

## **Board Report for Personnel Committee**

October 17, 2018

The Personnel Committee recommends the following revision in our current staff structure. We are not asking for the board to approve these recommendations at this time. These recommendations will go to the finance committee as part of its regular review of the proposed 2019 Budget. The board will then discuss and vote on the entire budget in our December meeting—including these recommendations.

### Recommendations:

1. That Steve TenBarge, our Finance Manager & Brewer Plaza Liaison, become a full-time employee. After a careful review of his current work, it is felt that his finance work (70%) is increasing along with the Friends tempo of operations. His human resource work (10%) is likewise increasing as the staff and benefits grow. His Brewer Plaza work (20%) is also increasing with more food trucks, expanded oversight of the coordinators, and new programming. The added cost of salary, taxes and benefits is estimated to be in the range of \$22,000-24,000.
2. That Bob Mulcahy, Project Manager, be given a new title - Director of Parks Care & Capital Projects - and that a new position be created - Parks Care Specialist. There is a clear need for Bob to have more help as our work in the parks and related areas is increasing. There are a number of areas that are neglected now due to time constraints. This new position would manage the turf and irrigation programs, the GIS program, the archives, and the parks care volunteers. The person would work closely with the Development and Communications & Outreach Directors to improve the tree and bench sponsorship program and expand parks care related communications. Bob would supervise this new position and would be able to focus more on managing the Consulting Arborist and Collections Care Manager. In addition he would have more time to manage capital projects, which we expect will increase in the years ahead. The added cost of salary, taxes and benefits is estimated to be in the range of \$69,000-71,000.

We are thus recommending that the Friends consider investing up to \$100,000 to augment our staff, both to keep pace with our current and our increasing operational work in the three parks.

September 21, 2018

### **Parks Care Specialist**

The Parks Care Specialist (Specialist) reports to the Director of Parks Care & Capital Projects (Director) and assists the Director as needed in all aspects of the Friends Tree, Turf & Shrub programs and Sculpture Conservation programs.

The Specialist's specific duties include the following:

1. Horticulture Program

- Manage the contracted turf care and irrigation programs.

2. GIS Program

- Manage and update data – tree inventory including monthly maintenance records
- Manage tree label program and integrate data into tree database
- Manage and update tree and bench sponsorships plaque descriptions and integrate into database
- Expand database to include other information, including sculpture, benches, turf areas, infrastructure
- Create and update data-based maps as needed – for office display, communication needs, and for on-site use

3. Archival Program

- Manage, maintain and improve the Friends archival records relating to parks care, capital projects, and historical information.
- Manage, maintain, and expand parks care and parks management reports and various publications for use by staff and volunteers.

4. Parks Care Volunteer Program

- Manage the parks care volunteer groups (Rose and Border Brigades).
- Manage scheduling, contractors, equipment, purchases of materials and other logistical needs.

5. Development Support

- Work in conjunction with the Director of Development in carrying out the tree and bench sponsorship program.

6. Communications & Outreach Support

- Assist the Director of Communications & Outreach in providing content for all communications of the Friends, including the website, newsletters and annual reports.
- Support advocacy needs with data, mapping

- Manage the use of Friends signage by contractors and maintain the signage.

## **Qualifications**

- A Bachelor's degree in Landscape Architecture, Horticulture, Arboriculture or a closely related field of study and a minimum of 3-5 years of relevant work experience are required
- Strong technical knowledge of landscape design principals, plant identification, plant selection, turf & irrigation management
- Proficiency with GIS, AutoCAD, Microsoft Office Suite applications, and Adobe Creative Suite applications
- Excellent administrative, written, and oral communications skills
- Ability to be flexible, maintain a positive attitude, and able to work harmoniously in a fast-paced, customer-service oriented, small office environment
- Highly organized, collaborative, interpersonal, and self-starter with a strong work ethic
- Interest in the history, mission and programs of the Friends
- Commitment to beautifully maintained and cared for parks

October 17, 2018

## **Director of Parks Care & Capital Projects**

Working with the Common, Garden, Mall and Parks Committees, the Director of Parks Care & Capital Projects (Director) is responsible for carrying out the annual Friends parks care program approved by the Board, which is designed to carry out the mission of the Friends to care for and renew the horticulture and structural elements in the three parks. The Director reports to the Executive Director and is assisted by the Parks Care Specialist (Specialist). The Director is responsible for managing the work, mentoring, and evaluation of the Specialist and managing the Friends two consultants, the Consulting Arborist and the Collections Care Manager. The Director shall carry out additional tasks as assigned by the Executive Director.

Due to the importance of parks care and capital projects to all parts of the organization, maintaining close communication and coordination with both the appropriate staff and volunteers, particularly the Executive Director and the chairs of the four parks committees, as well as appropriate Parks Department personnel, is a vital part of this job.

