
 - Company name printed on the Casino Night Posters/Flyers.
 - 4 tickets to Casino Night (value: \$460) and \$1500 "Casino Cash" for each guest.

Gold Sponsor: \$5,000

- Company logo will appear on FOCCP website and FOCCP e-newsletters.
- Company will be recognized as a sponsor of three events (your choice – movies excluded) on all promotional materials, including FOCCP newsletter website, posters and press releases.
- Receive 4 tickets to Annual FOCCP Sunset Harbor Cruise.
- Recognized as supporter of FOCCP on bulletin board in the park for 3 months
- Casino Night recognition to include:
 - Company recognition throughout the evening by the Emcee indicating company is a sponsor of the Christopher Columbus Park.
 - Guest spins on the roulette wheel.
 - Gaming table sponsorship. Company name will be featured on a gaming table
 - Company name printed with every invitation.
 - Company name printed on the Casino Night Poster / Flyers.
 - 2 tickets to Casino Night (value: \$230) and \$1500 "Casino Cash" for each guest.

Silver Sponsor: \$2,500

- Company logo will appear on FOCCP website and FOCCP e-newsletters.
- Recognition in press releases and posters and support of one event (your choice – movies excluded).
- Receive 2 tickets to annual FOCCP Sunset Harbor Cruise and featured event sponsor.
- Recognition as a supporter of FOCCP on bulletin board in park for one month.
- Casino Night recognition to include:
 - Guest spins on the roulette wheel.

Bronze Sponsor: \$1,000 - \$2,499

- Company logo will appear on FOCCP website and FOCCP e-newsletters.
- Recognition as supporter of FOCCP on bulletin board in the Park for one month.
- 2 tickets to Annual FOCCP Sunset Harbor Cruise.

Joanne will be responsible for contacting the high profile potential sponsors; many have contributed in the past and there are existing relationships. Sandra distributed a list of other potential sponsors and she asked those at the meeting to sign up if you would like to speak with a potential sponsor. Let Sandra know if there are additional sponsor targets you believe should be contacted. You can contact her via info@foccp.org.

II. Update on Old Business

Blossom Fund

Joanne let us know she has been asked additional questions by the Blossom Fund Committee and she is gathering information before responding. One potential issue she was made aware of is the possibility that the original Christopher Columbus Park design committee may express their concern about how the funds would be used. As it turns out, back when the Park was being re-designed, the Park did not follow the exact plans provided by the design committee. Only minor adjustments were made. Toni Pollak has continued to be very supportive; she is encouraging the FOCCP to apply for the beautify Boston Grant for \$25,000.

III. Update on Upcoming Events

Christopher Columbus Day: Monday, October 8, 2012, 10:45 am -3:00 pm

Ann Babbitt, Mary Marengi and Joanne Hayes-Rines are co-chairs.

This group is looking for committee members and during the meeting, a sheet was passed around for people to sign up to help plan this event. The first committee meeting will be held on Monday, September 17th at 6:30 pm at Joanne's home.

The line-up for the parade will begin at 10:45. We are in the process of confirming Mayor Menino, the Italian Consul General and others will attend. Entertainment will include: a juggler, marionette show, magician, Big Joe the storyteller, and NEMPAC (crafts), We are still waiting to see if Susie the clown and NE aquarium will participate as well.

Land O'Lakes will donate \$2500 to FOCCP so they can distribute a new Italian cheese from their vehicle in the park. Joanne has already obtained permission from the city.

Joanne let us know she is trying to get either a fire truck or a duck boat for the day. Sandra has a connection at the National Guard.

Casino Night: Friday, November 16, 2012, 7:00 pm – 11:00 pm at the Marriott Long Wharf in the Harborview Ballroom.

