



**Rose Kennedy Greenway Board of Directors Meeting
Tuesday, May 8, 2018 – 5:30 pm
185 Kneeland Street, 1st Floor, Boston**

Meeting Minutes

Board Members Present In Person: Alli Achtmeyer, Bryant McBride, Bud Ris, Jane Pappalardo, Jim Kalustian, Karen Diane Johnson, Kathryn Burton, Kim Sherman Stamler, Mark Boyle, Robertstone Goodridge, Robyn Reed, Tom O'Brien

Board Members Present On Phone: Chris Betke

New Board Members Present In Person: John Shea

Board Members Absent: Beedee Ladd, Rev. Cheng Imm Tan, Daniel Sieger, Doug Husid, James Chan, John Pregmon, Susanne Lavoie

RFKGC Staff Present: Anthony Ruggiero, Grace Hagemann, Howard Breslau, Jesse Brackenbury, Keelin Caldwell, Rachel Lake, Samantha McGinnis, Tracey Cooke, Talia Aronson

Invited Guests Present In Person: Anne Free Engel (TDC), Rick Dimino (A Better City)

Open Session

Greenway Board Chair Jim Kalustian called the meeting to order in Open Session with a quorum present, in person, at 5:50pm.

1. Chief Development Officer Howard Breslau provided Fundraising updates. He announced the dates of the Greenway Gala and Glow and discussed the goals for each event. He discussed some of the topics that came out of the Strategic Business Plan, including corporate and individual relationships, the membership program, and major gifts. Board members asked questions about how the Fundraising program has developed over the past year, and asked that Mr. Breslau forward the Manager of Membership and Annual Fund job description, and send out electronic invites to the Greenway Gala and Glow.

Robertstone Goodridge joined the meeting at 5:55

2. Executive Director Jesse Brackenbury introduced Anne Free Engel from TDC for a presentation on the Strategic Business Plan. Ms. Engel discussed the communications plan, key findings on audience diversity, and potential strategic



investments. Ms. Engel noted that the Conservancy staff reviewed the communications plan. She discussed The Greenway's current audience composition. Board members asked questions about using Greater Boston demographics, whether surveyors were asked about what they use The Greenway for, and how The Greenway's audience compares to other non-profit run Boston based parks. Ms. Engel compared The Greenway's approaches to increasing audience diversity to a number of other public parks. Board members noted that The Greenway Art Ambassadors, free Wi-Fi, volunteer program, and late hours of operation helped welcome a diverse audience. Ms. Engel discussed the recommended short term investments and the investments still under consideration. Chair Kalustian asked if the Advisory board saw these suggestions. Vice Chair Kathryn Burton stressed the importance of setting tangible goals for a Major Gifts Officer and making the expectations of the position clear to the Board. The Board accepted the early SBP recommendation to proceed now with hiring a Major Gifts Officer. Ms. Engel discussed the next steps and the intent to bring the completed Plan to the September Board meeting.

Ms. Engel and Robyn Reed left the meeting.

3. Chair Kalustian called for a motion to approve the minutes from the March 27, 2018 meeting of the Board of Directors. **Upon a motion made by Mark Boyle, and seconded by Jane Pappalardo, the minutes were unanimously approved.**
4. Chair Kalustian discussed the Conservancy's nomination of John Shea to the Greenway Board for a term beginning immediately and ending 12/31/21.

John Shea excused himself from the room.

Vice Chair Burton noted that she had met with Mr. Shea last week and that he was personable and passionate about joining the Conservancy Board. **Upon a motion made by Ali Achtmeyer and seconded by Mr. Ris, the Board voted unanimously to appoint John Shea to the Conservancy Board.**

John Shea rejoined the meeting.

5. Finance Audit and Risk Management Committee (FARMC) Co-Chair, Bud Ris, presented the tax filings. The 990 and Form PC was reviewed by the the FARMC. The Committee determined that the document was a good review of what the Conservancy does and how the Conservancy spends its money. The notable difference from last year's and this year's tax filings was the revenue due to the gift from The Lynch Foundation. Jeanie Gorlovsky Schepp from AAF and Board members commended the document's thoughtfulness. **Upon a motion made by Mr. Ris and seconded by Mr. Boyle the Board unanimously voted to approve the 990 and Form PC.**



6. Mr. Brackenbury discussed the Greenway Conservancy's lease amendment to add back Greenway Parcel 2. Vice Chair Burton asked if this parcel will be inclusive with all other MassDOT named property. Board members also asked questions about the Parcel's accessibility. **Upon a motion made by Chair Kalustian and seconded by Ms. Papalardo, the Board unanimously voted that "the Corporation's Executive Director is hereby authorized to negotiate and amend that certain Second Amended and Restated Lease, dated July 1, 2017, by and between the Massachusetts Department of Transportation and the Corporation, in order to add Greenway Parcel 2 to the Leased Premises for the purposes presented to the Board at its meeting on May 8, 2018."**
7. Mr. Brackenbury introduced Rick Dimino, CEO of A Better City, for a presentation. Mr. Dimino explained the mission of A Better City, its connection to The Greenway, and the importance of the BID. He gave an overview of the BID process and goals and thanked Board members for their help with the BID. He discussed the BID work plan, including the next step to electing BID Board representatives.

Mr. Ris and Ms. Papalardo left the meeting.

8. Mr. Brackenbury introduced Horticulture Foreman Anthony Ruggiero to give an update on horticulture. Mr. Ruggiero gave an overview of past winter projects and upcoming spring projects. He discussed soil tests, early spring prunings, the Carolyn Lynch Garden construction, pollinator habitats, tree "ICU" program, and plans for the demo garden to harvest 200 lbs of food to be donated to local homeless shelters. Vice Chair Burton noted that this should be included in the Strategic Business Plan story.

Chris Betke left the meeting.

9. Investment Committee Chair, Karen Diane Johnson, gave a brief investment update, where she described the March 2018 Investment Matrix. There were no questions.
10. Mr. Brackenbury offered Greenway updates. He informed Board members of pending legislation about Chinatown Park and liquor licenses. He discussed The Greenway's upcoming 10-year anniversary in 2019, a plan to hold a revenue-focused Board Meeting, and the upcoming Public Art Reception.
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. Johnson, and a unanimous vote in favor was held at 7:34 pm.