

Rose Kennedy Greenway Board of Directors Meeting
Tuesday, April 7, 2015 – 5:30 pm
185 Kneeland Street, 2nd Floor, Boston

Meeting Minutes

Board Members Present In Person: Georgia Murray, Clinton Bench, Janelle Chan, Helen Chin Schlichte, Bob Gore, Jim Kalustian, Chris Manfredi, Tim Morningstar, Jane Pappalardo, Young Park, John Pregmon, Robyn Reed, Colleen Richards Powell, Jerome Smith

New Board Members Present In Person: Kathryn Burton, Daniel Sieger, Daniel Toscano

Board Members Absent: Chris Betke, James Chan, Beedee Ladd, Martin Lynn

RFKGC Staff: Jesse Brackenbury, Laura Jasinski, Charlie McCabe, Michael Nichols, C. Bart Thompson, Renee Wood

Open Session

Greenway Board Chair Georgia Murray called the meeting to order in Open Session with a quorum present, in person, at 5:31pm.

1. Chairwoman Murray called for a motion to confirm Kathryn Burton, appointee of State Rep. Aaron Michlewitz, Daniel Sieger, appointee of Massachusetts Sec. of Energy & Environmental Affairs Matthew Beaton, and Daniel Toscano, appointee of State Sen. Anthony Petrucci, to the Greenway Board of Directors to fill open seats. **On a motion by Jane Pappalardo, and seconded by Helen Chin Schlichte, all three nominations were unanimously approved.**
2. Ms. Murray then called for a motion to confirm Colleen Richards Powell to an open seat on the Board's Finance, Audit and Risk Management Committee (FARMC). **On a motion by Bob Gore, and seconded by Chris Manfredi, Ms. Richards Powell's nomination was unanimously approved.**
3. Ms. Murray then called for a motion to approve the minutes from the February 5, 2015 meeting of the Board of Directors. **On a motion by Young Park, and seconded by Bob Gore, the minutes were unanimously approved (Kathryn Burton, Daniel Sieger abstaining.)**
4. Ms. Murray then called for a motion to approve updates to the charters of the Development and Investment Committees, respectively, on the recommendation of each committee. Ms. Murray and Ms. Manfredi spoke to modernizing each committee's charter to better align them with committee activities and with the recent updates to the charter of the Finance,

Audit and Risk Management Committee (FARMC). **On a motion by Chris Manfredi, and seconded by Janelle Chan, the Development Committee Charter updates were unanimously approved. On a motion by Chris Manfredi, and seconded by Robyn Reed, the Investment Committee Charter updates were unanimously approved.**

(Mr. Bench & Mr. Toscano arrived to the meeting.)

5. Executive Director Jesse Brackenbury & Finance Manager Renee Wood presented a proposal to change the Conservancy's fiscal year. Mr. Brackenbury noted that the current fiscal year ends on June 30th each year and the proposal would move to a December 31st end date. Both Mr. Brackenbury and Ms. Wood spoke to how a transition would occur – including extending the fiscal year scheduled to end June 30, 2015 to December 31, 2015. Mr. Brackenbury offered that such a shift going forward would better align the schedules of the Conservancy, the Board, and the Board's Committees around the usual operational, personnel, and cash flow patterns of the organization. Ms. Wood noted the Conservancy has received advice from outside auditors on making such a change and that the auditing firm strongly endorses the business rationale for making such a change.

Ms. Manfredi noted that the matter has been discussed at FARMC and that the proposal is both the right move for the organization and comes at the right time. She commended Mr. Brackenbury, Ms. Wood, and the auditing firm for a well-planned transition that takes all relative factors into account and should occur in the least disruptive fashion possible. Mr. Gore noted that the auditing firm supported a rational timeline and Ms. Murray agreed that the timing is good with the Echelman project currently slated to fall into multiple fiscal years.

On a motion by Chris Manfredi, seconded by Janelle Chan, the proposed Fiscal Year change was unanimously approved.

(Ms. Richards Powell arrived to the meeting.)

6. Mr. Brackenbury presented the Fountain Controller Procurement to the Board, offering the existing fountain automation systems in the North End Parks have been malfunctioning and are obsolete and that the controller in Chinatown Park was partially compromised in a vault flood in 2012 and is also obsolete. Mr. Brackenbury stated that replacing the three at the same time offers efficiency and cost savings and will allow park maintenance staff uniformity and standardization of the Greenways fountains.

Board members asked questions regarding the procurement process, variations in price between the three controllers, and any warranties the original controllers might be under.