Joanne provided an update on behalf of Kim Caverly who is chair of this event. A great company has been hired to run the casino aspect of the evening. Here are some details:

7:00 pm – 8:00 pm: Cocktails, view Silent Auction items

8:00 pm – 11:00 pm: Gaming tables open

Heavy appetizers, desserts, a cash bar and an Emcee/DJ will be provided

Tickets \$115

Below is a summary of what was discussed:

- Each person is given \$1000 of "casino money". Additional chips can be purchased. We will likely designate someone to sell additional chips and have the Emcee promote throughout the event.
- One sponsor can have their Company name on the casino money for an additional donation.
- There will be a photo booth free to guests. There will an opportunity to promote a sponsor by putting their name on the frame of each photo.
- The goal is to sell 200 tickets to this event.
- The first committee meeting is Thursday, September 27th at 6:30 at the Mariners House.
- A poster will be created publicizing the event and we will ask people to distribute them around the North End.
- Silent auction items will be minimal. In addition, gift baskets will be created and raffle tickets can be bought the night of the event. Attendees can elect which baskets they would like to

place their raffle tickets; the more tickets, the better chances the person will have to win.
“Winners” at the end of Casino night will be given extra raffle tickets.

- We are looking for a local company to donate pastries for the event.

Meeting adjourned at 8:08 pm

Friends of Christopher Columbus Park
Monthly Meeting Minutes – 10/9/12
Mariners House, Boston, MA

Meeting chaired by Joanne Hayes-Rines called to order at 6:33 pm. 20 people were in attendance.

Introductions: New and existing members.

I. Casino Night update

Kim Caverly reviewed the plans for this event planned for Friday, November 16, 2012, 7:00 pm – 11:00 pm at the Marriott Long Wharf in the Harborview Ballroom.

7:00 pm – 8:00 pm: Cocktails, view Silent Auction items

8:00 pm – 11:00 pm: Gaming tables open.

Heavy appetizers, desserts, a cash bar and an Emcee/DJ will be provided
Tickets \$115. The goal is to sell 200 tickets to this event.

Kim introduced Grant Thayer, President of Casino Productions who provided more specifics about the casino part of the evening.

- At 8:00, Joanne and Grant to introduce maybe the Mayor who will officially open the gaming tables.
- Each person is given \$1000 of “casino money”. Additional chips can be purchased and the Emcee and other FOCCP volunteers will promote / sell throughout the event. \$20 for 1000 extra casino cash is an option. We decide what the cost will be.
- Grant let us know the dealers will be instructive.
- There will be 7 tables set up. 4 Black Jack, 1 Craps, 1 Roulette Wheel, 1 Texas Hold Um. There are purposely not as many tables/seats as there are people so there will likely always be a wait or a crowd around a table. This will help to generate interest. People will move from table to table.
- At the end of the evening, each person who has casino money will “cash out” for “drawing tickets”. They will put these tickets into containers representing different raffle items. An example of a raffle item is the trip to Vegas.
- We need to decide if people have to be there in person in order to win.
- Throughout the evening there will be giveaways. As an example, the Emcee might say, “the next person who has Black Jack wins a Dunkin Donuts gift card.”
- There will be a photo booth free to guests. There will an opportunity to promote a sponsor by putting their name on the frame of each photo.
- Grant provides the raffle tickets and they also print the money. We are still looking for a sponsor to have their Company name on the casino money for an additional donation (\$1000)

Silent Auction/Raffle Items discussion summary:

- There are 3 “buckets” of items:
 - Silent Auction items (approximately 12 – example is trip to Scotland)
 - Raffle items (Baskets, Los Vegas)
 - Miscellaneous Items to giveaway during evening.
- We discussed sending an email each week recognizing those FOCCP volunteers who obtained donated auction items and a description of each item. It was decided all people who normally receive the newsletter should also receive this information. Before sending out this information, we need to get the permission from the FOCCP member.
- In general, we need to do a better job explaining each of the auction items.
- Ask Laurie Cadigan if you want to know more about the auction items. Her email address is laurie@concordre.com
- 8-12 Baskets is the goal.

