

Rose Kennedy Greenway Board of Directors Meeting
Tuesday, September 12, 2017 – 5:30 pm
185 Kneeland Street, 1st Floor, Boston

Meeting Minutes

Board Members Present In Person: Jim Kalustian, Mark Boyle, Kathryn Burton, James Chan, Helen Chin Schlichte, Karen Diane Johnson, Susanne Lavoie, Chris Manfredi, Bryant McBride, Jane Pappalardo, John Pregmon, Robyn Reed, Bud Ris, Kim Sherman Stamler, Daniel Sieger, Rev. Cheng Imm Tan

Board Members Absent: Alli Achtmeyer, Chris Betke, Robertstone Goodridge, Beedee Ladd, Tom O'Brien,

RFKGC Staff: Jesse Brackenbury (participating by phone), Steve Anderson, Howard Breslau, Keelin Caldwell, Samantha McGinnis, Michael Nichols, Allison Smith, Renee Wood

Open Session

Greenway Board Chair Jim Kalustian called the meeting to order in Open Session with a quorum present, in person, at 5:35pm.

1. Chair Kalustian called for a motion to approve the minutes from the June 27, 2017 meeting of the Board of Directors. **On a motion by Chris Manfredi, and seconded by Kathryn Burton, the minutes were unanimously approved.**

Bryant McBride joined the meeting.

2. Chief of Staff Michael Nichols introduced David Perry of Hines Development to provide an update about the planned South Station development.

Board Members asked several questions related to traffic impacts, total new parking spaces being made available, pedestrian access between the train station and bus station, public access to the new rooftop garden on the proposed new building, the construction timeline, the status of a Greenway-focused shadow impact study, whether Greenway staff have been provided a Greenway-focused shadow impact study, and whether further mitigation support for The Greenway is possible.

Mr. Perry offered that additional financial support is available for The Greenway through mitigation related to the forthcoming project.

3. Executive Director Jesse Brackenbury, participating in the meeting by phone, and Mr. Nichols introduced a discussion about planning for the Conservancy's next major project. Mr. Brackenbury and Mr. Nichols outlined the staff process and recommendation around making Dewey Square Park the location of the Conservancy's next major project on The Greenway.

Board Members asked questions about other potential locations, other potential projects, past plans for Dewey Square, the expected use of BID enhancement funds, the status of the state's legal obligation to cover the parcel 6, parcel 12 and parcel 18 ramps, and about the plans relative to how Dewey Square is currently programmed and activated.

4. Mr. Brackenbury and Mr. Nichols provided updates on a proposal to procure consulting services on a Strategic Business Planning (SBP) effort. Mr. Nichols spoke to the status of the current search for consulting services and the intended focus of the SBP effort. Mr. Nichols detailed the evaluation metrics and process that had been followed by the various members of the Conservancy's senior staff and Board who had been engaged in consideration of the applicants. Mr. Nichols also detailed the expected private funding that would be slated to cover 100% of the costs of the SBP effort.

Board Members asked questions about whether the funding could be used for other purposes, such as operations, and asked whether the Conservancy would pursue the SBP effort in the event the Conservancy did not receive the private grant.

Mr. Brackenbury and Mr. Nichols noted that the funds are for a restricted purpose and could not be used for anything other than the SBP effort if the grant was ultimately successful. Mr. Brackenbury and Board members noted that today's vote would authorize spending on the procurement in the event that the grant was successful, but that staff would return to the Board if the grant was not successful to consider whether to move forward on the SBP effort while identifying a different source of funding.

On a motion made by Bud Ris, and seconded by Helen Chin Schlichte, the Board voted unanimously in favor of authorizing \$125,000 for consultant services for a Strategic Business Planning effort.

5. Mr. Nichols introduced Howard Breslau, Chief Development Officer, to provide a collection of updates about Greenway Development activities. Mr. Breslau noted the upcoming public art presentation and reception occurring on September 26 with two artists whose work is currently on-view in the park. Mr. Breslau noted a reception would be held at the offices of Greenway supporter Eaton Vance. Mr. Breslau noted that a date had been preliminarily selected for next year's

Greenway Gala and that Board members should hold the evening of Thursday, June 7. Mr. Breslau noted that the Development department would be engaged in the Strategic Business Planning process and were particularly excited about a fundraising feasibility study that would be completed in associated with the SBP effort. He noted that the end-of-the-year remains an important time for gifts and that Board members are encouraged to contribute to the organization's Annual Fund. Mr. Breslau also noted the addition of Allison Smith as Development Assistant, who has temporarily joined the Conservancy while Elana Price is out on maternity leave.

6. Mr. Nichols introduced Samantha McGinnis and Keelin Caldwell, Associate Directors of Programs, for a photo presentation on the Conservancy's event offerings. The presentation highlighted various cultural and art festivals hosted on The Greenway. The presentation included pilot earned revenue initiatives begun in 2017, including the popular Trillium Garden on The Greenway and The Z – Boston Zipline. Ms. McGinnis and Ms. Caldwell spoke to numerous series hosted on The Greenway, including a free fitness class series sponsored by Blue Cross Blue Shield of Massachusetts, a block party series in partnership with Boston Calling, free movie nights in partnership with the Coolidge Corner Theatre, and the Berklee Concert Series. The presentation also highlighted sampling and promotional activities in the park, as well as the second season of the play program.
7. Mr. Nichols provided updates on the staff and Board process around updating the Conservancy's organizational mission statement. Mr. Nichols spoke to the considerable internal process that had gone into the new mission statement, which included participation by both Conservancy staff and a group of four Board members. The process including a brief holding period to allow for successful completion of the multi-party funding agreement. Mr. Nichols noted the current mission statement had fallen out-of-date as it was adopted in 2005 when the Conservancy was solely a fundraising entity and The Greenway itself had not yet opened to the public. Board members were invited to participate in a final review of the proposed mission statement and three Board member indicated an interest in working with staff to finalize a new mission statement for the organization.
8. Mr. Nichols provided a collection of updates about Greenway activities, including an update on the effort to form a Business Improvement District centered around The Greenway, recent hires by the organization and open searches, and recent events in the park that attracted Governor Baker and Mayor Walsh to attend in-person.
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 Karen Diane Johnson and seconded by Kim Sherman Stamler, and a unanimous vote in favor was held at 7:28pm.