



Friends of Christopher Columbus Park

October 10, 2020 Meeting

ZOOM

Chairing Meeting: Joanne Hayes-Rines
Recording Minutes: Laura Benvenuto, Clerk
Meeting began 6:33 p.m.

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

Deputy Director of Constituent Services: Cherri Hill introduced by Joanne. She lives in the North End. She's an Airforce Veteran, committed to Public Service. She's a native of Oklahoma and is working with Aaron.

Election of Officers: MaryGaye

We postponed the original date because of COVID. President, Vice President, Treasurer, Clerk and two Directors at Large.

Self-Nominated people:

Joanne — President

Ann Babbitt — Vice President

Allison Seavey — Treasurer

Laura Benvenuto — Clerk

Director at Large — Susanne Lavoie

Second Director at Large — Patricia Sabbey

This is an uncontested slate. No other nominations, so slate is accepted.

COMMITTEE REPORTS

- **Horticulture Report: Robyn Reed**

“Garden of Hope” plants removed Great showing of volunteers.

Divided and replanted hosta in shade garden.

Cut back echinacea and fed crescent garden plants

Cleaned out shed - will move everything to Parks Dept. Garage Monday 10/19, 9 a.m.

Multiple people have helped clean out the shed because the Parks Dept. has found mold growing in the walls, which needs to be removed. Everything will be moved into the garage.

Park Art Report:

State of Play by Now & There, will be coming down. Kate Gilbert looking for feedback about installation. Robyn will send info to the group for feedback. Everyone will contact Kate directly.

Designed bats for under trellis – 9 volunteers cut out and helped hang for Fall Festival Park Art being done for Pumpkin Patch Festival. Bats & Pumpkins.

- **Fall Festival: Ann Babbitt**

We're all set for our Pumpkin Patch pop-up event featuring the Great Pumpkin. Thursday, Oct. 15th and Friday, Oct. 16th from 2 – 5 p.m. and Saturday, Oct. 17th from 11 a.m.-2 p.m. Unfortunately the weather isn't cooperating. The good news is we aren't dependent on the weather. We don't have a set schedule. If we have a rain out we can hold the event the next day. We'll have the event for 3 days...whenever the sun shines. Please stay tuned and stop by.

The Great Pumpkin created by Robyn -size of the center bed in the Rose Garden. Bats under the Trellis. Created from cheese trays. The manager from Market Basket donated 150 trays that we created into bats. Invitation by Patricia sent to the Mother's group by Meghan. Emails will be sent out the night before the day of the event. We have little favors for the children since we can't give out candy. One pumpkin per child. Ann will have sheet for everyday for those who have said they will volunteer. Very flexible.

Special Halloween music by Lidia Vitello and MaryGaye. 1 1/2 hr of music for kids. 5 hrs. of music for everyone else. But having trouble with the electricity. Robyn has box fan to blow up pumpkin. Electricity coming from light pole. No problem with this. As for other electricity we're waiting for electrician tomorrow to advise on what can be done. Other electricity was because Blue lights were on. Now it's a different problem since no trellis lights are on. MaryGaye will be there tomorrow.

