

**Rose Kennedy Greenway Board of Directors Meeting
Tuesday, July 15th, 2014 5:30 pm – 7:00 pm
Hostelling International, 19 Stuart Street, Boston**

Meeting Minutes

Board Members Present: Georgia Murray, Clinton Bench, Chris Betke, James Chan, Chris Fincham, Susanne Lavoie, Martin Lynn, Chris Manfredi, Jane Pappalardo, Young Park, John Pregmon, Robyn Reed, Helen Chin Schlichte, Vivien Wu,

Board Members Absent: Cheryl Cronin, Maggie Hunt, Maeve Vallyely-Bartlett, Bob Gore, Tim Morningstar

RFKGC Staff: Jesse Brackenbury, Steve Anderson, Charlie McCabe, Stu Shillaber, Tom Ball, Bart Thompson, Renee Wood, Jodi Wolin

Greenway Board Chair Georgia Murray welcomed all to the meeting with a quorum present at 5:32 pm and asked for a motion to approve the minutes from the April 15th Board of Directors meeting. **With no comments or changes, a motion to approve the minutes was made and duly seconded and the minutes were unanimously approved by a roll call vote.**

FY15 Budget & Annual Statement of Goals

Executive Director (ED) Jesse Brackenbury began with a recap of FY14's goals. The Conservancy has continued to maintain the Armenian Heritage Park (AHP), has planned a new Dewey Square Mural in partnership with the Museum of Fine Arts (MFA), has made the Greenway Carousel fully operational, and has expanded the volunteer program, as well as making a full inventory of current capital repair needs.

Mr. Brackenbury described goals for FY15. In addition to continuing maintenance of the AHP and the Greenway Carousel, the Conservancy will bring innovative public art to Boston. The Conservancy will be the site of an aerial sculpture by Janet Echelman and a new Dewey Square Mural. A full-time Public Art Curator will be hired. Donors have given significantly: \$900,000 for public art in the past three months.

The FY15 budget reflects these donations with increased public art expenditures. Other departments' spending is expected to be stable or slightly decline. The Maintenance and Horticulture team will begin the Park Ranger program by hiring two full-time Park Rangers. The Rangers will have dual functions: as ambassadors to the public, directing and informing visitors; and as conduits for social services in assistance to the homeless. One Ranger has already been hired. The Administration department will continue to operate with an ED, but no Chief Operating Officer, and a hire in the Development department will be shared with Administration. The Green & Grow program has concluded and no expenses will be part of the FY15 budget. Budget expenses are 82% programmatic and budget revenues are 35% public funds.

A motion to approve the FY15 budget was made and duly seconded, and the budget was unanimously approved by a roll call vote.

Public Art Update

Director of Planning and Design Linda Jonash updated the Board on the Conservancy's progress advancing the 5-year Public Art Strategy for the Greenway. The next incarnation of the Dewey Square Mural will be created by Shinique Smith, as part of a partnership with the Museum of Fine Arts where she will be opening a one-person show this fall. The design of the artwork is still in process. Ms. Smith's artwork will be installed during the second week in September.

Consistent with the Strategy, the Conservancy will install a "Magnet" art project in May 2015, displayed through October 2015. The selected artist is Janet Echelman, a Boston local who creates celebrated art sculptures all over the world. The artwork will consist of a superscaled aerial net sculpture to be suspended high above the Greenway in the downtown area. Ms. Echelman's team includes the structural engineering firm Arup Associates who will be instrumental in determining buildings along the Greenway with sufficient capacity to carry the added load.

A Board member inquired about birds getting tangled with the net. This question had been posed to the artist; birds have not been a problem with previous installations. Another member inquired how this artwork would engage to neighborhoods such as Chinatown and the North End. Ms. Jonash responded that there would be signage explaining the project in a number of locations yet to be determined. The Conservancy will explore making the signs multi-lingual and accessible to a wide variety of users. The Echelman Project will also involve performances, area exhibits, special lighting and other interactive elements yet to be determined.

A member of the public asked about the public process for the Echelman Project. Ms. Jonash responded that there had been significant public outreach and meetings associated with drafting the Greenway Public Art Strategy; a widely-advertised public call for artists; a competitive selection process with finalists invited to present their proposals in a well-attended public meeting; and considerable project messaging at community and stakeholder meetings, on the Conservancy's website and other media venues.

Ms. Jonash presented a request for authorization to the Board regarding the engagement of five professional contractors to implement the Echelman Project. The project budget of \$500,000 includes design, engineering, fabrication of the net sculpture and associated attachment elements, installation, specialty lighting, removal of the artwork, and restoration of any building areas affected. The artist Janet Echelman and the structural engineer Arup Associates have been chosen by a competitive process. The general contractor, lighting designer/fabricator, and independent cost estimator have yet to be selected but will be competitively procured. **A motion to grant authorization was made and duly seconded, and the proposal was unanimously approved by a roll call vote.**

Programs Update

The Mobile Eats program continues to be a successful source of income, as do farmer's markets on the Greenway, and a 3-day promotion by Nespresso, a coffee maker. It was the first promotion of its size. The biggest challenge for similar events is space, although regular vendors were accommodated while Nespresso was operating.

The Boston Calling Dewey Square Block Party continues to grow. The party on Thursday July 10th was the biggest yet, and neighboring partners have helped with recycling and pickup.

A plaque was unveiled to commemorate Zipporah Potter Atkins, an African-American woman who owned a house in 1670 on land which would become the Greenway. She was the first African-American to own land in the City of Boston, one hundred years before our nation was conceived, and her story brought members of the public and officials, among them Governor Deval Patrick, to the unveiling.

The UNI mobile reading room has made its debut on the Greenway. The book-filled cart is a winner of Mayor Marty Walsh's design grant initiative, the Public Space Invitational.

Maintenance Update

Maintenance Supervisor Tom Ball informed the Board on recent maintenance projects. The Maintenance team has fixed a leaking Chinatown fountain, repaired bricks in the Freedom Trail, smoothed concrete paving on handicap access ramps, added bike lane signage, and replaced bent metal on a bench in the AHP. The vault door in the North End Parks has been stabilized as well. In closing, Mr. Ball displayed the inventory of current capital projects that need repair or replacement.

Horticulture Update

Superintendent of Horticulture Stuart Shillaber updated the Board on the state of the park's flora. Winter was unusually harsh, but a late spring brought blooms of Chinese Peony, Narcissus, and Foxtail Lily. 25,000 annual bulbs will be planted with the help of volunteers. Some sidewalk-planted trees, weakened by traffic and reflected heat, have been replaced.

The Dewey Demonstration Garden (DDG) has been the site of volunteering initiatives led by Volunteer Coordinator Keelin Purcell. The Conservancy has donated the record harvest of produce from the DDG in partnership with Lovin' Spoonful and United Way. Crops continue to grow.

The Rose Kennedy Greenway Conservancy Board Meeting was adjourned, upon motion made and duly seconded, at 7:10 PM.