

Rose Kennedy Greenway Board of Directors Meeting
Tuesday, March 28, 2017 – 5:30 pm
185 Kneeland Street, 2nd Floor, Boston

Meeting Minutes

Board Members Present In Person: Mark Boyle, Kathryn Burton, James Chan, Helen Chin Schlichte, Karen Diane Johnson, Susanne Lavoie, Chris Manfredi, Jane Pappalardo, John Pregmon, Robyn Reed, Bud Ris, Daniel Sieger

New Board Members Present in Person: Robertstone Goodridge

Board Members Absent: Jim Kalustian, Chris Betke, Beedee Ladd, Bryant McBride, Tom O'Brien, Kim Sherman Stamler

RFKGC Staff: Jesse Brackenbury, Steve Anderson, Howard Breslau, Lucas Cowan, Samantha McGinnis, Michael Nichols, Eileen Ong, Keelin Purcell, Robert Stigberg, Renee Wood

Open Session

Greenway Board Treasurer & Clerk Chris Manfredi called the meeting to order in Open Session with a quorum present, in person, at 5:31pm.

1. Treasurer Manfredi called for a motion to approve the minutes from the December 13, 2016 meeting of the Board of Directors. **On a motion by Mark Boyle, and seconded by Bud Ris, the minutes were unanimously approved.**

2. Treasurer Manfredi introduced Roberstone Goodridge, a prospective candidate for addition to the Board and a nominee of State Senator Joe Boncore. Ms. Manfredi read Sen. Boncore's nomination letter into the record. Mr. Goodridge was excused from the meeting during consideration of his nomination. **On a motion by Mark Boyle, and seconded by Dan Sieger, proposed Board candidate Robertstone Goodridge was unanimously approved.**

Mr. Goodridge returned to the meeting.

3. Treasurer Manfredi introduced Renee Wood, Director of Finance & Administration, to present the Conservancy's 2016 Audited Financial Statements.

Ms. Wood reviewed the organization's Financial Statements and spoke to various elements, including performance of the Conservancy's investments, the fiscal year

end statement of financial position, and that the budget closed with revenues in excess of expenses after accounting for depreciation.

Ms. Wood introduced Jeanie Gorlovsky-Schepp of AAF, the Conservancy's independent auditors, who spoke to the documents presented to the Board. Ms. Gorlovsky-Schepp addressed the Executive Summary of Financial Statement Audit and detailed that the Conservancy had earned a "clean audit" and "clean management letter". Ms. Gorlovsky-Schepp also discussed highlights of the financial statements.

Board members noted that FARMC met with the auditors in the absence of staff at the most recent committee meeting and that there were no concerns expressed.

On a motion by Bud Ris, and seconded by Helen Chin Schlichte, the Board unanimously voted to accept the audit.

4. Jesse Brackenbury, Executive Director, introduced Howard Breslau, Chief Development Officer, to provide Fundraising Updates. Mr. Breslau presented the Development Department's 2017 department goals and provided updates on other areas where the organization could strengthen private giving.

Board members asked questions about the Conservancy's comparability to similarly situated non-profit organizations and what Mr. Breslau saw as the organization's biggest priorities and opportunities going forward.

Meeting attendees were reminded the Conservancy's annual gala is scheduled for Thursday, June 8, 2017.

Kathryn Burton and James Chan departed the meeting.

5. Mr. Brackenbury introduced Samantha McGinnis and Keelin Purcell, Associate Directors of Programs, for a presentation on the upcoming season. Ms. McGinnis and Ms. Purcell recapped the 2016 season and noted the Conservancy now offers over 400 free events per year with trackable attendance of nearly 1.4 million visitors. Ms. McGinnis and Ms. Purcell explained improvements to both the customer-facing processes that identify partner organizations interested in hosting programs on The Greenway and internal organization processes for managing programs and their impact on the park. These updates included running RFP

processes to identify partners interested in hosting food trucks, fitness classes, a beer garden, and an open market on The Greenway.

Ms. McGinnis and Ms. Purcell also detailed the Conservancy's event planning process and provided an early look at expected large and recurring events planned for the park in 2017. Ms. McGinnis and Ms. Purcell detailed the first year of the Greenway Play Program and the on-going Volunteer Program.

Ms. McGinnis and Ms. Purcell explained the Conservancy's earned income efforts, including a trajectory that has seen earned income rise to almost \$1 million per year. Ms. McGinnis and Ms. Purcell provided an update on pilot initiatives for 2017, including the Greenway Beer Garden and a zipline on Greenway Parcel 12.

Board members asked questions about safety precautions being taken in association with the zipline, how the Conservancy determines earned income opportunities, whether the park has reached a saturation point with food truck vending locations, and for an update on a potential winter market.

6. Mr. Brackenbury introduced Lucas Cowan, Public Art Curator, to present on the Conservancy's 2017 public art season. Mr. Cowan spoke to the curatorial theme for the season, Playful Perspectives, and how the concept would thread through each of the year's installations, including two already installed in the park. Mr. Cowan highlighted the major works slated to be installed in the park and the approximate durations of each piece. Mr. Cowan also spoke to the return of Design Biennial Boston, which would lead to up to four additional pieces being shown in the park.

Board members asked whether there is any other park or public space in the Boston area that comes close to the Conservancy's quantity and quality of public art offerings.

7. Mr. Brackenbury provided a collection of updates about Greenway activities, including updates to the organization's CORI policies, scheduled repairs being made to the Rings Fountain, repairs being made to the North End fountain, a proposed renovation of the Parcel 18 gardens, and discussions with the State around the Conservancy's lease and financial structure. Mr. Brackenbury and Mark Boyle, MassDOT's representative on the Greenway Board, both signaled optimism about the direction of conversations and Mr. Boyle noted the state's interest in

providing the Conservancy a 10-year lease (with two ten-year extensions) to manage the park.

8. Treasurer Manfredi announced that the next public meeting of the Board would be held on Tuesday, May 9, 2017.
9. 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 Schlichte and seconded by Bud Ris, and a unanimous vote in favor was held at 7:13pm.