- **Membership report: MaryGaye**

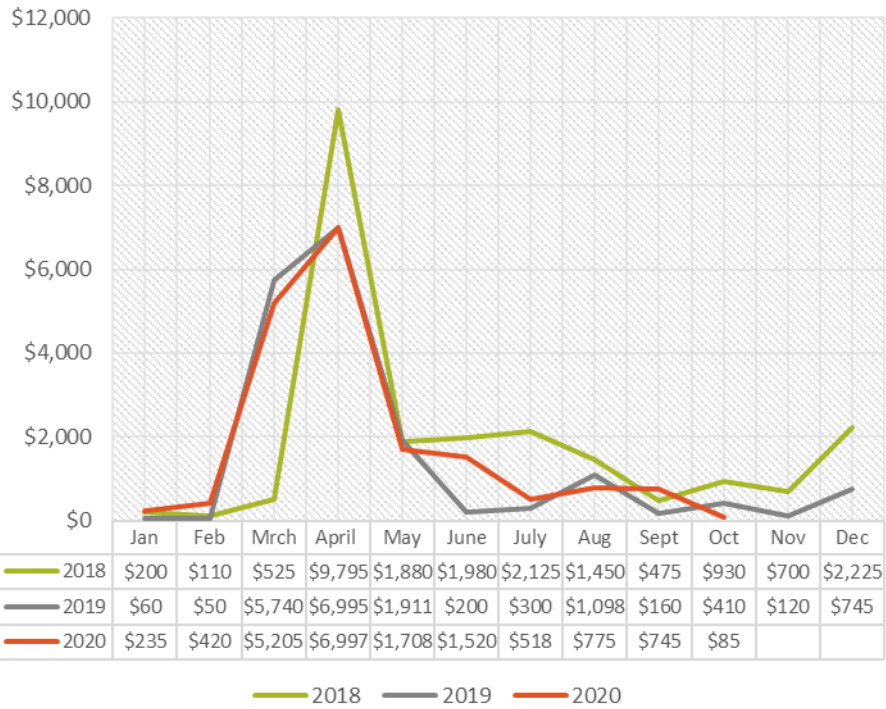
YTD Membership Results, October 2020 compared to Year End 2019

| Total General Membership | | | | Renewals | | | New | | | Business Renewals | | |
|--------------------------|------------|-----------------|--------------|------------|-----------------|--------------|-----------|----------------|-------------|-------------------|--------------|--------------|
| 2020 Year to Date | Members | Donation | Per Member | Members | Donation | Per Member | Members | Donation | Per Member | Members | Donation | Per Member |
| January | 3 | \$235 | \$78 | 3 | \$235 | \$78 | 0 | \$0 | \$0 | 0 | \$0 | \$0 |
| February | 5 | \$420 | \$84 | 2 | \$220 | \$110 | 3 | \$200 | \$67 | 0 | \$0 | \$0 |
| March | 46 | \$5,205 | \$113 | 44 | \$5,005 | \$114 | 1 | \$100 | \$100 | 1 | \$100 | \$100 |
| April | 44 | \$6,997 | \$159 | 39 | \$6,647 | \$170 | 4 | \$250 | \$63 | 1 | \$100 | \$100 |
| May | 17 | \$1,708 | \$100 | 11 | \$883 | \$80 | 5 | \$725 | \$145 | 1 | \$100 | \$100 |
| June | 24 | \$1,520 | \$63 | 23 | \$1,470 | \$64 | 1 | \$50 | \$50 | 0 | \$0 | \$0 |
| July | 9 | \$518 | \$58 | 7 | \$458 | \$65 | 2 | \$60 | \$30 | 0 | \$0 | \$0 |
| August | 7 | \$775 | \$111 | 5 | \$275 | \$55 | 2 | \$500 | \$250 | 0 | \$0 | \$0 |
| September | 6 | \$745 | \$124 | 5 | \$245 | \$49 | 0 | \$0 | NA | 1 | \$500 | \$500 |
| October | 2 | \$85 | \$43 | 0 | \$0 | NA | 2 | \$85 | \$43 | 0 | \$0 | NA |
| Year to Date | 163 | \$18,206 | \$112 | 139 | \$15,436 | \$111 | 20 | \$1,970 | \$99 | 4 | \$800 | \$200 |
| 2020 vs. 2019 | 79% | 102% | 129% | 80% | 97% | 120% | 61% | 109% | 180% | | | |
| Variance to 2019 | -43 | \$417 | \$25 | -34 | -\$548 | \$19 | -13 | \$165 | \$44 | | | |