(Ms. Pappalardo departed the meeting.)

7. Charlie McCabe, Director of Public Programs, presented a recap on the Greenway's 2014 activities and addressed plans for spring, summer and fall of 2015. Mr. McCabe addressed a continued increase in park activation through trackable visits in the form of carousel rides, food truck participation, attendance at Greenway events, and Greenway WiFi logins. Mr. McCabe highlighted several events from 2014 and spoke to plans for 2015. In 2015, he expected the Conservancy to offer roughly the same 300+ free events in addition to new activities tied to the Janet Echelman public art sculpture. Those additional events, he offered, included a week of concert performances under the sculpture, several organized visits by Boys & Girls Club campers throughout the summer, and a number of other small events beneath the public art piece.
8. Mr. Brackenbury addressed earlier questions from Board members on the fountain controller procurement. **On a motion by John Pregmon, seconded by Bob Gore, the fountain controller procurement was unanimously approved.**
9. Elizabeth Morningstar, CEO of the Boston Public Market, presented an update on the construction of the Public Market. Ms. Morningstar offered that she enjoys a close working relationship over the Conservancy that includes partnership on the Dewey Square and North End Farmers Markets. Ms. Morningstar offered that the Boston Public Market is slated to open in July 2015.
10. Planning & Design Manager Laura Jasinski presented regarding the on-going Greenway Ramp Parcel study commissioned by the Boston Redevelopment Authority and the Massachusetts Department of Transportation. She provided the background on the issue, which includes MassDOT's obligation to 'cover' the ramps. Ms. Jasinski explained the latest developments in the joint BRA/MassDOT process as it relates to defining 'cover' and suggesting possible approaches for covering the ramps that may include screens, buildings, or other types of coverage. Ms. Jasinski offered that the most recent direction of the group suggests using a combination of screens and plantings to Greenway Parcel 18, deck over a portion of Parcels 12 and 6 and adding landscape. Ms. Jasinski communicated that the first public comment period had closed and the next major phase of the study is review by the Massachusetts Environmental Protection Agency. That review would be followed by a design phase, and construction might start by summer 2018.

Board members discussed an interest in an international design competition that would reveal innovative uses of the spaces that both achieve the environmental requirements while adding value to the spaces from the perspective of the public and the Conservancy.

11. Michael Nichols, Community Affairs and Strategic Projects Manager, presented the Conservancy's plans to re-brand The Greenway in alignment with a forthcoming major media campaign surrounding the Echelman sculpture. Mr. Nichols related to the Board that the Conservancy had received over \$200,000 in in-kind media support, mostly comprised of print and digital advertising opportunities. To capitalize on the campaign, the Conservancy released an RFP seeking a 'graphic design and creative services' firm to support the Conservancy's media campaign. Through that process, KHJ Brand Activation, of Boston, was selected; KHJ agreed to complete the project entirely pro bono. In the early stages of preparation for the Echelman media campaign, KHJ recommended a re-branding of The Greenway itself to better align with the campaign, to capitalize on the campaign's exposure, and to better align The Greenway with modern perceptions of the park. KHJ also offered to perform a re-branding of The Greenway pro bono. Mr. Nichols then introduced Adam Cramer, Creative Director, Mike Panagako, Director of Real Estate and Development Strategy, and Austin Esmond, Senior Designer, to present to the Board on the rationale for suggesting a new direction for the park's branding and the resulting proposed new logo.

Mr. Cramer and Mr. Panagako spoke to considerable familiarity with the Greenway and the Greenway district through their numerous clients along the Greenway. Mr. Cramer and Mr. Esmond presented their thinking – "The Greenway is a bold contemporary park that intertwines with the heart of Boston." Their proposed new logo was presented to the Board.

Mr. Nichols noted that the Conservancy has no plans to change legal name of the organization or the park. Mr. Nichols stated that there was no cost to the Conservancy for the logo change and Conservancy staff performed an analysis with KHJ on how to roll out the new logo that calls for minimal spending outside of ordinary restocking and replacement.

Board members asked several questions related to notification of various Greenway stakeholders on the re-branding. **On a motion by Georgia Murray, seconded by Bob Gore, the Board unanimously approved the re-branding for immediate use the Echelman project media campaign and a one-week moratorium on other uses until additional stakeholder notification by staff.**

12. No members of the public present sought to be heard.

The Rose Kennedy Greenway Conservancy Board Meeting was adjourned, upon a motion made by Helen Chin Schlicte and duly seconded by Tim Morningstar, and a unanimous vote in favor was held at 7:40pm.