



Friends of Christopher Columbus Park

January 14, 2020 Meeting

Mariners House

Chairing meeting: Joanne Hayes-Rines, President

Recording Minutes: Patricia Thiboutot, Clerk

November Minutes Distributed

Board Members Attending: Joanne Hayes-Rines, Ann Babbitt, Allison Seavey, Patricia Sabbey, MaryGaye Grizwin, Rita Pagliuca, Robyn Reed, Patricia Thiboutot

Board Members Absent: Susanne Lavoie, Ford Cavallari

Members: 12 plus 3 guests

Meeting Began at: 6:40 PM

Committee Reports

-- **Treasurer** – Allison Seavey

FOCCP finished 2019 financially strong as we do each year.

Our largest expense as always are the beautiful trellis and tree lights - the trellis lights earning the number 1 ranking of 13 in the Boston Globe's article "13 of Boston's best holiday decorations"!

The 2020 budget will be set at the next board which will be held in February.

Our financial reports will be available at the May General Membership Meeting and Annual Election.

Quarterly Board Meeting is February 19 and we will prepare the 2020 budget.

-- **Fundraising** – Patricia Sabbey

Between the hotels, businesses, and condos we have raised \$30,000.

A few reliable sponsors have not contributed yet, but Joanne, Ann. and I are following up on those and expect that they will continue to donate.

PLATINUM SPONSOR - \$10,000

NorthEndBoston.com

GOLD SPONSORS - \$5,000 to \$9,999

Boston Harbor Cruises

Boston Marriott Long Wharf

Boston Parks Department

City of Boston

CL Properties

SILVER SPONSORS \$2500

BRONZE SPONSORS \$1,000 to \$2,499

Century Bank
Harbor Towers Condominium I
Harbor Towers Condominium II
JC Lentine Electric Service
Mercantile Wharf
Perfect Parties USA
Residences at Rowes Wharf

FUNDS RECEIVED: \$27,500

-OUTSTANDING FUNDS:

\$5,000 Joe's American Bar & Grill

\$2,500 Peabody Properties

\$2,500 Tia's

\$2,500 Verizon

\$2,500 Golden Goose

\$1,000 Yacht Haven

\$500 Prince Building

FUNDS RECEIVED: \$27,500

OUTSTANDING FUNDS: \$16,500

Total 2020: \$44,00

-- **Internet Communications**— Joanne Hayes-Rines

Website: Upcoming 2020 events are posted on the website.

Newsletter —Kim Caverly has volunteered to help with the newsletter. I am meeting with her on Thursday. It would be very helpful if people check the web site and see that changes should be made, please let me know.

-- **Infrastructure Committee** - Ford Cavallari - Absent - No Report

-- **Membership** — MaryGaye

Year End Results:

The year ended just under \$17,800 in total donations, with 206 Individuals, Couples and Businesses donating.

2019 Results fell short compared to 2018 results

Total Donations were 91% of 2018 results

Total donors were 96% of 2018 supporters

Average donation per member dropped 13% to \$86, compared to an average of \$100 per donor in 2018

Renewing donors represent 84% of total donors; New members were 16% of total

Average donation per renewing member was \$92, just shy of last year's average of \$94 per donor.

Average donation per new member was \$55 in 2019, while the 2018 average was much higher (\$122) due to an unusual one-time donation of \$1,000 by a single donor

March, April, and May were the most active Membership months resulting in 82% of total donations; the annual Membership Social in April accounts for approximately 40% of total donation in a single month.

Key Influential Factors

High value membership donations (\$500 - \$1000) were down in 2019 compared to 2018 activity.

There were 10 high value donors in 2018 compared to 14 in 2018.

Two renewing couples who donated \$1,000 each in 2018 did not donate as a member in 2019.

Two new members who donated \$500 each in 2018 did not donate as a member in 2019.

With the exception of a surprise spike in August, membership activity was low each month after May.

There was no Fall Membership Email Campaign in 2019.

2020 Opportunities

Annual Membership Social is scheduled for April 7 at Tia's

Information and recommendations compiled by the Suffolk University Membership study will be analyzed for opportunities

Hosting a Membership Table in the Park on a frequent basis is planned

Bench Program:

Program Objective – Increase long-term Park stewardship and create a sustainable approach for updating worn benches by offering individuals the opportunity to sponsor an existing bench or tree.