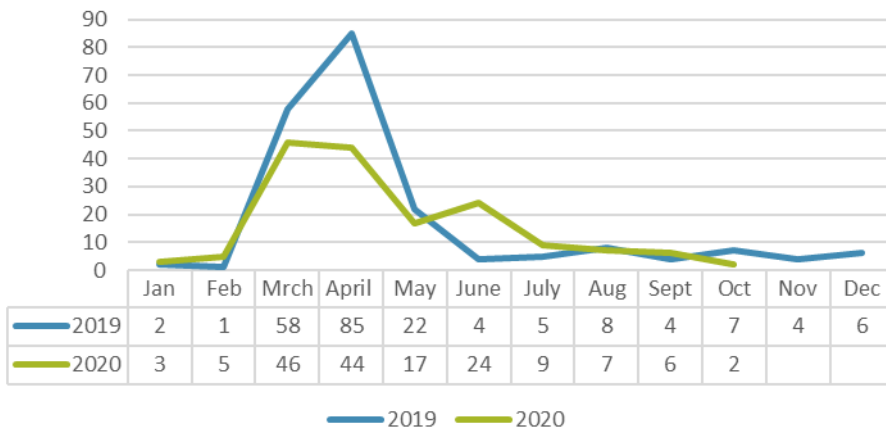
| Total General Membership | | | | Renewals | | | New | | |
|--------------------------|---------|----------|------------|----------|----------|------------|---------|----------|------------|
| 2019 Year End TOTAL | Members | Donation | Per Member | Members | Donation | Per Member | Members | Donation | Per Member |
| Total | 206 | \$17,789 | \$86 | 173 | \$15,984 | \$92 | 33 | \$1,805 | \$55 |

| Total | | | | Renewals | | | New | | |
|---------------------|---------|----------|------------|----------|----------|------------|---------|----------|------------|
| 2018 Year End TOTAL | Members | Donation | Per Member | Members | Donation | Per Member | Members | Donation | Per Member |
| Total | 226 | \$22,495 | \$100 | 181 | \$16,985 | \$94 | 45 | \$5,510 | \$122 |

Membership Donation Trends



FOCCP Monthly Memberships Trends New & Renewals: Individuals/Couples, Businesses



OCTOBER ACTIVITY

- October Membership activity was limited to two new memberships for a total of \$85.
- Cumulative number of Memberships at the end of September is now 83% of the status this time last year (163 vs 196). This includes our four Business Memberships. Current October YTD Membership increased by 1% to 79% of 2019 year-end Membership (163 vs 206), up from 78% at the end of September.
- Despite lower YTD membership activity, October YTD donation status has now slightly surpassed 2019 Year End donations (\$18,206 vs. \$17,789). The comfortable donation status reflects the higher donation value per member trending in 2020. Average per member donation in is 30% above the average level of 2019 (\$112 vs. \$86).
- Out of 2 membership donations in October there were:
 - One Tree donor (\$50) and
 - One (Fountain/Family donors (\$25-\$35).Both of the October donations were from NEW Members via Paypal

NOVEMBER OUTLOOK

- An updated Membership status will be provided at our November board meeting and in our monthly meeting and newsletter. A final email campaign will be prepared to send out in early November as a year-end membership reminder to non-responding contacts. With two months to go, it is still possible to meet or exceed our 2019 membership level! We need 43 more memberships to meet this goal.

President's Report: Joanne

- Homeless Issues in Park: We finally got through that homeless can't sleep in park or leaves needles in playground. Joanne was also at NEWNEC meeting and Captain Ciccello said he would have the playground patrolled at night. Joanne told him that the officers need to get out of their cars. Hopefully they finally understand this.
- Future of Statue: The statue means a lot for the North End. They repaired it, but it's too fragile to remain in the park so they are going to put it in the new Knights of Columbus building on North Margin St. and it will be there for public display. It goes through the Boston Arts Commission and they will work with the community. This statue was not in their inventory. They have to understand what authority they actually have over this. They will work with people in the area.

As friends of Christopher Columbus Park, we are stewards of the park. We are in charge of the horticulture of the park and entertainment when we are able to do it. Our focus is to present the park to the public as an enjoyable and beautiful place to come and enjoy. The park is beautiful and brings joy to a lot of people. People feel that since our name is on the base of the statue, we had something to do with it. Because of this, people feel

we should be more involved with this. But actually it was put there before FOCCP was formed.

Bernie spoke about the name of the park and the statue and he said to let him be the spokesman. Vandalism brought us into this. Should we have cameras? Strengthen the laws for vandalizing. It seems like this is going to be a long process. He and others are trying to organize people who are passionate about the Italian American Heritage to get involved. We'll plant flowers and take care of the park and that's our job. People from the North End will be on this committee.

Meeting ended 7:30 p.m.

Respectfully submitted: Laura Benvenuto - Clerk