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

1. 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 Schilchlte 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