### Tree, Shrub, and Turf Programs

Manage the annual tree, shrub and turf work with the Consulting Arborist/Soil Scientist.

- Propose annual budgets to the Board working with appropriate staff and the chairs of the relevant parks committees and the Finance Committee.
- Manage the annual contracts for tree and shrub work, including approving the payment of all invoices in accordance with the budget.
- Assist the Consulting Arborist as necessary.
- Coordinate with the Parks Department as necessary.
- Facilitate communication between contractors, the Consulting Arborist and other consultants when necessary.

### Sculpture Conservation

Manage the annual sculpture conservation work with the Collections Care Manager

- Propose annual budgets to the Board working with appropriate staff and the chairs of the relevant committees and the Finance Committee.
- Manage the annual contracts for sculpture conservation work, including approving the payment of all invoices in accordance with the budget.

- Assist the Collections Care Manager as necessary.
- Coordinate with the Parks Department as necessary.
- Facilitate communication between contractors, and the Collections Care Manager and other consultants when necessary.

### Capital Projects

Work with the relevant staff and committee chairs in proposing and detailing all capital projects for the parks. Manage all approved capital projects for the parks.

- Provide oversight, scheduling, and coordination among all parties (contractors, consultants, and appropriate staff & volunteers) and through all phases of work.
- Review drawings and specifications for accuracy and provide feedback to all parties.
- Sign off on the payment of all invoices in accordance with the budget.

## **Steve TenBarge**

### **Finance Manager & Brewer Plaza Liaison**

Since my hiring in 2013, I have been working one day per week for another organization but I am now ready to commit full-time to the Friends to meet the demands of our growing organization. My position has grown quite a bit over the last five plus years. My hours started at 24 per week in 2013 and then increased to 30 per week in 2015 when I took on the Brewer Plaza responsibilities. I am currently working more than 30 hours per week, but it is difficult to precisely track my hours outside the office because I am down on the Plaza on weekends and my Friends email is always up when I am home. My position is comprised of three areas.

#### **1 – Finance (70%):**

We are raising more money and taking on an increasing number of large, high-profile projects. With our 50-year anniversary on the horizon, the demands on the Finance function will continue to grow. The time needed for cash and investment management, donation processing, check cutting, budgeting and reporting is much higher than it was just a few years ago.

#### **2 – Human Resource Administration (10%):**

Over the last two years, the Friends has added new staff members and several new benefits. What started out as a minor responsibility has grown since we have added a new Vanguard 403(b) plan, short and long term disability, life insurance, dental insurance, plus an MBTA pass program. I also handle the bi-weekly payroll, the onboarding of new employees and I recently managed the updating of our Employee Handbook.

#### **3 – Brewer Plaza (20%):**

I need to increase my hours spent on the Brewer Plaza, not only on day-to-day on-site management, but also on managing additional programming.

**On-site management** - There is a noticeable improvement in the performance of our Plaza coordinators when they see me down there on a regular basis. The food trucks also like it when I check in with them regularly. This season I have developed relationships with some of the Park Rangers and the Parks Department crew that handles the trash. Both play an important role in the success of the Plaza.

**Programming** - The Brewer 150 event in June showed everybody what a great space it is for outreach. I hope that we will be holding a large event every year. In addition, I would like to bring more live music and additional food vendors (smaller scale) to the Plaza.

**Other**- In addition to the above, I spend office time on the Brewer Plaza managing the annual food truck RFP process for our two truck spaces, collecting the monthly food truck rent and customer counts, making furniture purchases, and handling myriad problems (e.g. alerting Bob about trash stains and protruding pavers; dealing with John Schaub, the Frog Pond Manager, about the Plaza coordinators, furniture and occasional accidents).

# **FRIENDS OF THE PUBLIC GARDEN**

## **Communications and Outreach Committee Charter**

Revisions to be approved by the Board of Directors, October 17, 2018

The purpose of the Communications & Outreach Committee (the Committee) is to raise awareness and visibility of the Friends of the Public Garden (the Friends) and its work in the three parks to connect with stakeholders across the city, advocate for the Parks and Friends programs, and strengthen its membership and constituency.

The primary responsibility of the Committee is to oversee and assist the work of the Communications & Outreach Director and Associate. The Committee shall also coordinate as needed with other Friends committees, especially the Membership & Development and Parks Committees, as well as the External Affairs Task Force, and advise them with regard to the strategic communication approaches in support of the mission of the Friends.

Specific program responsibilities include:

1. helping to develop and execute a proactive and comprehensive communications, social media, and public relations strategy;
2. Helping to define the focus and content of public programming; and
3. Assisting in the development and implementation of stewardship programs (such as docent tours, workshops, and volunteer activities in the parks).

