



FRIENDS OF THE PUBLIC GARDEN
 Board Meeting Agenda
 October 17th, 2018 8:30 – 10:30 a.m.

Minutes of June 6 th meeting	Leslie Adam	8:30- 8:35
Financial Report	Bill Clendaniel	8:35- 8:45
Personnel Committee Report	Chris Anderson	8:45- 8:55
Governance Committee Report Whistleblower and Record Retention policies – VOTE Communications & Outreach charter – VOTE	Patti Quinn	8:55- 9:05
PR Communications	Leslie	9:05- 9:10
Friends 50th Anniversary	Leslie, Liz	9:10- 9:35
Questions/Comments on Reports Three Parks, Director's, Development, Communications & Outreach, Brewer Plaza	Leslie	9:35- 10:00
Updates Hempfest MLK Memorial Pilot Bathrooms Shaw 54 th Memorial Cooperative Agreement with Parks Bartlett Tree	Leslie, Liz, Beatrice	10:00- 10:20
Executive Session		10:20- 10:30

MARK YOUR CALENDAR

Board Meetings

Wednesday, December 12, 2018 8:30 a.m.

Wednesday, February 6, 2019 8:30 a.m.

Thursday, March 28, 2019 4:00 p.m. (Annual Meeting)

The first week in June 2019 Board and Council Dinner

Members Reception November 15, 2018 6:30 p.m. at the Ritz Carlton

FRIENDS OF THE PUBLIC GARDEN
Minutes of the Board of Directors Meeting
June 6, 2018

The Board of Directors of the Friends of the Public Garden met at The UMass Club, 1 Beacon Street, Boston, on Wednesday, June 6, 2018 at 4:00pm.

Members present: Mesdames Achtmeyer, Adam, Anderson, Bordon, Burns, Corcoran, Cox, Enroth, Johnson, Mason, Moore, Nessen, Pokorny, Swanson, Quinn and Messrs. Albright, Burnes, Clendaniel, Hood (ex officio), Mead, Taylor, and Zick.

Members absent: Ms. O’Keeffe.

Ms. Paget, from the Council, was also present.

Ms. Vizza, Ms. Halpin, Ms. Mercure, Ms. Hangley, Mr. Mulcahy and Mr. TenBarge were also present for the meeting

Ms. Adam, Chair, called the meeting to order at 4:10pm.

Minutes of the April 2, 2018 and April 11, 2018 Board Meetings

Upon a motion being duly made and seconded, it was unanimously

VOTED: to approve the minutes of both the April 2, 2018 and April 11, 2018 Board Meetings as presented.

Treasurer’s Report

Mr. Clendaniel referenced the Treasurer’s Report, dated June 6, 2018, which was circulated prior to the meeting. He noted that income is well ahead of budget and that expenses are below budget. He did caution that spending in the parks should always be carefully monitored to ensure that the Friends is accomplishing scheduled tasks. Mr. Clendaniel also remarked on a recent internal audit of various financial records which was conducted by himself, Ms. Vizza and Ms. Mason. This type of internal review is a reflection of best practice for Boards to periodically conduct, and everything was found to be in good order.

Investment Committee – Guidelines

Ms. Mason reported on the Investment Policy Guidelines, updated and approved by the Investment Committee May 18, 2018, which were circulated prior to the meeting. She noted that there are 4 significant changes to the policy. Firstly, asset class targets and ranges have been updated. Secondly, the policy more clearly articulates actions which the committee won’t take. Thirdly, references to hedge funds have been removed, as this is a type of investment that the committee does not consider appropriate for the Friends. Finally, UPMIFA regulations (Uniform Prudent Management of Institutional Funds Act of 2009) are explicitly referenced.

Upon a motion being duly made and seconded, it was unanimously

VOTED: to approve the Investment Policy Guidelines, updated and approved by the Investment Committee May 18, 2018, as presented.

Governance Committee Report

Ms. Enroth presented the slate of officers which was circulated prior to the meeting.

Upon a motion being duly made and seconded, it was unanimously

VOTED: to approve the slate of officers for the 2018-2019 organizational year, as presented.

External Affairs Task Force Report

PR Communications, Development

Mr. Taylor reported on behalf of the task force. The initial contract with Solomon McCown expires June 30, 2018. In light of the need to add more support for social media to the project scope, and the understanding that the amount of time originally estimated by Solomon McCown to support the initiative was inadequate, the next 6 months renewal will be at a rate of \$7.5K per month (up from \$6K per month) however he noted that the Friends is not currently utilizing the \$10K allocated in this year's budget for lobbying efforts. Mr. Taylor advised that an external PR contract will likely be required in the 2019 budget.

Advocacy

Hempfest

Ms. Adam reported that the pro bono legal review of the Hempfest issue was not fruitful, and it has been determined that the case law allowing the festival to occur on the Common has been established by earlier actions taken by the City Law Department. A letter to the Mayor from the Friends and other community groups is planned that will emphasize the permit scope and previous violations. Both the BPD and the Parks Department/Rangers are being asked to issue tickets and citations this year, even if they feel the tickets will not be enforceable, as a record of all violations is needed. "Smoking tickets" are viewed as ineffective by the Police as the city ordinance prohibiting smoking in the parks does not require the alleged offender to produce a valid ID. Ms. Adam noted that there are indications that the Parks Department will try to limit the permit to a one-day event and that this may encourage MASSCANN to bring a lawsuit against the City to restore the permit to last year's three-day status (the event has already been posted on the MASSCANN website for three days, even though no permit has been secured). The Friends office will notify membership and work with other organizations to bring attention to such action and would encourage attendance at any relevant hearing if this occurs. The external PR firm will be consulted to ensure that the Friends advocacy on this issue is effective and widely heard.

