



**Rose Kennedy Greenway Board of Directors Meeting
Tuesday, September 25, 2018 – 5:30 pm
185 Kneeland Street, 1st Floor, Boston**

Meeting Minutes

Board Members Present In Person: Alli Achtmeyer, Jane Pappalardo, Jim Kalustian, Karen Diane Johnson, Kathryn Burton, Robertstone Goodridge, Robyn Reed, Daniel Sieger, John Pregmon, Susanne Lavoie, John Shea, Chris Betke, Mark Boyle

Board Members Present On Phone: Tom O'Brien

Board Members Absent: Bryant McBride, Bud Ris, Kim Sherman Stamler, Beedee Ladd, Doug Husid, James Chan

RFKGC Staff Present: Alan Auger, Lucas Cowan, Grace Hagemann, Howard Breslau, Jesse Brackenbury, Keelin Caldwell, Rachel Lake, Samantha McGinnis, Tracey Cooke, Erin Webb

Invited Guests Present In Person: Susan Nelson & Morgan Tuff (TDC)

Open Session

Greenway Board Chair Jim Kalustian called the meeting to order in Open Session with a quorum present, in person, at 5:44pm.

1. Chair Kalustian called for a motion to approve the minutes from the May 8, 2018 meeting of the Board of Directors. **Upon a motion made by Jane Pappalardo, and seconded by Kathryn Burton, the minutes were unanimously approved.**
2. Director of Finance and Administration Tracey Cooke introduced the proposed updated 2018 operating and capital budgets. The Executive Director was given a cost of living and performance based salary increase. Executive Director Jesse Brackenbury informed the board that the Conservancy received the first quarterly payment from the Greenway Business Improvement District in September. **Upon a motion made by Chair Kalustian, and seconded by Ms. Pappalardo, the 2018 budgets were unanimously approved.**

Alli Achtmeyer joined the meeting at 5:54

3. Mr. Brackenbury introduced the Strategic Business Plan (SBP). Mr. Brackenbury discussed key findings of the SBP, which included the opportunity for the Conservancy to reach a more diverse audience, engage with the community, and



increase support from individual donors. Mr. Brackenbury discussed the Conservancy's vision moving forward, focusing on experiences and capital projects such as a signature garden. Mr. Brackenbury explained the key goals and strategies of the plan. Board members asked questions about the desired experience level for new hires and vacant positions. Mr. Brackenbury explained the key components of the communications plan, including boosting public awareness of who maintains The Greenway and deepening relationships with current donors while building relationships with new donors. Board members asked questions regarding BID communications and membership; Mr. Brackenbury introduced the Conservancy's new Manager of Membership and Annual Fund, Erin Webb. Continuing with the SBP, Mr. Brackenbury explained the financial analysis, including the one-time investments and ongoing investments. Mr. Brackenbury also discussed the development assumptions of the SBP, noting the need for collaborative staff and board effort, highlighting that The Conservancy cannot be successful if it is only staff.

Mr. Brackenbury introduced the next steps of the Strategic Business Plan, including a launch to The Conservancy staff on October 1.

Mr. Brackenbury introduced Susan Nelson & Morgan Tuff from TDC. Ms. Nelson highlighted The Conservancy's strength in corporate donors, and the opportunity to increase individual donor gifts. Ms. Nelson also reinforced the Board's role in fundraising. Board members asked about The Conservancy's practices to keep donors engaged, and expressed interest in programming events as fundraising opportunities. Ms. Nelson expressed the importance of cultivating personal relationships with donors. Brackenbury noted that any small changes based on Board or staff feedback would be brought back to the Board's December 2018 meeting. **Upon a motion made by Chair Kalustian, and seconded by Ms. Achtmeyer, the Strategic Business Plan was unanimously approved.**

Alan Auger, Susan Nelson and Morgan Tuff left the meeting at 6:45

4. Chair Kalustian proposed a motion to authorize the Corporation's Executive Director to negotiate and enter in a funding agreement with the City of Boston, in order to implement the obligations of the City of Boston and the Corporation under that certain Memorandum of Understanding dated June 19, 2017, on terms materially consistent with those presented to the Board tonight. **Upon a motion made by Mark Boyle, and seconded by Ms. Achtmeyer, the motion was unanimously approved.**

Alan Auger rejoined the meeting at 6:51



5. Mr. Brackenbury introduced the Director of Programs and Earned Income, Samantha McGinnis to give a presentation on The Greenway Conservancy's 10th Anniversary. Ms. McGinnis discussed the special events and initiatives planned for the anniversary.
6. Mr. Brackenbury offered Greenway updates. He informed Board members of departing members, and discussed the Greenway BID's Member Meeting at which the BID elected their Board. Mr. Brackenbury invited the Board to The Conservancy's annual Thanksgiving event, 'The Stuff-Off'. Mr. Breslau gave updates on the Carolyn Lynch Garden Ribbon cutting.
7. No members of the public present sought to be heard.

The Rose Kennedy Greenway Conservancy Board Meeting was adjourned, upon a motion made by Chair Kalustian and seconded by Ms. Achtmeyer, and a unanimous vote in favor was held at 7:40pm.