In accordance with Article VIII, section 2 of the Bylaws, normally the chair, or one co-chair, or the vice chair of the Committee shall be a member of the Board of Directors (board). The position of vice or co-chair shall be established to assure an orderly succession of leadership. Committee members, the chair, and any vice or co-chair shall be appointed in accordance with Article VI, section 6 of the Bylaws. The chair of the Committee and any vice or co-chair shall serve a two-year term, which may be renewed. The Committee should strive to have representation from multiple constituencies of the Friends. The Communications & Outreach Director meets with the Committee as needed. The chair shall coordinate all additional requests for staff help with the Executive Director.

The Committee shall meet as needed, generally at least once per quarter. The Committee chair, in coordination with the Friends office, shall be responsible for notifying the members of meetings, either by mail, telephone or email, at least three business days in advance. The chair shall also be responsible for ensuring that minutes of each Committee meeting are kept and distributed shortly after each meeting to all members of the Committee and the Communications & Outreach Director, and a report will be made available to the Board prior to each of its regularly scheduled meetings.

In accordance with Article VI, section 2, of the Bylaws, all Committee members must be Members of the Friends, and will contribute their time and energies as needed to the tasks of the Committee, treat all information presented with discretion and confidentiality, and act as ambassadors for the Friends to the public.

# **FRIENDS OF THE PUBLIC GARDEN**

## **Whistleblower Policy**

(Attachment to the Employment Policies & Procedures Manual dated 04.17.18)

For approval by the Board of Directors October 17, 2018

The Friends requires directors, officers, committee members, and employees to observe high standards of business and personal ethics in the conduct of their duties and responsibilities. Our reputation for integrity and excellence requires careful observance of the spirit and letter of all applicable laws and regulations, as well as scrupulous regard for the highest standards of conduct and personal integrity. In general, the use of good judgment, based on high ethical principles, will guide you with respect to lines of acceptable conduct. If a situation arises where it is difficult to determine the proper course of action, the matter should be discussed with your supervisor. Compliance with this policy is the responsibility of every employee. As such, employees are required to report any suspected violations of those standards in accordance with this Whistleblower Policy.

Information about suspected violations should be submitted to the Chair, Executive Director, or other officer, as appropriate. Reports of suspected violations will be kept confidential to the extent possible, consistent with the need to conduct a thorough investigation. The holders of the positions named here will decide who should investigate a reported violation. The investigation and any needed actions that result from it will be carried out promptly.

Retaliation against any employee who in good faith raises any questions, concerns or complaints concerning the honesty and integrity of our operations is strictly prohibited. Any employee who feels that they have been retaliated against or threatened with retaliation for these reasons should report the matter immediately to the Executive Director or Chair, as appropriate.

# FRIENDS OF THE PUBLIC GARDEN

## Record Retention Policy

For approval by Board of Directors, October 17, 2018

### 1. Objective

The objective of this Record Retention Policy (Policy) is to ensure that the Friends of the Public Garden (FOPG) complies with all applicable laws and regulations governing the management, retention, and destruction of its records. **In certain cases described below, it is a crime to destroy records.** For purposes of this Policy, the term “record” refers to (a) any recorded information, wherever such information is or may be stored, that has been created by or for FOPG, or received by FOPG in connection with the transaction of FOPG’s business that is (b) in any format (including, without limitation, paper, electronic, and audiovisual materials).

### 2. Record Retention

FOPG has determined that for statute of limitations or other reasons, certain records must be retained for specific periods of time. The record retention schedule attached as Exhibit A (the Schedule) provides the minimum retention periods under this Policy for a variety of categories of documents. Document types that are not listed, but are substantially similar to those listed in the Schedule, should also be retained for the appropriate minimum retention periods. All documents designated as containing trade secret information, whether or not a trade secret of FOPG, should be kept for at least the life of the trade secret. Generally speaking, all contracts retained should be in their final, executed form. Electronic documents should be treated as if they were paper documents.

Records may be retained in print or electronic form. Portable document format (pdf), faxed or scanned documents satisfy record retention requirements, provided that the authenticity of the original is not reasonably expected to be called into question. Email that needs to be retained should be either (a) printed in hard copy and kept in the appropriate file, or (b) downloaded to a computer file and kept electronically or on disk as a separate file.

The Executive Director shall serve as FOPG’s Records Management Officer (Officer). The Officer is responsible for overseeing the implementation of, and compliance with, this Policy. Each FOPG employee is responsible for maintaining the records that he or she originates, or otherwise receives, in accordance with this Policy, and for disposing of them following the expiration of the applicable retention period in accordance with the procedures outlined in Section 3. Any FOPG employee who is unsure about the need to keep a particular document should consult with the Officer.

The Officer shall make periodic reviews of the document retention mechanisms and storage capabilities of FOPG to ensure the proper maintenance, storage and back-up of FOPG’s records.