Public Safety

Ms. Vizza introduced Ms. Paget, Council member and owner/operator of the Swan Boats, so that she could relate a recent public safety issue which occurred May 5, 2018 in the Public Garden. Ms. Paget recounted an incident where she and an employee were threatened by two individuals at the Tool Shed while they were closing up for the evening. While not physically injured, the incident was extremely concerning and the lack of Police response when Ms. Paget called 911 was alarming. Ms. Paget informed the Board that incidences of bad behavior in the Garden is increasing dramatically. She also noted that Police presence and Park Ranger effectiveness has decreased. She also discussed her willingness to invest in significant security upgrades for her business but she is still waiting for the City to indicate that they can provide the internet/WIFI access needed for the system to operate. The consensus of the Board was that these issues should be elevated directly to the Mayor and that the Friends would seek to add this item to any meeting agenda proposed around Hempfest issues.

Additional members of the Council began to join the meeting at this time.

Questions/Comments on Reports

Commonwealth Avenue Mall

Ms. Pokorny reported on a public art installation planned for the Kenmore block that will run from mid-June to November. The piece is "Open House" by Liz Glynn. It was previously displayed in New York to very favorable reviews. There will be no cost to the Friends to support this effort, and abutters to this part of the Park are in favor, as is the City.

Boston Common

Ms. Nessen reported that two more elms have come down and two more are affected with Dutch Elm disease. She noted that there are now two shifts of Police in the park, however they are meant to be actively patrolling and this may not always be happening in practice. There are many one-day events coming up in the Common. Ms. Nessen also reported that the Friends continues to meet with the Downtown BID on safety issues.

Public Garden

Ms. Moore reported that the White Fountain is complete except for the cleaning of the bronze elements which will be done by the MFA. She also noted the recent work to improve the Channing, including cleaning and path improvements. She reminded the Board that the Border Brigade meets on Thursday evenings and that all are welcome to join.

Brewer Fountain

Mr. TenBarge reminded the Board of the upcoming celebration for the 150th anniversary of the Brewer Fountain to be held on June 14, 2018. The event will feature music, speeches, and free food.

Directors Report

Ms. Vizza referred to her report which was circulated prior to the meeting. She highlighted several areas.

- Regarding the MBTA proposal for electronic signs at T entrances near the parks, she noted that while the proposal has been approved, the details and locations are not settled. Rep. Jay Livingstone is still communicating with the MBTA in support of the Friends

position. Rep. Dan Hunt has also proposed legislation to make MBTA projects subject to local review, from which they are now exempt.

- Ms. Vizza also informed the Board that the Common would be announced as the location for the proposed MLK memorial. The City will work with five artists who will submit proposals and an exact location will be determined later, with input from the Friends. The Friends will have a prepared statement for when the memorial location is publicly announced.
- Ms. Vizza gave updates on the Shaw/54th project. Funding has been identified and the MOU between the City, the Friends, and the National Parks Service has been signed. The event planner has been hired and the honorary committee is being formed.

Strategic Planning and 50th Anniversary

Ms. Vizza and Ms. Adam noted that the current five-year strategic plan ends this year. They feel that a small Board retreat later this year, focused on the upcoming 50th anniversary of the Friends and the current role of the Friends, would be prudent given the current project load. A more formal and in-depth process to create a new five-year plan should be delayed until the following year.

Shade and Horticulture – research

Ms. Vizza reported on the recent review of available research on shade and its impact on horticulture. The report will be reviewed internally and shared with other parks partners as appropriate. There will likely be additional opportunities to do this kind of research of existing academic papers.

There being no other business, Ms. Adam adjourned the meeting at 5:50 pm.

Respectfully submitted,
Catherine Bordon, Secretary

FRIENDS OF THE PUBLIC GARDEN

TREASURER'S REPORT FOR BOARD OF DIRECTORS MEETING OCTOBER 17, 2018

Statement of Operations at September 30, 2018 (attached)

Income:

Total Operating Income was \$468,600 (23%) ahead of budget at September 30.

Both new memberships and renewals are at budget so far this year. Each year we increase the membership goal and each year we either meet or exceed the goal. Designated Contributions came in over \$90,000 above budget primarily due to the continued popularity of the Sponsored Benches & Trees programs. We budgeted \$90,000 for the entire year for the programs and we are already at \$166,000 at September 30. We expect to receive about \$190,000 in total by the end of the year. We also received a \$15,000 grant from Fenway Park for tree planting and fence painting at Kenmore Square. We received two large undesignated gifts during the year – \$250,000 from the Harold Whitworth Pierce Charitable Trust, and \$50,000 from Peter Brooke. Bequests brought in \$56,250, which was comprised of \$50,000 from the Estate of Anne Brooke, and \$6,250 from the Estate of Morgan Palmer. The Green & White Ball brought in \$655,600, while the Summer Party brought in \$26,600, both of which exceeded the budgeted goals illustrating the continued popularity of these events. Fewer than anticipated sponsorships for the Making History Day program was offset by over budget revenue for Duckling Day, thanks to the recruitment of new sponsors, resulting in a combined positive variance for these two events. Brewer Fountain Plaza food truck revenue is on pace to come in slightly under budget for this year, although it will still be almost double our 2016 revenue and triple our 2015 figure. We received \$5,000 from Capitol One for sponsorship of our Brewer 150 event in June.

