

Notice of Public Meeting

DRAFT Rose Kennedy Greenway Conservancy, Board of Directors
Tuesday, May 6, 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

Agenda

Board In Person: Luz Arregoces, Micheal Carragher, Matt Conti, Kathryn Friedman, Rory Harrington, Jenny Harding, Kirsten Hoffman, Jessica Hughes, Rebecca Lee, Midori Morikawa, Sayed Saleh

Board on Zoom: Conor Finley, Susanne Lavoie, Chris Loh, Tom O'Brien, Linda See

Board not present: Hilina Ajakaiye, Jennifer Fang, Conan Harris

Greenway Staff In Person: Chris Cook, Caleb Friday, Brian Gibbons, Bwiza Kironyo, Audrey Lopez, Alex Rogers, Robert Stigberg

Greenway On Zoom: Eileen Ong

Open session

1. **Rebecca Lee called the meeting to order at 5:30pm and for a motion to approve the minutes from the March 25,2025 meeting of the Board of Directors. Upon a motion made by Mike Carragher and seconded by Matt Conti, the minutes were unanimously approved.**
2. San San Wong, Special Advisor to the Barr Foundation's Arts and Creativity portfolio, was introduced and provided a presentation on the foundation's work, values, and its longstanding partnership with the Greenway.

Wong began with an overview of the Barr Foundation, a 26-year-old philanthropic organization with three program areas: arts and creativity, climate, and education. Wong emphasized the foundation's core belief that *"arts are essential for vital, thriving communities,"* and shared Barr's overarching goal to *"amplify the power and possibility of arts to realize a just and thriving Massachusetts."*

Wong described Barr's ecosystem approach to funding, identifying "acupuncture points" to elevate entire systems rather than focusing on individual projects in isolation. In addition to grant-making, Barr employs a variety of philanthropic tools such as theories of change, co-designed initiatives, and work through intermediary partners.

As part of the presentation, Wong addressed Barr's historical relationship with the Greenway, which dates back to its support of the Os Gêmeos mural in 2012. Since then, Barr has continued to invest in the Greenway through support for its public art program, the development of a five-year strategic plan, and the Arts Amplified initiative.

Wong also spoke to the broader challenges facing the arts sector today — including NEA funding cuts, culture wars, threats to democratic institutions, and pandemic recovery fatigue. Wong emphasized that while private philanthropy cannot replace government funding, Barr remains committed to long-term, steadfast support of the arts. Wong stressed the importance of building relational infrastructure and sharing knowledge as key to sustaining impact over time.

In discussing Barr's public art strategy, Wong shared how the foundation has deliberately focused on desegregating Boston's public art history, with targeted investments made at pivotal moments to shift narratives and open access.

During this portion of the presentation, Jessica Hughes inquired about next steps for the Barr Foundation, including how decisions are made and what the public might expect going forward. Wong responded by highlighting the foundation's collaborative approach and its emphasis on long-term impact, adding that while Barr plays a supporting role, Wong encourages partners to lead storytelling and advocacy efforts.

Lee followed with a question about the Barr Foundation's engagement with the Boston Public Schools (BPS). Wong confirmed that Barr has worked in collaboration with BPS on various initiatives as part of its education and arts strategies.

Matt Conti asked for advice regarding the Greenway's future, specifically around determining next steps. Wong recommended the importance of "protecting the work" and emphasized the power of storytelling — encouraging those involved to actively share the value of the Greenway with broader audiences and stakeholders.

3. Caleb Friday, Director of Finance & Administration, presented the organization's 990 tax return. Net assets increased to \$31 million, up from \$29 million in 2023. The five largest expense contractors were Block by Block (over \$1 million), BRM LLC, JWG Restoration, Peak Event Services, and AECOM. Approximately 80% of expenses were allocated to program activities, with 64% of revenue derived from public sources. The largest revenue contributors included the BID, MassDOT, City of Boston, and the Barr Foundation.

During the presentation, Chris Loh inquired about the BID and the guaranteed allocation that the Greenway receives. In response, Chris Cook, Hughes, and Lee clarified details regarding the five-year contract with the BID.

Upon a motion made by Kirsten Hoffman and seconded by Hughes, the Greenway Tax Return, 990 and Form PC were unanimously approved.

4. Lee updated the board on the upcoming end of terms for both Lee and See, who were nominated by Chinatown, with their terms concluding at the end of 2025. Representation

from Boston's life sciences community was discussed for the Greenway board seat. Currently, there is one open Greenway board seat available. The board is actively seeking candidates.

5. Alex Rogers Pittman, Director of Development, presented the 2025 year-to-date fundraising goals versus actuals. Michael Carragher noted that many grantors inquire about the percentage of board participation before donating to the Greenway and encouraged the board to actively support the gala and Greenway initiatives. Lee requested an updated list of sponsors to share with the board.

Carragher proposed the creation of a Board Alumni Group with suggested activities to maintain engagement. Rory Harrington inquired about the strategy for engaging with event attendees post-event. Carragher also asked about plans for storytelling related to the Greenway.

In response, Eileen Ong, Director of Programs and Outreach, provided an overview of the plan to produce a video telling the story of the Greenway and shared that a new brand activation has been secured, which will be the largest The Greenway has hosted to date.

6. Brian Gibbons, Director of Horticulture, shared that the horticulture team has been reorganized with five new members onboarded. Resources have been reallocated, outsourcing lawn treatments to Organic Soil Solutions and irrigation management to Smart Water/Corbett Irrigation. Shade tree care is now managed through a partnership with Bartlett Tree for seasonal pruning cycles. The new team structure assigns horticulturalists responsibility for specific park areas. A PowerCorps graduate was recently hired, enhancing racial diversity within the department. Upcoming projects include planting enhancements on Parcels 18, 10, J1, and J2. Additionally, Larry Wiener Landscape Associates will conduct a site analysis for the Parcel 12 activation.
7. Under New Business, Cook provided an update on the Armenian Heritage Park agreement, which is currently being revised to clarify responsibilities and include a cost escalation mechanism.

Cook also shared plans for a major public art project titled "Near and Far" by Iranian-American artists Gohar Dashti and Hamed Noori. The project has a budget of approximately \$1.5 million and is seeking co-commissioning partners. The installation will be a 54-foot-long, 28-foot-wide, and 18-foot-high pavilion inspired by the traditional Siyasha door tent. Designed as a traveling exhibition, it will be installed on the Greenway before potentially moving to other locations.

Regarding the 2026 World Cup, Cook noted that a letter of intent has been signed with FIFA for a potential activation during the event.

Matt Conti mentioned that information about the Armenian Heritage Park and related projects will be shared in the upcoming newsletter.

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

9. **Upon a motion made by Lee and seconded by Hoffman, the Rose Kennedy Greenway Conservancy Board Meeting was adjourned at 7:22pm.**