

## **Friends of Christopher Columbus Park**

Meeting - June 12, 2018

Mariners House

Chairing Meeting: Joanne Hayes-Rines, President

Recording Meeting: Patricia Thiboutot, Clerk

Board Members Attending: Joanne Hayes-Rines, Ann Babbitt, Ann DeLuca, Robyn Reed, Patricia Sabbey, MaryGaye Grizwin, Rita Paliuca, Patricia Thiboutot

Board Members Absent: Susanne Lavoie, Ford Cavallari, Kelsey Griggs

Members Attending: May Minutes Distributed

Meeting began at: 6:35 PM

### **Committee Reports**

**-Treasurer: Ann DeLuca**

#### **Revenue:**

Total Revenue year to date is \$45,337. Without the Fireworks donations of \$13,500 revenue is \$31,837, which is 43% of the 2018 Budget of \$75,000. Prior YTD was \$12,000. Compared to this year's current revenue of \$31,837 (without Fireworks) the variance (\$19,837) is mainly 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 \$12,771 which is 71% of the 2018 budget of \$18,000. Prior YTD was \$11,900.

#### **Expenses:**

Program Related Expenses year to date are \$17,672. Without Fireworks of \$1,100 Program related expenses are \$16,564 which is 20% of 2018 budget of \$83,500. Prior year program related expenses were approximately \$5,435. Variance (of \$11,130) is mainly due to prior year Park Ranger expense of \$1,355, the Trellis lights for Valentine's Day of \$3,600, the installation of the new rose bushes for \$3,800, and the Tree Lights of \$2,500 (which was paid in June last year so it's just a timing variance).

#### **-Fundraising: Patricia Sabbey**

Although not directly related to my role as Fundraising Chair, I try to follow up as opportunities arise for publicity in the hopes that this may eventually lead to funding. Recently FOCCP garnered some publicity beyond our neighborhood. Quite awhile ago Nicole DeFeudis from the Boston Globe contacted us about summer events. She had some information about the Sunday movies, but I also let her know about the Saturday Lawn Games. FOCCP made the Boston Globe 2018 Weekend Fun Guide for The Greenway and North End events.

In addition, due to a 2017 contact with Holly Masek, Director of the Public Realm at Faneuil Hall Marketplace, FOCCP was again invited to be part of a consortium for the 2018 Summer Downtown Playdates. Robyn and I attended a meeting in February with representatives from the other eight organizations to start the planning. The website for the Downtown Playdates just went live and FOCCP is represented.

**-Internet Communications: Kelsey Griggs** - Absent - Joanne read her report  
FOCCP calendar updated by Beverly Knight

Newsletter:

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

Facebook: 1, 157 (+7)

Twitter: 334 (0)

Instagram: 505 (+12)

Website:

May 2018: 305

May 2017: 1,294

Will be working on a revamp of the website – more to come. Planning will commence on May 19th!

June 2018

Newsletter:

June: 36%

June redo: 10%

Facebook: 1, 164 (+14)

Twitter: 336 (+2)

Instagram: 536 (+43)

Website:

June 2018: 796

June 2017: 2,188

Infrastructure: Ford Cavallari Absent - No Report

Membership: MaryGaye Grizwin

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**-Membership: MaryGaye Grizwin**

Thank you to Gail Hudak for running the May Membership report

**-Membership Social results:**

Membership Counts from the two months following the Membership Social (April & May) are 64% of 2017. (2017 Contributing Members = 275)

-Membership Donations from the two months following the Membership Social (April & May) are 61% of 2017. (2017 Membership Donations = approximately \$16,6- Membership mailing was distributed on March 29 to 780 contacts.

Return mail was significantly lower than last year.

First month response rate (April) was approximately 19%. (144/780);

Two-month response rate (April & May) is 177/780 = 23%

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

**May results:**

Response rate dropped to 4% (33/780)

No business contributions in May.

5 New members; 1 Couple renewed at the Trellis level (\$500)

Average donation per member is \$58, steady with that in April.

**Year to Date Results: January – May 2018**

201 Members; 73% of 2017 Total

12,510 Membership donations; 75% of 2017 Donations

**Next Steps:**

Recommended updates to Membership pages on [www.foccp.org](http://www.foccp.org) – June 15

Send email reminder messages to those who have not yet contributed. – June 20

Send pdf of membership letter to members with only email addresses in database. – June 20

Information table will be active all day during Independence Day Celebration;

Membership donations will be accepted. – June 30

**-Horticulture: Robyn Reed**

We lost about 10 hybrid tea roses this winter. Terese and I decided NOT to replace them this year to give the surviving rose bushes some breathing room. The new

Knockout roses look amazing and are all blooming. One plant is looking a bit tired, so I

am keeping my eye on it, and will notify the landscaper if we have to replace it – they are guaranteed, so it will be of no cost to us.

Irrigation – not on yet this season, technician was there today, lots of damage to the pipes, but is reburying them. We had been watering by hand/hose up until today.