Some additional good news in October, and thus not in this report, the Salah Family Foundation has agreed to give us \$55,000 to support our Shaw/54th Memorial programming.

Expenses:

Total Operating Expenses were \$97,900 (5%) under budget at September 30.

Total Parks Care spending was \$123,200 (13%) under budget.

The Common was \$62,000 (14%) under budget. Tree, Soil & Turf Care work should come in close to budget at year-end. Sculpture spending came in \$54,700 under budget mainly due to delays in design work for the Brewer Fountain Lighting project. Working with the design contractor has proven to be a challenge, plus the scope of the project has expanded as we now have to increase the size of the second fountain vault to accommodate both the plumbing and electrical systems. We are hopeful that the project will be completed by the summer of 2019. The Common - Other was under budget because we have not been able to find a woodworking artist to do the Stump Carving project.

The Garden was \$46,300 (14%) under budget. Tree, Soil & Turf Care and Sculpture came in close to budget. Garden - Other is under budget primarily because we did not go forward with a feasibility study for the Tool Shed budgeted at \$50,000. The City was not ready to move on that project, and so we are now considering making it one of our 50th anniversary projects in 2020.

The Mall was \$14,900 (9%) under budget. Tree, Soil & Turf Care work should come in close to budget at year-end. Sculpture Care is \$22,000 under budget for lighting design and construction. Design work was done for the Collins, Garrison and Morison statues but no construction work was undertaken. There may be construction on the Morison statue in 2019. The Mall - Other is over budget by \$18,700 because of unbudgeted tree planting and fence painting at Kenmore Square. The overspending in Other resulted from more work done on sponsored trees and plaques. Larger trees were purchased. But the increased expense was more than paid for by the increased income from this program.

Spending on Public Programs was over budget by \$11,800 (8%), primarily due to the unbudgeted Brewer 150 event, offset by the Capital One grant. Its success means that we will now budget for an annual event on the Brewer Plaza. Increased spending on Shaw/54th Memorial programming will be covered by the Salah grant. Spending for the Green & White Ball was 9% under budget, though additional expenses will be incurred before year-end. Personnel spending was 5% over budget mainly because the salary increase and bonus for Liz were approved after the 2018 budget was approved. In addition, our health insurance premium increased more than projected. Overhead is under budget by 4% primarily because funds for legislative affairs and the parks relationship consultant were not needed this year.

There are three months left in the year and I expect that the Friends will end 2018 with a large Operating Surplus, which will be needed to cover our ambitious plans for 2019. Please note that these results do not include the support and expenses related to the Pilot Bathrooms project on the Common. The Friends is acting as the Fiscal Agent for that project so it is not included in our operating budget. We received \$1.5 million from the Pierce Charitable Trust for the Pilot Bathrooms, which is posted as a liability on our books. As we pay the project vendors, the liability is drawn down.

Investments

At September 30, our investments totaled \$21.3 million, up from \$20.8 million on December 31, 2017, a year-to-date return of 2.3%. We currently have sufficient cash for our operating expenses over the next six months.

10/8/2018

FRIENDS OF THE PUBLIC GARDEN
Statement of Operations
Budget vs. Actual

January - September 2018

	<u>Budget</u>	<u>Actual</u>	<u>Variance</u>	
OPERATING INCOME				
Support				
Membership:				
New	\$38,000	\$38,475	\$475	1%
Renewals	<u>\$188,000</u>	<u>\$188,474</u>	<u>\$474</u>	<u>0%</u>
Total Membership	\$226,000	\$226,949	\$949	0%
Other Contributions:				
Designated	\$250,000	\$341,279	\$91,279	37%
Undesignated	<u>\$16,000</u>	<u>\$318,789</u>	<u>\$302,789</u>	<u>1892%</u>
Total Other Contributions	\$266,000	\$660,068	\$394,068	148%
Bequests	\$0	\$56,250	\$56,250	100%
Development Events:				
Green & White Gala	\$600,000	\$655,618	\$55,618	9%
Summer Party	\$25,000	\$26,595	\$1,595	6%
Young Friends	<u>\$2,200</u>	<u>\$2,650</u>	<u>\$450</u>	<u>20%</u>
Total Development Events	\$627,200	\$684,863	\$57,663	9%
Public Programs:				
Brewer Plaza Activities	\$0	\$5,000	\$5,000	100%
Making History on the Common	\$16,000	\$10,200	-\$5,800	-36%
Shaw/54th Memorial Programming	<u>\$0</u>	<u>\$500</u>	<u>\$500</u>	<u>100%</u>
Total Public Programs	\$16,000	\$15,700	-\$300	-2%
Total Support	\$1,135,200	\$1,643,830	\$508,630	45%
Revenue				
Brewer Plaza Vendors	\$48,000	\$46,970	-\$1,030	-2%
Duckling Day	\$15,000	\$24,195	\$9,195	61%
Product Sales	<u>\$400</u>	<u>\$2,163</u>	<u>\$1,763</u>	<u>441%</u>
Total Revenue	\$63,400	\$73,328	\$9,928	16%
Investment Return Designated for Current Operations	\$514,500	\$514,500		
Release of Temporarily Restricted Net Assets	\$300,000	\$300,000		
Transfers to Endowments		-\$50,000		
TOTAL OPERATING INCOME	\$2,013,100	\$2,481,658	\$468,558	23%

