

**Rose Kennedy Greenway Conservancy
Public Meeting of the Board and Leadership Council
Tuesday, July 24 2012 – 6:00 pm
185 Kneeland Street, 1st Floor Conference Room**

RKG Board: Georgia Murray, Susanne Lavoie, Chris Manfredi, Chris Fincham, Maggie Hunt, Bob Gore, Helen Chin Schlichte, Clinton Bench, Phil Griffiths

GLC: Francine Gannon, James Chan, Toni Pollak, Deborah Spirio, Donna Freni, Mike Cantalupa, Ed Lambert

RKG Staff: Nancy Brennan, Jesse Brackenbury, Amy Dwyer, Linda Jonash, Steve Anderson, Lisa Mykyta, Laura Jasinski,

Minutes

Georgia Murray opened the public meeting by welcoming everyone, introducing the board and GLC and an overview of the agenda.

A motion to approve the minutes of the May 1, 2012 meeting was made, duly seconded the minutes were approved at 6:10 pm. Georgia Murray then proceeded with the agenda and introduced Jesse Brackenbury for a budget presentation.

Jesse Brackenbury presented to the Board and the Leadership Council with a power point on the annual statement of results for FY12, the annual statement of goals and activities for FY13 and an overview of the operating and capital budget for FY13. It was noted that this is the fourth public season for the Greenway parks He also reviewed the FY12 Actuals and the proposed FY13 budget in detail highlighting notable expenses that will be incurred in FY13, including the WORK Inc. contract which is in its second year of a two year contract extension. Steve Anderson briefed the Board and GLC on the original contract and the changes for this final year of the extension including the increased cost for additional trash removal and 1 additional weekend staff person for a total cost of \$520,396.18. Steve fielded a number of questions from the Board and GLC. Georgia Murray made a motion to approve the second of a two year contract extension; duly seconded the WORK Inc. contract extension was approved.

The board and GLC discussed and answered questions on the FY13 budget and a motion to approve the FY13 budget; duly seconded the FY13 budget was approved.

Nancy Brennan and Georgia Murray presented the draft 5 Year Business Plan, requested by MassDOT Secretary Richard Davey, to the Board, GLC and the public in attendance, saying that they hoped to collect more input from the public prior to reporting to the Secretary on July 31, 2012. A brief presentation was made on a survey that gathered more public input on park

priorities, research findings from interviews with contributors and potential Business Improvement District (BID) participants and a resulting funding assessment, and a framework for the 5 year plan including revenues and expenses and the conditions needed to grow non-governmental revenue.

Nancy Brennan also described the scope and research contributed by the independent firms: DC, The Collins Center and Howard Stein Hudson. Components of the report to the Secretary include the business plan (Greenway Conservancy), the fundraising assessment (TDC), an executive salary study (The Collins Center) and the Survey (Howard Stein Hudson) were reviewed in detail. Georgia Murray noted that this is an aggressive plan but it was necessary to achieve the goal of significantly reducing state funding. Nancy Brennan added that the final Business Plan will be posted on the Conservancy's website.

There were a number of questions and comments from Board and GLC members noting that FY14 and the end of the Conservancy's reserves is less than a year away, that the Greenway is a very complex property to maintain. There were questions on what would happen if MassDOT pulled funding entirely and there was no BID to support park operations? Are there any state parks that do not receive state funds? There were responses to a number of these questions including information from GLC-member Commissioner Ed Lambert on a number of state parks and other facilities that are unstaffed due to budget cuts. Board member Clinton Bench noted that MassDOT was encouraged by the progress the Conservancy has made at looking at reducing state funding in the 5 year plan. MassDOT's intention was never to walk away completely from its asset.

Some board members asked for additional thoughts from staff on philanthropy and earned income possibilities. They also noted their encouragement to hear the continued support from MassDOT but acknowledged that that time spent on the business plan could have been focused on fundraising.

Public Discussion

A number of public comments were made including Tom Powers from the BHIA, noting that the Conservancy handled the request from MassDOT appropriately and said that he was concerned that declining State funding will have a negative impact on the BID. Vivian Li from the Boston Harbor Association noted that the Greenway looked spectacular and was pleased with the progress on the 5 year plan. Nathan Swain from the North End acknowledged the North End Friends of the Greenway group and announced a partnership with the Conservancy to work on beautifying the North End Parks. Nancy Brennan also spoke to this endeavor and noted that volunteerism is a key piece to the future success of the Greenway. Bud Ris from the NE Aquarium noted that the parks look great and questioned the feasibility of a BID and greater

philanthropy without continued State support. He also noted that corporate philanthropy has diminished significantly in recent years.

Victor Brogna of the North End was concerned about a section of the presentation that discussed creating an 18 hour active area from young professionals along the Greenway, should not happen in the North End Parks, saying that this neighborhood does not want that.

Peter Gori from Jamaica Plain noted that the Greenway has been an evolution and still needs to address major needs like a maintenance facility, capital reserve and large scale programmatic needs. He also noted that the Conservancy keep in mind the types of food service on the Greenway and its impact on restaurant development along the Greenway.

Dave Kubiak from NEWRA also acknowledged the work of the North End Friends group and noted that they want to partner with the Greenway at no extra cost to the Conservancy. He also noted that the 5 year business plan is a good start but that there needs to be a much longer planning process for Greenway operations.

Christine Glynn from the Esplanade Association noted her support of the Conservancy and how great the parks look.

Nancy Brennan presented her Executive Director's Report and highlighted the Os Gemeos art installation, the rolling out of the public art master plan in October, the Greenway recycling pilot program, the North Bennett street school bird houses in the Wharf District Parks and upcoming program highlights.

The meeting was adjourned at 8:00 PM