



**Rose Kennedy Greenway Board of Directors Meeting
Tuesday, October 27, 2020 – 5:30 pm**

Meeting Minutes

This meeting was available by Zoom conferencing due to suspension of the provision of the Open Meeting Law requiring an in-person quorum by an order signed by Governor Charles Baker on March 12, 2020 due to COVID-19.

Board Members Present: Alli Achtmeyer, Mark Boyle, Conor Finley, Robertstone Goodridge, Carmine Guarino, Kirsten Hoffman, Doug Husid, Deniz Johnson, Karen Johnson, Jim Kalustian, Susanne Lavoie, Rebecca Lee, Linda See, John Shea, Kim Sherman Stamler, Brad Snyder

Board Members Not Present: Rosalind Gorin, Tom O'Brien, Bud Ris, Dave Wilkinson

Conservancy Staff Present: Alan Auger, Jesse Brackenbury, Keelin Caldwell, Tracey Cooke, Lucas Cowan, David Dalena, Connor Foley, Rachel Lake, Rebecca McKevez, Eileen Ong, Alex Rogers Pittman, Anthony Ruggiero, Bob Stigberg, Soniya Tejwani, Katie Wright

Invited Guests Present: Gwen Cochran Hadden

Open Session

Greenway Board Chair Doug Husid called the meeting to order in Open Session with a quorum present via Zoom at 5:38pm.

1. Husid called for a motion to approve the minutes from the September 15, 2020 meeting of the Board of Directors. **Upon a motion made by Brad Snyder and seconded by John Shea, the minutes were unanimously approved.**
2. Husid provided the Board with a recap of the creation of the Search Committee and its work with the Executive Director to procure a search firm to select a new Executive Director to replace Jesse Brackenbury after his departure in 2021. Eighteen responses were received from the Request for Proposals, which were reviewed and narrowed down to six proposals to consider. The cost for the firm will be roughly a third of the incoming Executive Director's salary, depending on the firm selected. **Upon a motion made by Rebecca Lee and seconded by Carmine Guarino, the motion to authorize the use of up to \$85k of Board restricted funds to hire the search firm was approved.**

3. Brackenbury introduced Gwen Cochran Hadden, DEI Consultant, and thanked her for the work she is doing with the Conservancy. *Alli Achtmeyer and Roberstone Goodridge joined the meeting at 5:55pm.* Hadden provided the Board with a background of her career and her assessment of the Conservancy and Board. She found the Board to be comparable to most nonprofit boards in terms of diversity and acknowledged the difficulty in increasing diversity given the procedural nature of board appointments. Her suggestions included continuing to grow diversity on the Board and staff and to clarify the organizational culture of the Conservancy and why DEI is important. She furthermore provided an overview on understanding DEI, explaining the relationship between culture and diversity and defining equity and inclusion. Additionally, Hadden reviewed the workshops in which staff explored cross cultural interactions and communication, generational differences, unconscious bias. She has recommended the implementation of a DEI mission statement, which started with senior staff and is now on its third iteration. Hadden fielded several comments and questions from the Board regarding diversity of visitorship, the diversity of Boston, DEI language, and metrics. Hadden and Director of Finance and Administration Tracey Cooke provided examples of how the Conservancy is incorporating DEI into its day-to-day thinking, such as reviewing and rewriting job descriptions.
4. Husid introduced Director of Development Alex Rogers Pittman, who provided the Board with a fundraising update. Philanthropic revenue has exceeded the revised goal of Scenario B; \$90k more, primarily expected from individual year end giving, is needed to meet the goal of Scenario A. She recapped recent donor acquisition efforts, noting the marketing postcards and acquisition appeals sent to over 25k households. The Conservancy's virtual events have been engaging donors and expanding its audience. Development is initiating a new "Sponsor a Polli-neighbor" dedication program and will begin marketing in November. Rogers Pittman furthermore announced that the Development Committee has approved moving the 2021 Gala to April 15 as a virtual event, a decision that was reached due to Covid-19 and Brackenbury's departure in Spring 2021. She likewise announced the 2021 Momentum Fund, a matching campaign for all new and increased gifts up to \$100k to honor Brackenbury and to provide funds for the incoming Executive Director to implement their vision. Rogers Pittman noted that the Conservancy aims to increase Board giving in 2021 and would appreciate pledge commitments by the end of January 2021.
5. Brackenbury provided the Board with an update on the 2021 budget. He noted that the Greenway BID is to hold their board meeting on the day following this meeting, during which they will vote to approve Enhancement allocations, adding \$200k for the operating budget. Under the assumption that this will be approved, personnel reductions will be reduced to \$50-100k and temporary measures for personnel savings like furloughs and temporary salary reductions are now being considered.
6. Brackenbury described to the Board three procurements requiring a vote of Board approval: J&J Masonry, a women owned business; an extension for Benchmark, hired to perform collaborative work on sculpture for the Daniel Gordon exhibit, to further engineer and fabricate sculpture; and a three-year extension for the maintenance contract with Block by Block, whose 18-month contract is expiring in six months. **Upon a motion made**

by Rebecca Lee and seconded by Brad Snyder, the motion to authorize the three procurements was unanimously approved.

7. Brackenbury provided Greenway and Conservancy updates: He thanked staff for all the work done during an unusual summer season. The State of Good Repair report was circulated to the Board and will be reviewed in more depth by the Finance Committee. The start and completion of Parcel 2 is to happen in 2021; work by MassDOT contractors is slated to finish this fall and is a necessary precursor to Parcel 2 park construction. The Trillium Beer Garden's last day of the season is Sunday. Invitations to 2021 Board and Committee meetings will be sent in the coming week.
8. No members of the public were present for comment.

The Rose Kennedy Greenway Conservancy Board Meeting was adjourned, upon a motion made by Conor Finley and seconded by Brad Snyder, and a unanimous vote in favor was held at 7:32pm.