10/8/2018

FRIENDS OF THE PUBLIC GARDEN
Statement of Operations
Budget vs. Actual

January - September 2018

OPERATING EXPENSES	<u>Budget</u>	<u>Actual</u>	<u>Variance</u>	
Parks				
Parks Care:				
The Common				
Tree, Soil & Turf Care	\$220,000	\$216,009	-\$3,991	-2%
Sculpture	\$190,000	\$135,293	-\$54,707	-29%
Other	\$20,000	\$16,711	-\$3,289	-16%
	<u>\$430,000</u>	<u>\$368,013</u>	<u>-\$61,987</u>	<u>-14%</u>
Total Common	\$430,000	\$368,013	-\$61,987	-14%
The Garden				
Tree, Soil & Turf Care	\$115,000	\$116,934	\$1,934	2%
Sculpture	\$94,000	\$95,942	\$1,942	2%
Other	\$130,000	\$79,749	-\$50,251	-39%
	<u>\$332,000</u>	<u>\$292,625</u>	<u>-\$46,375</u>	<u>-14%</u>
Total Garden	\$332,000	\$292,625	-\$46,375	-14%
The Mall				
Tree, Soil & Turf Care	\$109,000	\$97,446	-\$11,554	-11%
Sculpture	\$40,000	\$17,944	-\$22,056	-55%
Other	\$26,000	\$44,731	\$18,731	72%
	<u>\$175,000</u>	<u>\$160,121</u>	<u>-\$14,879</u>	<u>-9%</u>
Total Mall	\$175,000	\$160,121	-\$14,879	-9%
Total Parks Care	\$937,000	\$820,759	-\$123,241	-13%
Public Programs:				
Brewer 150!	\$0	\$11,681	\$11,681	-100%
Brewer Plaza Activities	\$69,375	\$67,164	-\$2,211	-3%
Communications	\$18,000	\$9,646	-\$8,354	-46%
Duckling Day	\$17,000	\$14,439	-\$2,561	-15%
Making History on the Common	\$16,000	\$14,828	-\$1,172	-7%
Outreach & Education	\$7,000	\$4,512	-\$2,488	-36%
Shaw/54th Memorial Programming	\$12,000	\$26,522	\$14,522	121%
Video	\$15,000	\$17,100	\$2,100	14%
Young Friends	\$2,000	\$2,282	\$282	14%
	<u>\$156,375</u>	<u>\$168,174</u>	<u>\$11,799</u>	<u>8%</u>
Total Public Programs	\$156,375	\$168,174	\$11,799	8%
Administration:				
Personnel	\$232,093	\$244,546	\$12,453	5%
Overhead	\$88,733	\$85,588	-\$3,145	-4%
	<u>\$320,826</u>	<u>\$330,134</u>	<u>\$9,308</u>	<u>3%</u>
Total Administration	\$320,826	\$330,134	\$9,308	3%
Total Parks	\$1,414,201	\$1,319,067	-\$102,134	-7%

10/8/2018

FRIENDS OF THE PUBLIC GARDEN
Statement of Operations
Budget vs. Actual

January - September 2018

	<u>Budget</u>	<u>Actual</u>	<u>Variance</u>	
Development				
Events:				
Green & White Gala	\$100,000	\$90,969	-\$9,031	-9%
Summer Party	\$15,000	\$16,083	\$1,083	7%
Total Events	\$115,000	\$107,052	-\$7,948	-7%
Operations:				
Credit Card Fees	\$8,000	\$8,128	\$128	2%
Donor Software	\$6,000	\$6,538	\$538	9%
Mailings	\$5,700	\$5,696	-\$4	0%
Miscellaneous	\$1,400	\$1,684	\$284	20%
Total Operations	\$21,100	\$22,046	\$946	4%
Administration:				
Personnel	\$179,203	\$188,818	\$9,615	5%
Overhead	\$68,513	\$66,084	-\$2,429	-4%
Total Administration	\$247,716	\$254,902	\$7,186	3%
Total Development	\$383,816	\$384,000	\$184	0%
Administration				
Personnel	\$100,712	\$106,116	\$5,404	5%
Overhead	\$38,504	\$37,139	-\$1,365	-4%
Total Administration	\$139,216	\$143,255	\$4,039	3%
TOTAL OPERATING EXPENSES	\$1,937,233	\$1,846,322	-\$97,911	-5%
OPERATING SURPLUS	\$75,867	\$635,336	\$559,469	737%
TRANSFERS TO TEMPORARILY RESTRICTED FUNDS		-\$600,000		
NET OPERATING SURPLUS	\$75,867	\$35,336	-\$40,531	-53%



Friends of the Public Garden
50th Anniversary
January – December 2020
DRAFT 10-8-18

This is a Preliminary Outline of ideas for our celebration of 50 years of stewardship of the Boston Common, Public Garden, and Commonwealth Avenue Mall. We look forward to talking about this at our Board meeting, and continuing into 2019 to refine our ideas for celebrating what is a very big milestone. Not many greenspace organizations have lasted as long as the Friends, with as strong a contribution to their cities as we make, so we have much to be proud of.

