

## **FRIENDS OF THE PUBLIC GARDEN**

### **Executive Committee Minutes November 6, 2017**

The Executive Committee of the Friends of the Public Garden met at 69 Beacon Street at 8:30am on Monday, November 6, 2017. Members present: Ms. Adams, Ms. Bordon, Ms. Burns, Ms. Mason, Mr. Clendaniel, and Mr. Zick. Executive Director Elizabeth Vizza was also present.

Ms. Adams, Chair, presided and called the meeting to order.

#### **Minutes**

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

**VOTED:** to approve the minutes of the September 25, 2017 Executive Board Meeting.

#### **Budget**

Mr. Clendaniel reported on the 2017 Projections and 2018 Budget from the report dated November 6, 2017 which was circulated prior to the meeting. The 2017 year is finishing in very strong financial shape. There will be a transfer of \$500K in surplus funds to the 2018 budget, which will be spent on projects across all 3 parks. Membership goals have been increased for 2018. The Brewer Fountain Plaza operations continue to move towards a breakeven budget with the addition of a second food truck, however identifying a corporate sponsor would still be very beneficial. The Park Ranger line item has been cut from the 2018 budget as well as the \$5K for the mounted rangers as neither program is operating efficiently at this time. Salary adjustments in the budget are pending completion of staff reviews. Overhead in legal expenses has increased, in part to help with the work being done on Hempfest permitting issues. \$72K has been allocated for a PR consultant.

Ms. Burns raised the question of whether or not the Friends should seek grants such as the Mass Cultural Council grant, which would introduce the idea that the Friends is open to outside scrutiny and public process in its fundraising efforts, and that funds are not all from private donors. There would be cost associated in applying for, and administering a public grant. She noted that organizations like the Trustees of Reservations and the MFA use public grant money.

#### **Shaw Memorial**

Ms. Vizza and Ms. Burns reported that the Harold Whitworth Pierce Charitable Trust anticipates a significant gift to the Friends for the Shaw Memorial. Ms. Burns has been working with the Trust as the fund is reaching its conclusion. This would complete the funding needs for the project. The Friends has allocated \$250K, the City of Boston has committed to \$500K, and the National Parks Service has committed \$1.25M.

#### **Partnership Plan update**

Ms. Vizza reported that she and Bob Mulcahy are continuing work on an “operations manual” for the Parks which identifies “who does what” in each park. This work was delayed by the staff resources required to manage the Winthrop Square project during 2017.

**Public Garden Tool Shed**

This project has been removed from the City capital budget. According to the Parks Commissioner, the Public Facilities Department does not have the project management capability to take the project on (PFD oversees building renovations), with more pressing needs to renovate other structures in the City.

**Board Portal on website**

Ms. Vizza and Susan Abell are working with the website developer to create a page on the new website for the Board to utilize. They are working to determine which documents and types of information will be most useful.

**FOPG Elevator Pitch**

It is anticipated that the new PR firm, once hired, will help to develop an “elevator pitch” for the Board and the Council to help them effectively and quickly introduce the Friends to others.

**Other Business**

The Young Friends group, co-chaired by Anne Mostue and Rich Hornblower, is an important resource and the Board and Staff need to develop ideas on how to further utilize them.

A survey of new Members since January 2017 has been completed. 38 of 160 people responded.

Ms. Vizza reported on the excellent work that Steven TenBarge has done all year, and that she has recommended a title change to properly reflect his job description.

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

**VOTED:** to change Mr. TenBarge’s job title from Staff Accountant to Finance Manager to reflect his level of work and job description.

There being no further business to discuss, Ms. Adams adjourned the meeting at 10:30 am.

Respectfully Submitted,  
Catherine Bordon, Secretary