

Friends of Christopher Columbus Park

Mariner's House

Meeting - May 08, 2018 at 6:40 PM

Chaired by: Joanne Hayes-Rines

Recording Minutes: Patricia Thiboutot, Clerk

Board Members Attending: Joanne Hayes-Rines, Ann Babbitt, Ann DeLuca, Ford Cavallari, Rita Pagliuca, MaryGaye Grizwin, Patricia Thiboutot

Board Members Absent: Robyn Reed, Patricia Sabbey, Susanne Lavoie, Kelsey Griggs

Members Attending: 13 (5 new members, 1 guest Michael Venotti - Aide to Lydia Edwards - North End Constituency Liason

Minutes and Nomination Letters Distributed

Election of Officers: Liz Greene presiding - Uncontested Slate

Officers were elected unanimous vote

President - Joanne Hayes-Rines

Vice President - Ann Babbitt

Treasurer - Ann DeLuca

Clerk - Patricia Thiboutot

Member-At-Large - Susanne Lavoie

Member-At-Large - Rita Pagliuca

Joanne announced Beverly Knight, co-chair Membership has resigned.

Announces all Chairs will be returning

Committee Reports:

1. **Treasurer:** Ann DeLuca

Revenue:

Total Revenue year to date is \$42,800. Without the 2017 NYE Fireworks donations of \$13,500 revenue is \$29,300, which is 39% of the 2018 Budget of \$75,000. Prior YTD was \$8,000. Compared to this year's current revenue of \$29,300 (without Fireworks) the variance is due to prior year Sponsor revenue that we just received in 2018. (Conti \$10,000; Joe's \$5,000 Century \$1,000; Prince \$500; Lewis \$500)

General Membership revenue year to date is \$10,500 which is 59% of 2018 budget of \$18,000. Prior YTD was \$8,000.

Expenses:

Program Related Expenses year to date are \$10,500. Without NYE Fireworks of \$1,100 Program related expenses are \$9,400 which is 11% of 2018 budget of \$83,500. Prior year program related expenses were approximately \$3,100. Variance mainly due to prior year Park Ranger expense of \$1,355 that we just receive in 2018 and Trellis lights for Valentine's Day of \$3,600.

2. **Internet Communication** - Kelsey Griggs

May 2018

Newsletter:

May 2018: 38% and 2nd send out: 34%

Facebook: 1, 157 (+7)

Twitter: 334 (0)

Instagram: 505 (+12) - May 2017: 1,294 Website: May 2018: 305, May 2017: 1,294

3. **Infrastructure:** Ford Cavallari

Discussion with carpenter who built shelves in shed. Ongoing problem with locks.

Exploring with carpenter putting another handle on shed. Missing key to shed.

Trying to get another one from city. Joanne suggested installing keypads.

4. **Membership:** MaryGaye Grizwin

First Month Membership Drive Results, April 1- April 30, 2018

Comments:

Thank you to Gail Hudak for running the April Membership report

Record setting results from the Membership Social: \$1,805 in donations, a 70% increase over last year.

Membership mailing was distributed on March 29 to 780 contacts.

Return mail was significantly lower than last year.

April response rate is approximately 19%. (144/780)

78% donations (\$6,480) received before/after the social via mail/paypal

Average donation per member is \$50, with little differentiation between Businesses vs. Individuals/couples

Average new member donation is approximately \$15 less than renewing members.

Businesses represent 5% of total activity, in terms of response as well as donations

Four of the six business renewals contributed \$50 or less; Two contributed \$100

New members represent 8% response and 6% of donations

One new business member

NOTE: Results do not include one new business donation in the amount of \$1,000.

Next Steps:

Send email reminder messages to those who have not yet contributed

Send pdf of membership letter to members with only email addresses in database.

Brainstorm on opportunities to increase activity in business memberships

5. Horticulture: Robyn Reed

5. Horticulture

Schumacher Landscaping replaced all the the bush roses inside the gated rose garden with new red Knock Out roses, and we are excited to see their first blooms soon. The center bed roses were trimmed down the other week and it appears the winter was really hard on them - we are not sure how many were permanently damaged by the cold yet, but there were definitely some casualties. The volunteers planted about 200 daffodil bulbs in the crescent area and on the outside of the fence near the rose bush, and next year our blooms should be spectacular. The garden gates are still locked now during the day, but we will come up with a schedule for locking and unlocking the gates soon so they can be open during the day.

6. Park Art Curator

I am working with the teachers and students from the Eliot School to finalize our ideas for the Bees, Bats, Birds and Butterfly art work for the summer. I have also presented

some ideas for a sculpture that involves pool toy inflatables to be attached to the trellis and I will be experimenting with that work soon.

Water bottles at entrance to City Council Chamber. Green Fest is going to use them - Changing Course is the theme.

7. **Tot Lot Clean Up:** Ann Babbitt

Parents used to replace sand. Now hire firm to replace sand.

Great turn out. Raised \$450 from new members.

Joe's American Bar and Grill contributed John Deer trucks, cookies.

Firetruck a big hit with kids. Kindercare provided craft table.

8. Independence Day Sat. June 30 noon to 4:00 PM: Ann Babbitt

Looking for volunteers. Parks Dept. has offered Face Painting Volunteers.

Entertainment all set. Rita Pagliuca taking Polaroid pictures. Fireworks that evening sponsored by Boston Harbor Now, Leading the effort are FOCCP and Wharf District Council.

Fireworks June 30, Aug. 30 and New Year's Eve.

FOCCP Website will have a donate button for fireworks on its site. Boston Harbor Now will send Thank You letters. A community effort.

9. Cruise: Joanne Hayes-Rines: Date not set. Boston Harbor Cruise will donate boat.

Committee chairs have not responded yet. Spinelli will provide refreshments. 50-50 raffle plus other prizes. Last year \$1500 was raised.

10. Movies July 22 - Aug. 26

Movies - 6 (Jul 22 - August 26)

July 22 Butch Cassidy & Sundance Kid

July 29 Roman Holiday

Aug. 6 Chariots of Fire

Aug. 12 Mary Poppins

Aug. 19 Short film - Henry and the Elephant (Thomas and Friends)

Finding Dory

Aug. 26 Apollo 13

11. Other Events: Lawn games on Sat. noon to 4:00 PM June30 - Aug. 25.

Jack McCarthy: Croquet on Wednesdays 5:30 - 7:30 PM.

12. Fall Festival Saturday, Oct. 13: Ann Babbitt

Modeled after Independence Day

13. Trellis Event Nov. 19: Joanne Hayes-Rine

Signature Event. Lights on Trellis will remain until after Patriots Day.

14. New Business

Mayor's Coffee Hour in the Park: June 28 at 9:30 AM

Parks Dept. will host zumba, gentle youga, boot camp, puppeteer.

April minutes approved as presented.

Respectfully submitted: Patricia Thiboutot, Clerk