During our 40th anniversary, we created new events as well as shaped existing ones to be special for that year. We are proposing to do that this time as well. We also had an Anniversary Committee to help guide the planning and execution of that year's events, which will also be important for 2020.

Looking Back — **Celebrate 50 Years of Service** to the Boston Common, Public Garden, and Commonwealth Avenue Mall

- Host a community celebration for the city with music, food trucks
- Celebrate our members and volunteers and our Parks Department colleagues
- Fly banners from the street lights
- Bring a special focus to the Green & White Ball
- Leverage our PR capabilities to develop a year-long “anniversary campaign” across print and social media
- Highlight our work in the parks
- Create a photographic exhibit of the parks over time that illustrates our impact

Engaging Today — **Reach Out, Educate, Inspire**

- Identify and execute a creative, temporary art installation on the Common
- Hold a thought-provoking symposium: public-private partnerships in parks care, the need for urban green spaces
- Make the Annual Meeting special: choose an engaging speaker
- Develop a plan for signage in the Public Garden
- In partnership with the Parks Department, develop and implement a Zero Waste program for Boston Common events, as a pilot for events in city parks

Building the Future — **Create New Legacies**

- Undertake a major capital project: Tool Shed renovation (with bathrooms/orientation space for public), Child Fountains (*to be discussed at Board meeting*)
- Invigorate our planned giving program to encourage our donors to create their own legacies on behalf of the parks
- Create and endow a Fellowship with the Friends in urban historic parks for students of color (to support increased participation in the profession by students of color, and connect to the Friends)
- Move the Boston Common Master Plan forward; actively participate in public discussions and forums about the future of the Common

Measuring Success: Our 50th Anniversary will have been a success if we have:

- Taught Boston who we are and what we do – more people (*% more? From X neighborhoods?*) appreciate our expertise and how vital our work and our financial support are to the parks
- Thanked all those who make our work possible (*what might this look like, other than what we already do?*)
- Been inclusive
- Made new friends among our neighbors, Bostonians beyond the adjacent neighborhoods, elected officials, etc.
- Educated more people (*number? From ___ neighborhoods?*) about the parks and their needs – and how important they are to the health of the city and the people of Boston
- Cultivated new advocates for the parks (*number here?*)
- Had fun

Other Ideas:

The 50th Anniversary should have a theme or tag line. A working idea – Honoring the Past, Enhancing the Future

Change the Swan logo to gold on green background for the Anniversary year

Use media to publicize – media buys, ads in the surrounding T stops (ala Hill Holiday concept)

Friends of the Public Garden
50th Anniversary Legacy Project Criteria
for Board of Directors Meeting 10/17/18

We are planning to implement a major park capital improvement as part of our 50th Anniversary celebration. Please come to the October 17 Board meeting prepared to propose or support a proposal for a project that meets the following criteria.

We will have a discussion about the pros and cons of various projects, and decide on one to pursue. We will then discuss our proposal with the City and, assuming we receive approval from them, make plans for next steps. Implementing a project will entail a funding campaign as well as a planning and design exercise. Depending on the project chosen, it could involve the Public Facilities Department (i.e., for the Tool Shed) as well as the Parks Department, Landmarks Commission and Art Commission (i.e., if the four child fountains are chosen – Boy and Bird, Small Child, Triton Babies, and Bagheera).

Guidelines for Selection

It is proposed for the Legacy Project to be in the Public Garden:

- The Boston Common is about to undergo a multi-year Master Plan, out of which will come a list of capital projects
- While there are important needs to be addressed, the Commonwealth Avenue Mall doesn't present projects of a scale or impact that would qualify as a 50th Anniversary Legacy Project

A 50th Anniversary Legacy capital improvement project should:

1. Have a major positive impact on the park space and the public
2. Have visibility
3. Inspire donor support
4. Not be in the near-term planning horizon of the Parks Department
5. Be a project that enlarges the Parks Department's plans for the element or structure (i.e. adding a public component to renovation of the Tool Shed)

June 6, 2018

FRIENDS OF THE PUBLIC GARDEN

Director's Report for the October 17, 2018 Board of Directors Meeting

50th Anniversary:

In your packet are two documents – a preliminary outline of ideas for our 50th anniversary celebration, and a page of criteria to be considered in selecting a capital improvement legacy project. We look forward to having a lively discussion about both documents at our meeting, and particularly the capital project. Please come to the meeting prepared to talk about what in your mind you think would be the best project for us to pursue. During our staff retreat this summer, we did an exercise about what it will take to plan and implement a legacy project for 2020, including a fundraising campaign – and we all saw how soon this needs to begin!

Boston Common Master Plan:

The RFP for the Master Plan for Boston Common was published two weeks ago, with proposals from planning and design teams due October 25. I will participate in the team interviews, and be on the Selection Committee. It is anticipated that we will select a team by the end of November. The Parks Department hopes that the process can conclude within a year, but depending on the nature of the public process, it may go into a second year.

