



**Rose Kennedy Greenway Board of Directors Meeting
Tuesday, March 27, 2018 – 5:30 pm
185 Kneeland Street, 1st Floor, Boston**

Meeting Minutes

Board Members Present In Person: Bryant McBride, Bud Ris, Chris Betke, Daniel Sieger, Doug Husid, Jane Pappalardo, Jim Kalustian, John Pregmon, Karen Diane Johnson, Kim Sherman Stamler, Mark Boyle.

Non Board Members Present In Person: Jeanie Gorlovsky-Schepp (AAF CPA), Anne Free Engel (TDC)

Board Members Absent: Alli Achtmeyer, Beedee Ladd, Rev. Cheng Imm Tan, James Chan, Kathryn Burton, Robertstone Goodridge, Robyn Reed, Susanne Lavoie, Tom O'Brien

RFKGC Staff: Jesse Brackenbury, Howard Breslau, Keelin Caldwell, Lucas Cowan, Rachel Lake, Samantha McGinnis, Sheila Novak, Tracey Cooke, Talia Aronson

Open Session

Greenway Board Chair Jim Kalustian called the meeting to order in Open Session with a quorum present, in person, at 5:35pm.

1. Chair Kalustian called for a motion to approve the minutes from the December 12, 2017 meeting of the Board of Directors. **Upon a motion made by Mark Boyle, and seconded by Mr. Betke, the minutes were unanimously approved.**
2. Director of Finance and Administration, Tracey Cooke, introduced Jeanie Gorlovsky-Schepp from AAF to present the Audited Financial Statements. Ms. Gorlovsky-Schepp discussed the Conservancy's clean audit and the clean management letter. She gave an overview of financial statement highlights. Board members asked questions about how the Conservancy's reserves compare to similar organizations, investment performance over the years and year-end distribution from investments. Mr. Ris noted that the Finance and Audit Risk Management Committee reviewed these statements. **Upon a motion made by Karen Diane Johnson, and seconded by Bud Ris, the Board unanimously voted to approve the Audited Financial Statements.**
3. Director of Maintenance and Capital, Bob Stigberg, presented the \$64K procurement in contractor services (including contingency) to develop electrical infrastructure for the three public art projects and two programs projects. Mr.



Stigberg presented the \$100K procurement for 2018 Spring masonry repairs. Board members asked questions about eco-friendly electricity on The Greenway. **After a motion made by Mr. Betke, and seconded by Doug Husid, the Board unanimously approved the two procurements.**

4. Mr. Brackenbury introduced Director of Programs and Earned Income, Samantha McGinnis, and Director of Programs and Community Engagement, Keelin Caldwell, for a presentation on the upcoming programs season. Ms. Purcell recapped the 2017 season and noted the Conservancy had over 400 free events in 2017 and an 1.4M trackable attendance. Ms. McGinnis and Ms. Caldwell then provided an early look at expected events planned for the park in 2018 and sources of earned income. Board members asked questions about the return of the 2017 Zipline, Trillium's location, projections of earned revenue for the pop-up drinkery and food trucks, and engagement with new BID aburtor group.

Mr. Brackenbury presented the Park Use Guidelines and discussed minor changes to the structure of the document and the updated maps. **On a motion by Chair Kalustian, and seconded by Chris Betke, the Park Use Guidelines were unanimously approved.**

John Pregmon and Chris Betke left the meeting

Mr. Brackenbury introduced Public Art Curator, Lucas Cowan, for a presentation on the Conservancy's 2018 public art season. Mr. Cowan spoke to the curatorial theme for the season, GLOW. Mr. Cowan highlighted the major works slated to be installed in the park and the approximate durations of each piece. Mr. Cowan discussed the artworks currently present in the park. Board members asked questions about the lighting of the neon signs. Ms. Sherman Stamler noted that the diversity of works was extremely impressive and that the public should be aware that this is a walkable exhibit and is privately funded.

5. Mr. Brackenbury introduced Anne Free Engel from TDC for a presentation on the Strategic Business Plan. Ms. Engel discussed the key strategic goals, process and timeline, and results from surveys conducted on park attendance, park perception, and philanthropy. Board members questioned the the number of people visiting The Greenway listed in the survey results and how interview questions were prompted. Board members also asked questions about audience diversity and broadening The Greenway audience. Ms. Engel discussed the next steps they will bring to the May Board meeting.
6. Mr. Brackenbury introduced Chief Development Officer, Howard Breslau who discussed Fundraising updates. He announced that the Greenway Gala and Glow



are in planning, and the Carolyn Lynch Garden construction will be completed in late June or July.

7. Mr. Brackenbury presented the 2018 Goals. There were no questions.
8. Mr. Brackenbury discussed Greenway updates. He discussed Greenway Gala sponsors. Mr. Brackenbury also gave an update on positions for which the Conservancy is hiring. Mr. Brackenbury informed Board members that the City Council has set a hearing date for the Greenway Bid on April 12th at 10am. Board members asked questions about the start date of the BID if approved.
9. No members of the public present sought to be heard.

The Rose Kennedy Greenway Conservancy Board Meeting was adjourned, upon a motion made by Mr. Kalustian and seconded by Mr. Ris, and a unanimous vote in favor was held at 7:36 pm.