

Notice of Public Meeting

Rose Kennedy Greenway Conservancy, Board of Directors
Tuesday, March 25, 2025
5:30PM – 7:30PM

This meeting will be held in a hybrid format. There will be in-person attendance at

MassDOT District 6
First Floor Conference Room
185 Kneeland Street
Boston, MA 02111

Board In Person: Hilina Ajakaiye, Michael Carragher, Jennifer Fang, Kathryn Friedman, Jenny Harding, Rory Harrington, Conan Harris, Kirsten Hoffman, Jessica Hughes, Rebecca Lee, Sayed Saleh, Linda See

Board on Zoom: Matt Conti, Conor Finley, Michael Bonetti

Board not Present: Tom O'Brien, Midori Morikawa

Greenway Staff In Person: Chris Cook, Michael Dockary, Caleb Friday, Bwiza Kironyo, Alex Rogers-Pittman, Robert Stigberg, Martha Swann-Quinn

Greenway On Zoom: Audrey Lopez, Brian Gibbons, Eileen Ong

Invited Guests Present via Zoom: David Kellegher, Kaite Valliere

Open session

1. Hilina Ajakaiye called the meeting to order at 5:34pm and asked for a motion to approve the minutes from the 12/10/2024 meeting of the Board of Directors.

Upon a motion made by Rebecca Lee and seconded by Kirsten Hoffman, the minutes were unanimously approved.

2. The board welcomed new board members Rory Harrington and Kathryn Friedman to the board.
3. Eileen Ong, Director of Programs & Outreach, presented updates to the park use guidelines fees. Changes focused on creating equitable fees for tents, promotions and staffing across events of all sizes. Fees will now be charged for staff presence at events requiring extended load-in/load-out times.

Upon a motion made by Hilina Ajakaiye and seconded by Rebecca Lee, the Board unanimously approved the guidelines as a one-year pilot program. The guidelines will be reviewed by the board in April 2026.

4. Ajakaiye provided Chair Updates for the board. Strategic planning will be conducted in 2026 to define the organization's direction. She also emphasized the importance of 2026 for the Greenway America's 250th anniversary, Tall Ships, and FIFA events. A new ad hoc Executive committee made of Board Officers and Committee Chairs will support Conservancy leadership on strategic planning

5. Chair of the Nominating Committee, Rebecca Lee shares that the Nominating committee has reported rebuilding the board almost to full capacity. Lee shared that the Governor has recommended Chris Loh and Luz Arregoces for the Governor and Secretary seats respectively. Lee also shared the need to adjust Jennifer Harding's term in keeping with the current and past practices of term service related to service start date.

Upon a motion made by Ajakiye and seconded by Jenny Harding, Chris Loh was appointed to the Board of Directors for an initial term of three years ending December 31, 2028

Upon a motion made by Jessica Hughes and seconded by Conan Harris, Luz Arregoces was appointed to the Board of Directors for an initial term of three years ending December 31, 2028

Upon a motion made by Jessica Hughes and seconded by Linda See, Jennifer Harding's term extended to December 31, 2027 to align with current policy by unanimous vote.

Lee notes that the Greenway seat is currently vacant and advises the board to look at the expertise gaps in the current board and be thoughtful on how the seat should be filled. Lee highlights Linda See and Rebecca Lee's seats will end in 2025.

6. Chair of the Finance, Audit and Risk Management Committee, Kirsten Hoffman presented updates and introduced the Conservancy's new director of Finance and Administration, Caleb Friday. Hoffman introduced David Kellegher and Kaite Valliere from AAF who presented the 2024 audit summary to the board. Valliere shared the audit showed a clean, unmodified audit opinion issued with no adjustments needed. The key financial points were: Operating surplus before depreciation: 330,000 in 2024 (up from 207,000 in 2023), Total assets: 32.8 million (up from 31.5 million), Operating reserves: about 3 months of expenses (2 million), Investments up by approximately 1 million due to market returns.

Upon a motion by Hoffman and seconded by Lee, the 2024 Financial statements were unanimously approved.

Friday addressed the IT security concerns after recent phishing attempts. The Greenway will be implementing: additional security training for staff, updated IT security policies and assessment by external IT firms.

The board reviewed a proposal to hire consultant Adina Astor for the strategic planning process. The process would start in April and continue through Q1 2026. Strategic plan components would include: framework for decision making, implementation elements, critical path for operations, and refreshed mission and vision. The Strategic Plan Procurement budget would be \$100,000.

Upon motion made by Lee, and seconded by Linda See, the Strategic Plan Procurement was unanimously approved.

7. Chair of the Development Committee, Mike Carragher, provided updates. Carragher spoke of recent success and the need for the Board's commitment to maintain momentum. Alex Rogers-Pittman, Director of Development shared the current fundraising progress.

Rogers-Pittman was asked by the board to comment on whether any funding was at risk given the current federal priorities. Rogers-Pittman also reviewed the current status of fundraising associated with the Gala and Glow events including the need to identify new sponsors.

Carragher asked the Board to help with sponsor introductions and outreach. Upcoming fundraising/cultivation events were announced.

8. Audrey Lopez, Director of Public Art announced three new artworks coming to the Greenway in 2025: Misa Chan: flags and banners for Chinatown reflecting Year of the Snake (May installation), Johari Ortega: "Big Hoops to Fill" interactive swing set (mid-April installation), Jackie Amasquita: volcanic rock installation in North End Lopez noted four existing works will remain on view: "Going to Brown" by Larissa Rogers, "Songland Sea" by Lania Sonteon, "Your Spirit Whispering in My Ear" Mural by Jeffrey Gibson, "Far Away From Home" by Zhedong Zhang.

Lee suggested virtual artist presentations for the public and board members. Lee also emphasized the need to connect the work to local public school students at the elementary and secondary levels.

Eileen Ong, Director of Programs and Outreach announced the carousel reopening with an expanded schedule, the food truck program starting with 22 vendors, the beer gardens reopening: Trillium (April 22) and Night Shift (early May), Artisan Market returning May-October, Fitness program expanding with earlier start (May-October) and numerous events planned throughout 2025 season, including festivals and cultural celebrations.

Ong also shared 2026 planning underway with major initiatives: Potential Ferris wheel during winter months, "Let's Dance Boston" returning, Possible FIFA World Cup fan festival along the Greenway.

The Board discussed FIFA activation with concerns about balancing commercial opportunities with the park's public accessibility.

9. Martha Swann-Quinn, the new marketing director for the Conservancy, presented a communications analysis. The key findings from 2024 analytics were partnership posts and well-designed graphics drove the highest engagement. There was no correlation between post boosting costs and engagement, and video content performing particularly well.

Lastly, Swann-Quinn shared the 2025 marketing goals: expand brand awareness and improve SEO rankings, create mission and history video, implement multilingual campaigns for banners and improve visual accessibility in communications. Board members suggested focusing on LinkedIn for corporate outreach.

10. There were no members of the public present for questions.

11. **Upon a motion made by Lee and seconded by Ajakaiye, the Rose Kennedy Greenway Conservancy Board Meeting was adjourned at 7:47pm.**