MotorMart Development:

The new owners of the MotorMart Garage are proposing to redevelop the existing 8-story garage into a mixed-use building including a 20-story (312') residential tower. The project's documents show new shadows at 9:00 am on December 21 in the Garden and 3:00 pm on the same day on the Common. The shadows are legal within the context of the two shadow laws, but we are preparing a comment letter that requests the proponent do time lapse images to better understand the extent and duration of shadow impact on that date, and to point out that this is the time when park users cherish sunlight.

Downtown Planning:

The BPDA chose the firm of NBBJ with principal Alex Krieger to conduct the planning work. As you may recall, Alex spoke with us informally during our battle over Winthrop Square and was our Annual Meeting speaker that year. We have advocated for a Citizens Advisory Group to allow stakeholders to participate more directly in the process.

Hempfest:

As you know, Hempfest occurred on the weekend of September 14-16, and this year was probably the worst ever in terms of trash, an expanded footprint for vendors, and other permit violations including many tents with overnight camping and vehicles parked on lawns. The Monday after the event we called our city councilors to ask for a hearing, in order for the community to have a forum to express their feelings about the event. We also had a meeting with six MassCANN members on October 11 including two of their lawyers. The Community Outreach Coordinator from Parks joined us as well. It was helpful to hear what they had to say, and to get a better sense of what a successful strategy for controlling this event in the future will be. The main issue is management – their inability to manage this large scale of event, its outgrowing the capacity of the Common to hold it, and the resultant problems including uncontrolled selling marijuana to underage people, cars entering the Common through non-vehicular entrances, etc. It will be important to get people to the hearing, and to have individuals and businesses write letters if they cannot attend. A hearing date should be set soon.

Shaw Memorial:

The reconstruction project is progressing through NPS reviews, and we continue to stay on track for a spring launch of construction, with up to 6 months' time for the work to be completed. The programming effort has also been going well, with active involvement of our Partners: the Museum of African American History, NPS, and the City. We are working on final plans for the Community Conversation, now occurring in January with three panelists from the perspectives of art, history, and activism, date to be determined soon. We have been joined by Lori Nelson, the City's new Chief Resilience Officer, leading the City's efforts to implement strategies to deal with the effects of racial and economic inequality. It has been a great opportunity for us to join forces with leaders of color in the City and build new relationships that could also help to bring diversity into the Friends leadership.

Pilot Temporary Restrooms, Boston Common:

The program has been a great success, with up to 500 people a day using the facility. There have been technical issues, and Bob has done a great job dealing with them during the week and over the weekends. We have closed the facility during times of large event use of the Common, since they are not intended to be used by large permitted events, and caused a problem the first time they were discovered by participants in a large event. We will debrief after the season ends at the end of this month, to discuss lessons learned and help us prepare for the program to begin next spring.

MLK Memorial:

You have all seen the proposals for the MLK Memorial, and by the time of our Board meeting will have read our e-news that includes commentary on the proposals and process. We have worked closely with PR Consultants Solomon McCown and particularly their new team member who is the Mayor's former press secretary. She advised against writing any critique of the proposals at this time, which would trigger media. We know that all the proposals are of a scale that would dominate the Common landscape, and will require significant alteration to be able to be integrated into this historic park. We are encouraging people to send comment letters to Chris Cook, and emphasizing that it is very important that this process be integrated into the master planning process about to begin for the Common. Leslie and I met with Kara Elliott-Ortega, the new Chief of Arts and Culture, to register our concerns about scale and process.

Parks/Friends Partnership Plan:

A working session with Parks management and maintenance staff to review the detailed operations plan we drafted was delayed while the Parks staff worked to get the Boston Common and Franklin Park master plan RFPs published. Now we are back on track and will be meeting in the near future to keep this process moving forward.

Citywide Parks Advocacy:

CPA and Boston Park Advocates: the first round of CPA funding in the spring supported 35 shovel-ready historic preservation open space, and affordable housing projects. The next round of funding this fall will look to support more housing applications, as there were only three supported in the first round. Boston Park Advocates is sponsoring a CPA forum on November 17 at the Franklin Park Clubhouse for open space advocates and potential applicants, to help people understand how CPA works, how to work with public partners and landscape architects, and how to move a project through a design and construction process in order to have a successful CPA project.

Respectfully submitted,

Elizabeth Vizza

FY 2018 Development Report prepared Oct 9, 2018 by MH
Jan-Sept 2018

	2018 YTD	2017 YTD	2018 Budget	%	2018 YTD	Annual Goal	2017 YTD	Comments
Support								
Membership								
Renewals	\$181,274	\$164,456	\$510,000		287	1000	322	
New	\$39,885	\$44,660	\$60,000		228	300	192	
Total Membership	\$221,159	\$209,116	\$570,000	39%	515	1300	514	
Other Contributions:								
<i>Designated</i>								
Boston Common:								
Common Canine	\$5,350	\$2,782	\$25,000		15		20	
Common Support	\$4,000							
Mitigation	\$35,000	\$110,428	\$52,000		2		6	BH Garden Club \$4K Kensington & BAA
Total Boston Common:	\$44,350	\$113,210	\$77,000					
Commonwealth Avenue Mall:								
Mall Support	\$22,700	\$15,035	\$10,000		4		6	BPDA grant for Kenmore \$15K
Bequest	\$0							
Total Mall:	\$22,700	\$15,035	\$10,000					
Public Garden:								
Ether Contributions	\$875	\$1,525			5		8	
Mitigation	\$104,303	\$151,762	\$129,000		4		6	Heritage on the Garden & Kensington
Public Garden Support	\$2,825	\$50			5		1	
White Memorial	\$900	\$925			9		10	
Total Public Garden:	\$108,903	\$154,262	\$129,000					
All Parks:								
Sponsored Benches	\$70,000	\$72,737	\$30,000		7		24	Several more are pending!
Sponsored Trees	\$97,625	\$82,820	\$60,000		16		33	
Total All Parks:	\$167,625	\$155,557	\$90,000					
Total Designated:	\$320,878	\$438,064	\$306,000					
Undesignated:								
Corporate	\$8,175	\$3,080	\$6,000		9		13	Emerson College \$500; Conventures \$2,500; Jcrew \$4,977, Amazon Smile
Gifts	\$310,614	\$136,161	\$10,000		31		52	Pierce Trust \$250K; Peter Brooke \$50K; & various memorial gifts