- Laurie to send an email to the Ladies group twice a week with an update.
- Sandra asked about the logistics of distributing the “quick wins”. Will these items need to be in an envelope?
- Forms for donations were distributed at the meeting and are also available on the website.
-

Sponsorship discussion summary:

- We could have “table sponsors” and consider having multiple sponsors per table. E.g. condo association table.
- We need to make sure we are highlighting sponsors who have paid a lot - \$5000 vs. 500.
- Sandra to obtain flowers for the major sponsors.
- There may be a special cocktail hour for key sponsors.
- We would ideally like to have our costs covered before the event but need to keep the donations for general FOCCP sponsorship separate.

Committee Chairs for this event:

Silent Auction / Raffle Items: Laurie and Maggie Cadigan

Tickets / Check In for paid guests: Virginia Kimball

Patricia Sabbey: Raffle ticket and Casino cash sales

Michele Brogan and Kim Caverly: Co-chairs for decorations

Greeters: Anne Tagliaferro

Poster Distribution: Meredith Piscitelli, Laura Benevento, Kathleen Tedesco

Marketing: Christina Sperry

Dessert: Ann Babbitt

Photo Booth: Ann Babbitt

II. Committee Reports

Horticulture Report by Mary Ann Esparo

The work in the Rose Garden is ending for the season. There is still work being done in the Crescent area and Mary Ann recognized and thanked Ann Babbitt for the work she has done on her own in this area. A thank you was also given to Joseph who is helping to cut down the top layer of the rose bushes.

The Horticulture group is now only meeting on Sunday mornings at 9:30 am for one hour.

Membership Report by Beverly Knight

2012 Membership numbers were reported:

\$11,775 Donations from memberships

264 Total membership

205 Likes on Facebook!

Website and Internet Communications Report by Meghan Denenberg

September 2012 FOCCP Newsletter:

The September newsletter was sent to 558 people on September 4th. 163 people opened the newsletter – this is a 29.9% open rate. There were 12 bounce backs or 2.2% of the total. These numbers are all average numbers.

Casino Night Newsletter Blasts:

Two email reminders about Casino Night were sent in September. The first one was sent on September 17th to 562 addresses and had 281 opens, which is larger than usual. The second Casino Night reminder was sent on September 24th to 562 addresses and had 153 opens, which is about

average. The increased open rate for the first email was probably due to the "From" field identifying the Mayor as well as the Friends of Christopher Columbus Park. If/when we have sponsored or co-events with the city, we should probably continue sending reminders with a modified "From" field like this to help pique interest and increase exposure.

FOCCP Website Improvements:

A weddings section has recently been added to the website. FOCCP regularly get inquiries about weddings in the Park and many of us have probably seen wedding parties getting pictures taken there. This section of the website is intended to provide logistical information about permits and cost related to weddings and wedding photography in the Park and to help encourage people to continue using the Park for their wedding pictures. Thank you to Meghan for getting this project off the ground.

Idea from Sandra Harcourt: Add links to articles, such as the Boston Globe news on FOCCP, in the newsletter.

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.

Treasurer's Report

Virginia Kimball reviewed the year-to-date numbers.

As of 9/30/12, YTD account balances are as follows:

| | |
|-------------------|------------------|
| Expenses | |
| Casino Night | \$ 1500.00 |
| Picnic 8/30 | \$ 748.84 |
| 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 | \$ 5,427.50 |
| General | \$ 716.97 |
| Constant Contact | \$ 333.77 |
| Sunset Cruise | \$ 2,120.00 |
| Movie Night | \$ 30.79 |
| Insurance | \$ 691.00 |
| Website service | \$ 239.99 |
| CC Day 2011 | \$ 284.05 |
| Savings Account | \$ <u>450.00</u> |

TOTAL **\$27,140.66**

| | |
|----------------|------------------|
| Revenue | |
| Casino Night | \$ 1,150.00 |
| Donations | \$ 720.00 |
| Note Cards | \$ 603.00 |
| Auction | \$ 230.00 |
| Membership | \$ 11,141.00 |
| Memb Online | \$ 1,790.00 |
| Cruise | \$ 3,645.00 |
| Raffle | \$ <u>216.00</u> |

TOTAL **\$ 19,495.00**

Account Balances as of 9/30/12

Checking \$ 37,592.36

Savings \$ 52,094.52

CD \$ 37,024.27

Money Market \$102,941.23

TOTAL **\$229,652.38**

Infrastructure Report

Cole Landers was not present so no report was given.

