

Rose Kennedy Greenway Board of Directors Meeting
Tuesday, May 10, 2016 – 5:30 pm
185 Kneeland Street, 2nd Floor, Boston

Meeting Minutes

Board Members Present In Person: Jim Kalustian, Mark Boyle, Kathryn Burton, James Chan, Janelle Chan, Helen Chin Schlichte, Martin Lynn, Tim Morningstar, Thomas O'Brien, John Pregmon, Robyn Reed, Bud Ris, Kim Sherman Stamler, Daniel Sieger

Board Members Absent: Chris Betke, Beedee Ladd, Chris Manfredi, Jane Pappalardo, Colleen Richards Powell, Jerome Smith, Daniel Toscano

RFKGC Staff: Jesse Brackenbury, Steve Anderson, Lucas Cowan, Melissa Henry, Michael Nichols, Elana Price, Renee Wood

Open Session

Greenway Board Chair Jim Kalustian called the meeting to order in Open Session with a quorum present, in person, at 5:40pm.

1. Chair Kalustian called for a motion to approve the minutes from the March 29, 2016 meeting of the Board of Directors. **On a motion by Bud Ris, and seconded by Helen Chin Schlichte, the minutes were unanimously approved.**

(Kim Sherman Stamler and James Chan joined the meeting.)

2. Executive Director Jesse Brackenbury introduced the discussion on Winter Activation. Mr. Brackenbury detailed the Conservancy's interest in seeking greater activation of the park in winter (typically November to March) and the organization's process of considering commercial opportunities for winter. Mr. Brackenbury detailed past efforts to produce winter events and the Conservancy's reactive discussions with event producers. Mr. Brackenbury detailed new efforts to research potential partners and activities, including pairing with a Harvard Business School CAP team to receive pro bono research and consulting on such opportunities.

Mr. Brackenbury detailed that the CAP team identified 29 potential partners for a significant winter holiday market activation of the park, which led to a series of interviews with event producers around the country. Those conversations led to a

small group of potential partners, including four that produce traditional holiday markets and one that produces a contemporary holiday market.

Mr. Brackenbury presented a staff recommendation to advance conversations with Upsilon Ventures, who produce a contemporary holiday market and additional upscale amenities during the winter season at Bryant Park in New York City. Mr. Brackenbury provided additional information on Bryant Park's winter activation and shared information on the programmatic elements, size/layout, estimated revenue, potential duration, and possible start date of a partnership with Upsilon.

Board members asked questions related to expected revenue, corporate sponsorship opportunities, vendor selection, status of the process, potential operators and their current operations, the potential need for additional Conservancy staffing, alternative programming in the event a major winter activation does not occur until 2017, and the expected schedule for a 2016 activation. Board members voiced consensus support for a significant winter activation on the scale of the staff recommended proposal and encouraged staff to continue engagement with the staff recommended operator. The Board also directed staff to convene a small working group from the Board to support the discussions with the staff recommended operator with the hopes of accelerating the timeline for a potential large-scale winter activation.

3. Director of Finance and Administration Renee Wood and FARMC Co-Chair Bud Ris introduced the discussion on the Conservancy's FY15 Federal Tax Form 990 and State Form PC documents. Ms. Wood and Mr. Ris spoke to the proposed documents, their processes' for formation, and the narratives included in each that detail the Conservancy's operations and activities. Ms. Wood and Mr. Ris also presented information on comparative changes from the prior year's Federal Tax Form 990 and State Form PC to this year's filings.

On a motion by Bud Ris, and seconded by Helen Chin Schlichte, the proposed 990 and Form PC documents were unanimously approved.

4. Mr. Brackenbury presented to the Board an update on the procurements for masonry work and skateboard deterrents discussed at the prior Board meeting.

Board members asked questions about the process, bid requirements, warranties on failing items, and type of labor utilized in contracts for services such as the pending procurement. **On a motion by Tom O'Brien, and seconded by Bud Ris,**

the park operations procurements were unanimously approved. The Board requested to be updated on the final contractor selection and negotiated prices at a later meeting.

5. Mr. Brackenbury introduced Michael Nichols, Chief of Staff, who presented an update on the Conservancy's branding efforts.

Mr. Nichols outlined accomplishments from the Conservancy's 2015 organizational rebrand, which was guided by engagement of a pro bono design firm and the Board's expressed preference that the rebrand be accomplished in the ordinary course of replacing materials with non-conforming brand standards. Mr. Nichols also reviewed the media campaign for the Echelman sculpture, which included pro bono design services and in-kind donated advertising space.

Mr. Nichols reviewed the 2016 priorities for finalize the rollout of the organization's new logo and continuing a varied, multimedia public art outreach strategy. Mr. Nichols offered that the same branding firm, KHJ Brand Activation, had again offered to donate creative services to the public art campaign while all 2015 public art media sponsors were set to return as in-kind sponsors for the 2016 public art campaign.

Mr. Nichols outlined the Conservancy's growth in owned-media interactions, including substantial growth in social media followers during and after the Echelman installation.

Board members voiced support for the Conservancy's branding efforts and focus on outreach to the non-contiguous Boston neighborhoods to the Greenway with a focus on Dorchester, Roxbury and Mattapan.

(James Chan, Martin Lynn, and Kim Sherman Stamler left the meeting.)

6. Mr. Brackenbury introduced Lucas Cowan, Public Art Curator, who presented an overview of planned public art installations for 2016. Mr. Cowan noted that public art installations on The Greenway continue to be guided by the Conservancy's strategy of exhibiting contemporary art on a temporary basis throughout the park. Mr. Cowan noted seven installations planned for 2016, including several pieces in locations where the Conservancy has never before exhibited public art. Mr. Cowan discussed each of the exhibits presently in the park or planned for installation in the months ahead. Mr. Cowan highlighted the two selected, winning entrants from an RFP calling for local, Massachusetts-based artists.

Mr. Cowan highlighted a 12-piece installation by Chinese contemporary artist Ai Weiwei that is presently on a world tour. Mr. Cowan also demonstrated much of the positive press coverage received for the Conservancy's public art program and shared details on the forthcoming Greenway-wide public art celebration and season kickoff on Thursday, May 19.

7. Chair Kalustian discussed the importance of Board Member participation in fundraising that benefits the Conservancy and provided information on important upcoming opportunities to support the organization's Development department, including the June 16, 2016 Greenway Gala.
8. Chair Kalustian announced that the next public meeting of the Board would be held on Tuesday, September 13, 2016.
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 Janelle Chan and seconded by Dan Sieger, and a unanimous vote in favor was held at 7:38pm.