



**Rose Kennedy Greenway Conservancy Board of Directors Meeting  
Tuesday, March 26, 2019 – 5:30 pm  
185 Kneeland Street, 1<sup>st</sup> Floor, Boston**

**Meeting Minutes**

**Board Members Present:** Jim Kalustian, Alli Achtmeyer, Kathryn Burton, Mark Boyle, Robertstone Goodridge, Roz Gorin, Carmine Guarino, Doug Husid, Deniz Johnson, Rebecca Lee, Bud Ris, John Shea, Brad Snyder, Kim Sherman Stamler, David Wilkinson

**Non Board Members Present In Person:** Jeanie Gorlovsky-Schepp (AAF CPA)

**Board Members Absent:** Karen Johnson, Susanne Lavoie, Bryant McBride, Tom O'Brien, Robyn Reed

**RFKGC Staff:** Jesse Brackenbury, Keelin Caldwell, Tracey Cooke, Lucas Cowan, Samantha McGinnis, Alex Pittman, Robert Stigberg, Talia Aronson, Grace Hagemann, Sheila Novak, Eileen Ong, Erin Webb, Cheryl Sullivan

**Open Session**

Greenway Board Chair Jim Kalustian called the meeting to order in Open Session with a quorum present, in person, at 5:43pm.

1. Chair Kalustian called for a motion to approve the minutes from the December 11, 2018 meeting of the Board of Directors. **Upon a motion made by Doug Husid, and seconded by Brad Snyder, the minutes were unanimously approved.**
2. Chair Kalustian discussed the nominations of David Wilkinson and Rebecca Lee to the Greenway Conservancy's Board, each for term beginning 3/26/19 and ending 12/31/22.

*Rebecca Lee and David Wilkinson excused themselves from the meeting.*

**Upon a motion made by Mark Boyle and seconded by Deniz Johnson and Roz Gorin, the board unanimously voted to accept Rebecca Lee and David Wilkinson on the Conservancy Board.**



*Rebecca Lee and David Wilkinson rejoined the meeting.*

3. Chair Kalustian discussed the nomination of Board members Tom O'Brien to join the Development Committee and David Wilkinson to join the Finance Committee. **Upon a motion made by Mark Boyle and seconded by Robertstone Goodridge, the Board voted unanimously to have Tom O'Brien join the Development Committee and David Wilkinson join the Finance Committee.**
  
4. 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, which are comparable to the financials of 2017. Reserves are strong, earned income continues to grow, and while investments in 2018 were under water at the end of the year, they have since recovered. She mentioned a change in the standard for non profit accounting which affects the presentation of financials. Board members asked questions about the assets of the organization, the distribution of expense and the state of reserves. Mr. Ris noted that the Finance and Audit Risk Management Committee reviewed these statements. **Upon a motion made by Mr. Husid and seconded by Bud Ris, the Board unanimously voted to approve the Audited Financial Statements.**
  
5. Mr. Brackenbury introduced Director of Development, Alex Rogers Pittman. Ms. Pittman had been a grant writer for the Conservancy for eight years before moving into this new role. Ms. Pittman discussed plans for the 2019 Gala and requested board support in securing sponsorships. Erin Webb, Annual Giving Manager, is spearheading efforts to build annual giving, particularly from residents of buildings around The Greenway. Board members asked questions about solicitation mailing lists and the ways in which the park connects with park users via food trucks and public art exhibits. Ms. Pittman discussed staffing changes to the Development department, including a new Senior Development Officer and a contract grant writer. She described the department's 2019 goals, the Wildflower Meadow and Honey Bee Campaign, and Citizen Bank's increased sponsorship for Summer on The Greenway.



Ms. McGinnis and Ms. Caldwell provided an overview of the 450 events planned for the park in 2019. The park will offer over 100 free fitness classes, with some exciting new partnerships. The park will offer three movies with an auto theme to tie into this year's Public Art theme and partner with Bloomberg to offer screenings of the Boston Pops. The Greenway will host the Boston Green Fest this year and have a new program called the Celebrity Series for one, a one minute personal concert. Significantly, the park is celebrating its ten year anniversary in the fall with a series of events including free carousel rides, a fall food truck festival and many area buildings lighting green in celebration.

*Doug Husid left the meeting at 6:30pm*

The board discussed food truck revenues and Ms. McGinnis described how location fees are determined. The board discussed the price increase at the carousel, and staff described efforts, including providing 1000 vouchers for free rides to local children, to keep the carousel accessible for all.

8. Mr. Brackenbury introduced Public Art Curator, Lucas Cowan. Mr. Cowan thanked the board for its support in the last year and spoke to the curatorial theme for the 2019 season, The Auto Show, a whimsical look back at the transition from railroads to highway to park. This season was two years in the planning and is the first time The Conservancy will feature work in Augmented Reality. Mr. Cowan highlighted the major works slated to be installed in the park, the approximate durations of each piece and plans for the 2020 and 2021 seasons. Board members discussed opportunities for Public Art and its artists to collaborate with funders and local community and schools.
9. Mr. Brackenbury mentioned past efforts to revise The Conservancy's mission statement. Board members discussed the existing mission statement and expressed regret that it did not communicate the richness and vibrancy of The Greenway. Members of the board volunteered to lead efforts to create a new mission statement.
10. Mr. Brackenbury discussed Greenway updates. Two new electric vehicles, purchased with support from MassDot, have joined the fleet. In the December board meeting, the board voted to put forth a nine month extension of the Work



Inc contract; Brackenbury notified the Board that the amount of the executed extension was \$532,350. Mr. Brackenbury discussed hiring for open positions, including the Assistant Director of Programs and a Senior Maintenance Technician. Interns have been hired for the summer. The City of Boston has begun making contributions to the Conservancy. A new website is planned to be unveiled in early summer.

11. 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 Ms. Burton, and a unanimous vote in favor was held at 7:30 pm.**