Bequests	\$56,250		\$0	
Total Undesignated	\$375,039	\$139,241	\$16,000	
Total Other Contributions	\$695,917	\$577,305	\$322,000	216%
Development Events:				
Green & White Ball	\$630,618	\$661,000	\$600,000	
Other-Summer Party/Auction	\$26,595	\$17,680	\$25,000	
Young Friends	\$2,650	\$2,170	\$3,000	
Total Development Events	\$659,863	\$680,850	\$628,000	
Public Programs:				
Shaw/54th Programming	\$500			
Making History Day	\$10,200	\$0	\$16,000	
Duckling Day	\$25,733	\$9,895	\$15,000	
Brewer Plaza activities	\$5,000			
PG Tour donations	\$1,154	\$1,121		
Total Public Programs	\$42,087	\$11,016	\$31,000	
Total Events & Programs	\$701,950	\$691,866	\$659,000	107%
GRAND TOTAL INCOME:	\$1,619,026	\$1,478,287	\$1,551,000	104%

			From the Estates of Anne Brooke & Morgan Palmer
163	150		Actual 2018 G&W total: \$655,618 (\$25K rec'd in 2017)
155	140		Cambridge Trust - lead sponsor \$7,500
73	39		Winter Social at Parker House; fall social at Liberty Hotel
1			From John Winthrop
3	0		Bos. Cultural Council \$1,500; Colonial Society \$3,700, Citrin Corp. \$5K
279	42		Dday Corp sponsors: Unit Realty and Allied Integrated Marketing - Show Dogs
1	0		Stride Rite, Santander Bank, EF, Advent School (Capital One, Tufts Medical
12	15		Steve & Kate's Camp) Brewer 150: Capital One

FRIENDS OF THE PUBLIC GARDEN

Development Narrative Report for the October 17, 2018, Board Meeting *Prepared by Mary Halpin, October 10, 2018*

Revenue Report

Please see attached revenue report spreadsheet for detail of all revenue received by September, 2018. Membership revenue is tracking ahead of 2017, due to a robust Spring Appeal campaign. For the first time, we were able to do a more high-touch mailing to our \$1,000 donors which included personalized letters and a new spring newsletter, and saw a great increase in responses.

Membership Updates

Save the Dates for Letter Signing Week – *October 22-26*

End-of-year Renewal Campaign:

We will once again conduct our annual renewal mailing at the end of October, hoping to, once again, exceed our goals. Please help us personalize as many letters as we can at the office during letter signing week. Thank you! A sign-up sheet will be passed around at the Board Meeting. New this year: if you'd like to come in early at 8:00 am let us know!

New Member Outreach:

Board Members have been very successful in reaching out to neighbors in November and December and brought in many new Members to help exceed our annual goals. 1-2 new members per Board member would make a huge difference! Help is needed once again to reach our even more ambitious goals of 250+ new members and \$60,000 in new Membership contributions. Please contact Mary for assistance if you would like to send custom letters to friends or neighbors or design your own email campaign.

The **Membership & Development Committee** had great results with mailing personalized letters to neighbors. The letters had hand-addressed envelopes and brief notes inside on the letters inviting the resident to join the Friends. The committee will be coordinating another significant mailing campaign this fall and would like help from Board members in personalizing as many letters as possible. Mary will reach out once the letters are ready to be personalized.

Legacy Society

Board Member, Linda Cox has very kindly taken on the mantle of the new Chair of the Friends Legacy Society. Thanks to Linda's help we just completed a mailing to 800+ longtime supporters to invite them to join our Legacy Society.

Events

Summer Party

The party was sold out again. We had 200 guests decked out in their finest summer cocktail attire. The event raised \$26,000 this year compared to \$18,000 in 2017, thanks to our lead sponsor for the event the Cambridge Trust Company (\$7,500). Once again our raffle was very popular. Donated prizes included two round-trip air tickets from JetBlue, an overnight stay at The TAJ, and brunch for two at the Four Seasons.

Leadership Friends & Legacy Society Reception

54 of our top donors attended a lively reception at the Chilton Club on September 17. Colin Zick and Liz Vizza updated them on current projects, thanked them for their significant support and encouraged them to continue their support and advocacy for the parks. Linda Cox thanked our Legacy Society members that were present and encouraged others to join! Special thanks go to Chris Anderson for sponsoring us at the Club.