Fundraising Report by Sandra Harcourt

Sandra let us know we are half way to meeting our goal of \$35,000. Thanks were given to Joanne and Meghan for their work in securing sponsors. All were encouraged to reach out to condo associations to become sponsors. We reviewed sponsorships already attained and discussed those who still need to be contacted.

III. Update on Old Business

Columbus Day Event

The event was a great success. Ann Babbitt, Mary Marengi and Joanne Hayes-Rines were co-chairs. After a parade through the Park, State Representative Aaron Michlewitz placed the wreath at the foot of the statue and Francisco Urena, the City of Boston's Commissioner of Veterans' Services, attended. Entertainment included Jenny the Juggler, Peter O'Malley Magician, Big Joe the Storyteller, the Tanglewood Marionettes and Cornell's a cappella group Last Call was fabulous. NEMPAC had a very busy crafts table, the Aquarium's Traveling Tide Pool exhibit was a hit and the games provided by the Greenway were very popular.

Frankie Boyer donated 400 bags of the snack, Chunky Monkey. We'd like to get the name of the contact to send them a thank you note.

Patricia and Norman gave away coupons for hot dog gift certificates.

There were about 1000 people in attendance.

The event ended by 3:00 pm.

Matt Conti hosted a wonderful after party for the volunteers at his home.

The raffle generated \$115 in donations.

Sales of note cards by Neil Denenberg's adorable granddaughters and nieces brought in \$212

The Land O'Lakes truck was very busy distributing cheese for which they donated \$2500 to FOCCP.

Next Step Living, which does home energy evaluations, donated \$150 to FOCCP for a table at the event.

Approximate Costs and Revenue:

Costs: \$3400

Revenue: \$2800

Meredith Piscitelli has posted pictures of the event on Facebook.

Jeremy Fox of boston.com posted 19 pictures with great comments.

Matt Conti posted wonderful pictures on northendwaterfront.com.

IV. Update on Upcoming Events

Trellis Lighting

Monday November 19th at 5:30 pm

Leahy Landscaping has proposed starting the trimming of the wisteria beginning on October 22nd. They are also recommending fertilizing the wisteria so the total cost would be \$3360.

Joanne met with Lauren Patrick of the Parks Department and they are contracting NEMPAC for entertainment and we agreed the bell ringing children were wonderful. They will also contact Starbucks for coffee and hot chocolate. Joanne will ask the Marriott GM about donating cookies. Virginia Kimball will get candy canes.

Sandra to ask Jay about the "Big Switch".

Santa Claus will be at the event.

V. New Business

Elliott School turns 300! We've been invited to have a table at their celebration on Saturday, October 20th from 2:00 pm – 5:00 pm. This would not be a fundraiser but an invitation for us to spread the FOCCP word. Joanne to look into getting pencils with the FOCCP name on them as a giveaway. It was agreed the giveaway should be made in the USA and be related to the Park. Any additional ideas should be shared with Joanne.

Beautify Boston Grants. The City of Boston grants range from \$5,000 to \$25,000. We will apply for \$25,000 grant as part of our efforts to get the \$50,000 Blossom Fund grant. Deadline is November 15th. Joanne will work with Kathy Ray and the Board to write the grant. Winner will be announced January 2013.

Previous months minutes were accepted as presented.

Meeting adjourned at 8:06 pm

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 7th 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 1st 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.

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 19th 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 1st 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