

**Annual Meeting of the Rose Kennedy Greenway Conservancy  
Board of Directors and Leadership Council  
Tuesday, October 4, 2011 (draft pending approval in December)**

**Notes**

**5:30pm Reception**

**6:00pm Annual Meeting**

**I. Welcome and acknowledgements, Georgia Murray, Board Chair**

- Matt Conti is taping this meeting.
- Meeting was called to order at 6:00pm.
- Georgia Murray welcomes guests.
- Georgia referenced recent arrival of Occupy Boston in Dewey Square Park; park staff is communicating with them, they are being cooperative.
- Nancy introduced and welcomed new Board member Phil Griffiths.

**II. Guest Speaker, Patrick Cullina, Vice President of Horticultural and Park Operations, Friends of the High Line, NYC**

- The Greenway is important within an international and national context.
- The park has extraordinary educational potential: places for kids to participate in the outdoors.
- Parks around the world are creating public spaces in postindustrial landscapes and prompting urban designers to think about landscapes in a new way.
- In less than 10 years, the High Line Park went from a community meeting to opening the park which is a City of NY and Conservancy partnership.
- More than 4 million visitors annually.
- First two sections cost \$150M based on revenue projections.
- Third section is still in hands of railroad and there is hope that a connecting path will come through landscape-it is currently in negotiations.
- Friends of the High Line operates through a license with the parks department and have responsibility for funding it. City pays for security.
- Revenues are generated through fundraising so programs are free of charge.
- Plan for concessions/food vendors/earned income.

**Business Meeting**

**III. FY 11 Year in Review/FY12 Outlook, Nancy Brennan, Executive Director**

- This was a great year for the Greenway. The Conservancy is in our third year of running the park.
- There is growing enthusiasm for the Greenway.
- Nice comments in the Boston Globe and the Boston Herald.
- Visitorship on track to increase by over 60% over last year: final figures will be available in December.
- Wonderful volunteer program- over 200 volunteers annually.
- Green & Grow Program-we now employ 2 full time staff members from G&G.
- Greenway Open Market vendors (new this year) make as much as in SOWA market.
- Park operations are always getting fine-tuned.
- Doubled the number of food vendors.

- Nancy acknowledged Toni Pollak.
- We are proceeding with custom carousel.
- Public asked for more public art.
- Please circulate survey.
- Proposed Greenway improvement district is moving forward with a dedicated website.

#### IV. Governance

- Minutes from last Greenway Leadership Council on July 12, 2011 were approved with a motion by Georgia Murray.
- Don DeAmicis sat in for Gloria Larson, Chair of the Governance Committee.
- Nominations for Conservancy Board 3 year terms are: Helen Chin Schlilchte and Cheryl Cronin. There was a motion by Bob Gore.
- Vote to approve new Board members.
- Leadership Council nominations slate is: another term for James Chan and Francine Gannon, David Seeley and David Queeley, two years for Deborah Spirio.
- Christian said they have been very active and asked for motion.
- Vote to approve renewed and new GLC members
- Georgia acknowledged outgoing Board member Dorothy Terrell. "She has been a wonderful Board member. We were honored to have her and thank you Dorothy for all you have done for the Greenway."

#### V. FY 2011 Audit Report, Christine Manfredi, Chair, Audit and Risk Management Committee

- Chris announced that the Conservancy had a clean audit.
- Ended a good year with a positive \$700,000.
- Expenditures are managed in very strong way.
- Fundraising continues to be a challenge and there are new staff in place.
- Ed Johnson of Feeley & Driscoll spoke about the Conservancy's strong Board and audit committees. The Conservancy has done out outstanding job. It continues to grow and is strong.
- Chris asked for questions.
- Question from audience member: "is the lease up?"
- Response was that the lease is up in 2013.
- Audit will be on website early this week.

#### V.I Public Questions/Answers and Discussion

- Chinese Benevolent Association/CCB-president thanked the Conservancy for the improvements in Chinatown Park.
- It brings safety and cleanliness and the community is happy to see that.
- Park is more beautiful.
- Request for Chinese themed pavilion in Chinatown Park where people can perform.
- GLC and board members have committed to work together on special project teams.
- Public art was the most popular future program idea. There is a lot of buy-in.
- There was a question about other parcel development. Georgia said the Conservancy is only responsible for what is on the Greenway itself.
- MassDOT and the BRA have started conversation with the Conservancy about a public planning process for the underutilized ramp parcels. No schedule has been established yet.

VII. Adjourn

- Meeting was adjourned at 7:46pm