Fall Members Reception

November 15 at the Ritz Carlton Hotel, 10 Avery Street. We anticipate this event will fill to capacity, but Board members are guaranteed a seat. Please register soon so that we know how many people to expect.

Save the date for the 2019 Green and White Ball

The 2019 Green and White Ball will be held on Friday, April 26, 2018, once again at the Four Seasons hotel!

Corporate Support

Once again, we had a great year for corporate sponsors for Duckling Day, raising \$9,000 in support from: Stride Rite, Santander, Unit Realty, EF Education, Allied Integrated Marketing & the Advent School. Returning sponsors from the rainout in 2017 were Capital One, Tufts Medical Center and Steve & Kate's Camp. Our goal is to bring them all back for the 2019 event.

Capital One was also our sole sponsor (\$5,000) for the Brewer 150 event, and we were the beneficiary of an Earth Day promotion at local JCrew stores which generated a \$4,977 contribution to the Friends. The Citrin Corp. contributed \$5,000 in support of Making History on the Common, and we have applied for our annual \$5,000 grant from Bloomberg.

Tree and Bench Sponsorship Program

This continues to be a very popular program despite our increasing the required contributions. In 2019, we will be refurbishing the benches along the Beacon Street border to make more available for sponsorship. Since they are longer benches we will be offering multiple sponsors for each bench.

Shaw /54th Sponsorship

We are seeking sponsorship of the events and programs related to the restoration of the Shaw/54th Memorial. Please let Mary know if you have an idea of a company or family foundation that would like to partner with us on this project.

A New Database

We have successfully converted to a new donor database called **Bloomerang**. This new database is much more agile and user-friendly, has many new features, and costs the same as the old system!

FRIENDS OF THE PUBLIC GARDEN

BREWER PLAZA REPORT BOARD OF DIRECTORS MEETING

October 17, 2018

Prepared by Steve TenBarge

The joy of fall foliage and Red Sox postseason play is somewhat tempered by the end of the 2018 Plaza season. Cedric Maxwell, Boston Celtics legend, MVP of the 1981 NBA Finals, and frequent guest of the Brewer Plaza, told me that each year he finds it sad when the Plaza season ends. The piano music ended in September and the furniture will be put in winter storage in early November. In spite of more rain and humidity than usual, thousands of people once again enjoyed the “outdoor living room” funded and maintained by the Friends. Thanks to an increase in Boston Police and Park Ranger presence in that area, there weren’t any incidents on, or near the Plaza this season. Our two most successful and reliable trucks, Bon Me and Cookie Monstah, did well again this year, although business was slightly down due to the weather. We added additional branding to boost our presence with logoed umbrella membranes and a Friends label on the back of each chair. In June, we celebrated with Parks the 150-year anniversary of the activation of the Brewer Fountain. The program included a proclamation by the Mayor, poetry by local school kids, upbeat live music and bubble-play. In addition, 400 lunches and drinks by Bon Me and Fresh Food Generation, 350 logoized cookies by Cookie Monstah, and 500 Brewer 150 info postcards were all given out. Due to the success of the event, a similar event will take place each year to celebrate the new season on the Plaza.

With respect to the financial operations, our expenses have remained steady over the six-year period that we have been programming the Plaza. While the Friends spends \$90-95,000 to operate the Plaza each year, we recover two-thirds of that from food truck revenue, up from one-fifth three years ago.

Investment Committee
Notes for the Board Meeting
October 2018

At September 30, 2018, the market value of the endowment was \$21.3 million, up from \$20.8 million at December 31, 2017, an increase of 2.3%. For the one year ending September 30, 2018, the account returned 6.4% vs. 7.5% for our benchmark (80% All Country World index (ACWI) and 20% bond index). The underperformance was due to our investments in non-US stocks, which have not kept up with the strong U.S. market. Holding a large amount in cash from unanticipated gifts and the Lee Endowment campaign was also a drag on performance, estimated to be about 0.6%. We have now opened a separate Fidelity account for non-investment cash, which will make our investment return calculation more accurate.

The endowment is overseen by a committee of seven, three trustees and four non-trustees. The endowment is managed according to a set of guidelines that were recently updated and approved by the Board. Copies are available. The guidelines call for the endowment to be invested in mutual funds and broadly diversified across asset classes. The weighted-average expense ratio of the portfolio is currently 0.40%. The target stock/bond mix is 78%/22%, and the committee rebalances periodically back to those weights. Fidelity has custody of all of the assets.

For the 10 years ending September 30, 2018, the account returned 7.7% per year vs. 7.6% for our benchmark (80% ACWI and 20% bond index). We also compare ourselves to other endowments of our size and to the Boston Foundation's funds; our results are competitive against those benchmarks as well.

We are very grateful to all the volunteer members of the committee for their participation and expertise, particularly the non-trustees. The committee meets three times per year in person. Steve is our ever-capable liaison, and Liz participates in meetings to ensure that the committee is aware of the Friends' strategic initiatives and the important role the endowment plays in funding the Friends.

We are fortunate to have a low endowment spending rate: 4.0% of a trailing 12-quarter average. With the increase in the market value of the endowment over the past year, we will be able to take a larger draw from the endowment beginning with Q1 2019. Our cash position should fund our operations well into 2019. When making withdrawals from the endowment, the committee will use those opportunities to rebalance the portfolio.