



**Rose Kennedy Greenway Board of Directors Meeting  
Tuesday, September 15, 2020 – 5:30 pm**

**Meeting Minutes**

This meeting was available by Zoom conferencing due to suspension of the provision of the Open Meeting Law requiring an in-person quorum by an order signed by Governor Charles Baker on March 12, 2020 due to COVID-19.

**Board Members Present:** Alli Achtmeyer, Mark Boyle, Conor Finley, Robertstone Goodridge, Rosalind Gorin, Carmine Guarino, Kirsten Hoffman, Doug Husid, Deniz Johnson, Karen Johnson, Jim Kalustian, Rebecca Lee, Tom O'Brien, Bud Ris, Linda See, John Shea, Kim Sherman Stamler, Brad Snyder, Dave Wilkinson

**Board Members Not Present:** Susanne Lavoie

**Conservancy Staff Present:** Talia Aronson, Alan Auger, Jesse Brackenbury, Keelin Caldwell, Tracey Cooke, Lucas Cowan, David Dalena, Connor Foley, Rachel Lake, Eileen Ong, Alex Rogers Pittman, Katie Wright

**Invited Guests Present:** N/A

Open Session

Greenway Board Chair Doug Husid called the meeting to order in Open Session with a quorum present via Zoom at 5:38pm.

1. Husid called for a motion to approve the minutes from the July 13, 2020 meeting of the Board of Directors. **Upon a motion made by Bud Ris and seconded by Karen Johnson, the minutes were unanimously approved.**
2. Husid informed the Board that this meeting will be following the agenda items out of order due to special circumstances, and announced the news that Executive Director Jesse Brackenbury has accepted a new position as President and CEO of The Statue of Liberty-Ellis Island Foundation and will be departing from his current position in April 2021. The Board's leadership will be appointing a search committee to identify candidates for his replacement and informed key stakeholders of this move immediately prior to this meeting. Chair Husid and Vice Chair John Shea will designate five individuals to the search committee and put out an RFP for a search firm, and will hold a vote at the October

27, 2020 Board of Directors meeting to approve the search firm procurement. Husid and many other Board members thanked Brackenbury and noted the importance of his leadership and accomplishments, remarking that his departure is a tremendous loss for the Conservancy but that they are hopeful the next Executive Director can help continue his legacy and keep growing the seeds that have been planted. Brackenbury noted the difficulty of even contemplating leaving the Conservancy and thanked the Board. Brad Snyder asked Husid about the messaging regarding this move; a press release is to go out the morning following this meeting.

In other governance matters, Conor Finley has been proposed to replace Bud Ris on the Finance Committee. **Upon a motion made by John Shea and seconded by Rebecca Lee, the Board unanimously voted to approve Conor Finley's appointment to the Finance Committee.** Brackenbury thanked Ris for the work he has done both as Finance Committee Co-Chair and previously as an advisory member.

**Rosalind Gorin joined the meeting at 5:49.**

3. Brackenbury introduced the preliminary 2021 budget, noting that this process is beginning early due to the current situation regarding Covid-19, and that a vote for approval will not be held during this meeting. The 2021 operating budget is estimated at \$5.3 million using \$0.6 million in reserves. . Personnel cost reductions are currently estimated to be \$0.23 million. Brackenbury noted that the situation is unpredictable and there is upside potential in both earned income and philanthropy. Brackenbury provided an overview of the timeline and solicited the Board for feedback on the set of assumptions regarding the 2021 budget. Board members were in agreement with the assumptions. Dave Wilkinson noted that the BID understands that allocating Enhancement monies for general operating expenses is something they should consider.
4. Director of Development Alex Rogers Pittman provided the Board with a fundraising update. Development has achieved Scenario B of the revised 2020 budget for the year, setting sights on Scenario A for the year. Rogers Pittman provided a breakdown of each fundraising category, noting an increase in corporate fundraising since the last meeting and a special \$25k bench dedication. Development is looking to expand dedication options at both the high and low levels. She furthermore thanked the Board for 100% participation in philanthropy, and noted that the Conservancy is recognizing all donors of \$5k or more on in-park signage. Rogers Pittman also provided overviews of the recent marketing and acquisition campaign and upcoming virtual events.
5. Senior Development Officer David Dalena introduced the Conservancy's proposed planned giving program, providing an overview of planned giving and why it is good for the Conservancy and good for donors. With an ageing donor base, many have made or are making plans already.
6. Brackenbury provided Executive Director updates: Yu-Wen Wu's Lantern Stories has been installed in Chinatown; construction on the new park at Parcel 2 is not starting in 2020, but the design is essentially completed and MassDOT is now moving it through federal highway approvals; Trillium has not opened yet but is expecting to soon; the State of Good Repair shows that the park is in good standing; it was anticipated that DEI

consultant Gwen Cochran Hadden would be joining this meeting but agreed to postpone her presentation until October to allow for sufficient time.

7. No members of the public were present for comment.

**The Rose Kennedy Greenway Conservancy Board Meeting was adjourned, upon a motion made by Karen Johnson and seconded by Conor Finley, and a unanimous vote in favor was held at 7:26pm.**