

Friends of Christopher Columbus Park

Meeting: January 09, 2018

Mariners House - Meeting began at 6:40 PM

Chaired by Joanne Hayes-Rines

Recording Minutes: Patricia Thiboutot, Clerk

November Minutes Distributed

Board Members Attending: Joanne Hayes-Rines, Ann DeLuca, Robyn Reed, Beverly Knight, MaryGaye Grizwin, Patricia Sabbey, Ford Cavallari, Susanne Lavoie, Rita Pagliuca, Patricia Thiboutot

Board Members Absent: Ann Babbitt, Kelsey Griggs

Members Attending: 5, 4 guests

Committee Reports:

Treasurer: Ann DeLuca

Revenue:

Total Revenue: YTD actual is \$111,419. Without the NYE Fireworks donations of \$62,215 revenue is \$49,204, which is 50% of the 2017 Budget of \$98,000. Prior YTD was \$167,141 but included \$65,673 in Gala Revenue. Prior YTD without Gala Revenue was \$101,468. Compared to this year's current revenue of \$49,204 (without Fireworks) the variance to prior year (without Gala) of \$52,264 less is mainly due to a variance YTD of \$31,140 less in Sponsorship revenue and \$14,836 less in donated Trellis electrical services year over year.

General Membership: YTD actual is \$17,535 which is 88% of 2017 budget of \$20,000. Prior YTD was \$16,940 YTD.

Expenses:

Program Related Expenses: YTD \$126,167. Without NYE Fireworks of \$65,260 Program related expenses are \$60,907 which is 81% of 2017 budget of \$75,100. Prior year program related expense was approximately \$87,748. Variance of \$23,841 mainly due to reduced Trellis lights expenses of \$27K. Other Program Related expenses varied by expense type. For example we did have higher expenses in 2017 with the Lawn Games \$5K and Movies of \$4K but we didn't have last year's Birthday party expense of \$6K, Arts Festival \$2.5K, Dance Party \$1.3K and Yoga of \$600.

Horticulture

Will schedule Schumacher to replace with knockout roses due to rats and age of plants.

Will call Anthony Hennesy as soon as possible so they can fix irrigation as well.

March horticulture volunteer get-together scheduled – 3.17?

Same budget as last year.

OTHER

Request from RUFF – add bag holders. Dave Goggins wants to speak at next meeting.

BHN – movie co-sponsorship (4 each?), wants to expand Labor Day event – Concerts with Berkley? 3 concerts. Send our calendar to Rebecca

Work towards being a teaching park for the local elementary schools – ways to have them learn about science and environmentalism in our park

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Park Art

Budget request for 2018: \$1,500

2018 Theme?

Call for Art for Valentine's Day – no takers

Budget request for this event: \$500

Planned decorations: - Need Steve to add lights for heart outline

Tunnel of Love

Large Conversation hearts – 8

Cupid Wings – 1 large, 1 small

Who do you love hearts – # columns?

Ask Carol Binder how to boost Instagram posts?

Music? Ruff?

Flyers for Restaurants?

Fundraising: Patricia Sabbey

My report covers the fundraising amounts so far for 2018.

The following have contributed or made a commitment:

NorthEndWaterfront.com 10K

Joe's American bar & Grill 5K

CL Properties 5K

Marriott Long Wharf 5K

Total: 25K

Condo Associations:

Rowes Wharf 1K

Harbor Towers I & II 2K

Mariner \$500

Commercial \$500

Prince \$500

Lincoln \$500

Lewis \$500

Total \$5,500

Potential \$3K more.

Lost Tia's due to construction litigation. Carmella usually \$10,000 but this year \$5,000 as she has committed \$5,000 to hospital.

Internet Communications: Kelsey Griggs-Absent

For 2017 we sent out over 23 Newsletters. We increased our Twitter follows by 36. We created a new Instagram account which currently has 361 followers. Facebook has over 180 new likes from this past year!

Newsletters will be commencing as normal in February so please let me know if you have any new topics or content you would like to see. Thank you all who help with the Website and Communications. It was a great 2017 and I cannot wait to see what is in store for us in 2018. FOCCP is the best Friends Group in Boston.

YES ON DOG STATIONS WOO HOOO!

Infrastructure: Ford Cavallari-No Report

Membership Report: MaryGaye Grizwin

2018 General Membership Drive – Draft Ideas

Membership Committee will obtain cost estimates for renewal card vs. renewal letter. Since there did not appear to be a significant difference in results between the two methods, we may select the lower option.

Membership drive will target all contacts, with the exception of known sponsors and businesses who have donated \$500 or more.

Only contacts with complete addresses will be included in the mail file. The Membership Committee will begin working on identifying unknown or inaccurate addresses for database contacts.

Since approximately 1/3 of membership funds are collected via PayPal, electronic renewals will also be sent to those contacts with email addresses on file. The Committee will first need to determine how to identify when emails bounce back or are undelivered.

Target Milestones

First mailing: end of March

Membership Social: April

First Reminder (to those who have not yet contributed): 6 wks after Membership Social

Second Reminder: 3 wks after First Reminder

Third Reminder: First week of November

Fourth Reminder: First week of December

See Attached Document

Status Report: New Year's Eve Status Report: Joanne Hayes-Rines:

Talking with Boston Harbor Now about how we can continue the New Year's Eve Fireworks. Over \$80,000 was raised for this year's fireworks. 2 barges.

Susanne Lavoie worked with the Wharf District Council to help raise funds.

Maybe fireworks for July 3rd, Labor Day. Maybe even Valentine's day next year.

Ruff Board Member: Dave Goggins

Ruff would like to install doggie bag station in Park.

Members suggested having a sign attached indicating where the OFF LEASH PARK

is located in the North End. A map would be provided, as well.

Ruff will fill stations with bags and refill as needed.

Members agreed this was a good idea.

FOCCP paid \$1300 for ranger coverage in the park for several mornings in

Nov. and Dec. for dogs off leash. This is more of a problem than dog waste. But, having

the doggie bag stations is helpful

Spray Fountain Repair: Joanne Hayes-Rines

The Parks Dept. did the work in November. We shall see how it works in the spring.

New photo for web site etc: Joanne Hayes-Rines

New photo will replace the original photo that does not have the new lights.

Photographer, Jen Matsen has given the rights to the photo in perpetuity. Jen will maintain ownership. Cost was \$500. It will be used on the website. Commercial use by permission.

2018 Budget: Membership approved the new budget

Bench and Tree Program Update: Joanne Hayes-Rines

After several years, the City of Boston signed an agreement with the FOCCP on

October 6, 2017. The basics of the program are that:

- *FOCCP will take over the responsibility of marketing and promoting the tree and bench program for Columbus Park.
- * Each bench plaque will sell for \$5,000 for a term of 12 years.
FOCCP will retain \$2,000 for each plaque sold; \$3,000 will go to the Parks Department's nonprofit Fund for Parks and Recreation and be "designated specifically for maintenance issues at FOCCP".
- * Each oak tree plaque will sell for \$10,000 for a term of 12 years.
FOCCP will retain \$7,000 for each tree plaque sold; \$3,000 will go to the Parks Dept's nonprofit Fund for Parks and Recreation and be "designated specifically for maintenance issues at FOCCP".
- * New Benches are coming.

Minutes approved as presented with one comment.

Meeting adjourned at 7:52 PM

Respectfully submitted: Patricia Thiboutot, Clerk