I will be giving out keys to the garden gates to anyone who wants to open or close them. No schedule, just if you see they need to be opened or closed, please do.

Remember to lock the lock when you open the gates!

Joanne will discuss the vote for the keypad lock for the shed doors. We need to have locks installed on 2 exterior doors on the shed. We have permission from

Commissioner Cook and his staff to install these locks. FOCCP will incur all the cost of installing these locks. We want to install the same outdoor keypad locks on both doors.

Currently the locks use the same PASEK key. I would need advice from the locksmith on whether we could use the same cylinders for the current lock in the new locks so we don't have to get new keys, or if we would be getting new keys, even though we will be using the keypad most frequently.

Everyone is welcome to join us – we will train you and provide all the tools and gloves.

Please just wear closed-toe shoes and appropriate clothing, as well as sun protection.

Meredith is going to talk about buying more blue shirts for the gardeners.

#### **Park Art:**

BBBB is having a tough time getting started, so I might abandon that theme for this year in term of art.

Hopscotch will be back next week.

Short term project will go up at the end of June – inflatables with the title “It’s all fun and games until King Tide.”

Patricia Sabbey will discuss Aandre’s art projects for the park.

Board approved expenditure for Key Pads in the amount of \$1,500. By-laws state: need approval by Membership for amounts over \$1,000. Motion to approve. Unanimous Vote by Membership to approve the \$1,500.

Key Pads were suggested by Warren who was on his way home had to return to Park to open shed for Tot Lot Clean Up. Robyn will call Locksmith.

She will give out combination to those who need access to shed.

Horticulture has extra keys for Rose Garden to those who would like to open gates when they are closed. There is not set schedule to open and close gate.

**Discussion:** Rita Pagliuca suggested setting up Little Library in Park for adults and children. Rita will take on this project.

#### **Independence Day Celebration: Ann Babbitt**

-Calling all volunteers. We'll start the day with a short meeting & coffee and donuts to get us through the day. We're reviving the raffle, we'll have one raffle drawing at 2:45.

We're requesting Aquarium passes, carousel rides, a Boston Cruise GC and a few GC's from the restaurants adjacent to the Park.

Games for adults will begin on the 30th. The evening ends with a concert at 5 and Fireworks at 9. A fun-filled day in our Park.

Ann passed out volunteer sign up sheet. MaryGaye will man the information table with her computer. Donations will be recorded.

### **BOSTON HARBOR FIREWORKS FUND**

Independence Day Celebration – Saturday, June 30 – 1 barge

Labor Day Kick-Off – Thursday, August 30 – 2 barges

Midnight New Year's Eve – Monday, Dec. 31 – 2 barges

Fundraising Goal: \$200,000.

Supporters to date: NorthEndBoston.com, Marriott Hotel, Hyatt Boston Harbor, Entertainment Cruises, Boston Harbor Hotel, Rep. Aaron Michlewitz. Proposals out to others around the harbor.

Individuals can donate by going to foccp.org and clicking on "Fireworks". Link to BHN site with Go Fund Me like program that is designed for non profits. Handed out cards. Meredith handed out posters.

### **CRUISE - August 21 Tuesday. 7:00 - 10:00 PM**

**Stephanie Walker and Camille Hogan will chair.**

Plans are underway. New caterer this year - Dom's of Medford. Friend of Stephanie's. Cost \$3.00 per person and more food than last year. Will have food at different levels and passed around. They have served on board cruises. Tickets \$40.00. Raffle.

Looking for items for raffle. Need help in that regard. Looking into music options. Will have posters at July Meeting. Will ask Kelsey to add Save The Date to newsletter. Two other members will assist the chairs.

SUNDAY NIGHT MOVIES -- July 22 to August 26 -- 6 nights

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) then Finding Dory

Aug 26 Apollo 13

Rita gave letter to Joanne with a \$100 donation from Cynthia and Christopher Gordon for movie event.

### **2018 EVENTS**

Tot Lot Clean Up May 5 Saturday Noon to 2 pm

Independence Day June 30 Saturday Noon to 4pm

Lawn Games                      June 30-Aug 25      Saturdays      Noon to 4pm      Plus  
Monday, Oct. 13 for Fall Festival  
Croquet                              June 6 to Aug29      Wednesdays      5:30pm to 7:30pm  
Movies  
FOCCP Cruise      August 21              Tuesday              6:30pm to 10pm  
Fall Festival              October 13      Saturday  
Trellis Lighting  
November 19      Monday

**New Business:**

Volunteer Recognition: Newsletter will feature volunteers each month with photos and names of volunteers.

Realtor: Presidential Properties will give out sway bags with merchandise to renters. Offered to add FOCCP material. MaryGaye will take this on giving bookmarks, cds, brochures.

Photo: Meredith showed photo of little boy playing in Tot Lot. He was in Boston for treatment for his eyes. Parents were appreciative that he was able to have some playtime in the Tot Lot and visit the Aquarium.

May minutes approved as presented.

Meeting adjourned: 8:02 PM

Respectfully submitted: Patricia Thiboutot, Clerk