Completed activities

Held the three Bench ribbon cutting ceremonies for four bench sponsorships

Ann Tyrell Abely family - Saturday Oct 5;

Joanne Hayes Rines and Robert Rines family - Saturday December 7

Debbie Williams family - Monday Dec 5

Enthusiastic response from sponsors. Families have been delighted!

Ceremonies have been attended by City Councilor, Lydia Edwards and State Senator Aaron Michlewitz

Formal press releases announcing Ribbon Cutting Ceremonies have been published
Plans for 2020

Additional public awareness & ribbon cutting ceremonies

Hand written notes and personal phone calls to firm up commitment timeframes

Direct mail awareness campaign using post cards to known supporters and targeted members.

Report to the City detailing 2019 sponsorship activity

Documenting processes for ongoing monitoring sponsorship status, plaque requests, payment processing, bench inventory, reporting to the City, etc.

QR code for posters, bulletin board, etc links to membership page. Copies of code handed out to attendees. The QR code was suggested by the Suffolk University

Marketing Study. The QR code will be handed out by the Rose Garden volunteers when they are working in the garden.

-- **Park Art Curator** – Robyn Reed

Tunnel of Love. Robyn Reed has hired Woods Furniture & Design to construct the frames for the 2 large illuminated hearts at the north and south ends of the trellis. Lentine Electric will install the red lights on the frames.

Working with Robyn, Lidia Vitiello has located Max Security System that will install a sound system under the center trellis. Love songs will be played from 7am to 10pm each day from Feb. 1 to Feb. 29.

-- **Horticulture report** – Robyn Reed

Gardens are closed. Will start meetings in April. No large gardening plans. 500 daffodils were planted for Patriots Day and also, a garden was added.

-Robyn introduced guest speakers: Kate Gilbert, Executive Director and Leah Triplett Harrington of Now and There, a non-profit public art curator. Kate and Leah described the wood sculptures that would be placed in the park. The sculptures will have sounds

of a playground emanating from the structures. Sounds will be turned off at night.

MOVIES IN THE PARK – Sundays July 19 to August 23

6 movies. Several members will be selecting the movies. Those who have offered to be part of the selection committee are Frankie Boyer, Rita Pagluica, Allison Seavey, Carol Ball and Kitty Kelly. If you have ideas for movies, please email to info@foccp.org.

TRELLIS LIGHTING – Joanne Hayes-Rines

#1 Holiday Decoration in Boston – The Boston Globe

After Leahy Landscaping trimmed the wisteria, Lentine Electric repaired lights on the trellis as needed. The lighting ceremony on Monday, Nov. 25 was attended by hundreds.

The Mayor not able to attend the ceremony but Rep. Aaron Michelwitz, City Councilors Lydia Edwards and Annissa Essaibi George joined us. The Acting Postmaster presented FOCCP with a beautiful plaque commemorating the 2020 holiday stamps.

ICE SCULPTURE IN COLUMBUS PARK – JH-R

Hundreds of pictures were taken of the „Snowball Fight“. It was installed at 9am on Dec. 31 and was still in good shape at 4pm when the Stroll official time ended. I understand it was smashed at some time in the evening.

BOSTON HARBOR FIREWORKS FUND

This year the Fund sponsored 3 fireworks display: One barge on Thursday, August 29 for Labor Day and 2 barges for New Year's Eve. I will be meeting with Boston Harbor Now to determine how we move forward. Fundraising is very difficult. We raised just enough money to cover expenses.

2020 EVENTS

Tunnel of Love – Month of February

Membership Social – April 7 at Tia's

Playground Celebration – TBD

Croquet on West Lawn – June 3 to Aug. 26

Independence Day – Saturday, June 27
Lawn Games – July 18 to Sept. 12
Movies – July 19 to August 23
Sunset Cruise – August 18
Fall Festival – October 5
Trellis Lighting -- November 23 Monday

No New Business
Minutes approved as presented.
Meeting Adjourned at 7:47 PM
Respectfully submitted: Patricia Thiboutot, Clerk