3. Destruction of Records

Each FOPG employee shall dispose of all records following the expiration of the applicable retention period listed on the Schedule, unless (a) the Officer determines that a record must be retained for a longer period to comply with legal or other requirements or (b) the FOPG employee who originates or receives the record or the Officer determines that retention of the record for a longer period otherwise serves a reasonable business purpose. The Officer shall promptly communicate to all FOPG employees the decision to suspend or extend an applicable retention period for any of FOPG's records. An FOPG employee need not maintain a copy of the record when the original or an official copy is maintained elsewhere.

Non-electronic records shall be destroyed either by internal shredding or the use of a shredding or other relevant facility chosen by the Officer. Electronically stored information shall be discarded by permanent removal from all of FOPG's file servers, email servers, hard drives, storage networks or removable media, in accordance with the procedures developed by the Officer. The Officer shall circulate regular reminders to all FOPG employees to promote timely compliance with this Section 3. Each FOPG employee shall be given a copy of this Policy annually.

4. No Destruction of Records – Litigation and Investigation

**No records of any type that may be related to an ongoing or imminent lawsuit or government investigation shall be destroyed, and all ordinary disposal or alteration of records pertaining to the subjects of the litigation or investigation shall be immediately suspended.** Any FOPG employee who becomes aware of a legal matter (whether pending or threatened) involving FOPG should promptly notify the Officer so that FOPG can ensure the preservation of all records relating to that matter. If a FOPG employee is uncertain whether documents under his or her control should be preserved because they might relate to a lawsuit or investigation, he or she should contact the Officer. Routine destruction of records may be reinstated once the investigation is terminated, mindful that records relating to an investigation may have an increased minimum retention period as specified on the Schedule.

5. Criminal Sanctions and Other Penalties

Failure to comply with this Policy, including interference with the retention or destruction of FOPG's records, may result in civil and criminal liability, as well as disciplinary action, up to and including termination. Failure to maintain certain records may subject FOPG and/or individuals to penalties and fines and may compromise FOPG's position in litigation or an investigation. **It is also a federal crime, punishable by a fine and up to 20 years in prison, to knowingly alter, destroy, mutilate, conceal, cover up, falsify or make a false entry in any record with the intent to impede, obstruct or influence the investigation or proper administration of a government investigation or proceeding.**

## **FOPG Record Retention Policy**

Questions about this policy should be directed to Elizabeth Vizza, Executive Director, at [liz@friendsofthepublicgarden.org](mailto:liz@friendsofthepublicgarden.org) and 617-723-8144.

I HAVE REVIEWED AND UNDERSTAND THIS RECORD RETENTION POLICY AND AGREE TO COMPLY WITH ITS REQUIREMENTS.

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Name

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Title

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Date

**Exhibit A**  
**Record Retention Schedule (Massachusetts)**

<b>Document Type</b>	<b>Recommended Retention Period</b>
If you are required to file Form PC under Massachusetts law, books and records that <ol style="list-style-type: none"> <li>i. are sufficient to substantiate all information required on the Form PC (including records of inventories)</li> <li>ii. support each individual transaction for items of gross support, revenue, and expenses</li> <li>iii. reflect a functional breakdown of expenses such that fund raising expenses can be distinguished from all other expenses</li> <li>iv. disclose the sources of revenue and expenses related to special events and show specifically the items of revenue and expenses from the special events</li> </ol>	Permanently
Accounts payable/receivable ledgers and schedules	[7 years]
Audit reports	Permanently
Bank reconciliations	2 years
Bank statements	3 years
Checks (for important payments and purchases)	Permanently
Internal complaint-related documents (“Notifications” under Whistleblower Policy)	5 years
Contracts, mortgages, notes and leases (expired)	7 years
Contracts (still in effect)	Permanently
Contribution receipts	7 years
Copyright registrations	Permanently
Correspondence (general)	2 years
Correspondence (legal and important matters)	Permanently
Correspondence (with customers and vendors)	2 years
Deeds, mortgages, and bills of sale	Permanently
Depreciation schedules	Permanently
Duplicate deposit slips	2 years
Employee files, including employment applications for individuals hired	While active plus 3 years
Employment applications, if not hired	3 years
Employment tax records	4 years
Expense analyses/expense distribution schedules	7 years
General ledger	Permanently
Gift records, agreements, award letters, fundraising campaign literature	Permanently
Financial statements (year-end)	Permanently
Insurance policies (expired)	3 years
Insurance records, current accident reports, claims, policies, etc.	Permanently
Internal audit reports	3 years
Internal Revenue Service exemption application and determination letter, examinations, rulings and comments	Permanently
Inventories of products, materials, and supplies	7 years
Invoices (to customers, from vendors)	7 years
Leases (expired or terminated)	6 years
Litigation-related documents	Permanently
Minute books, bylaws, articles of organization, internal policies and guidelines	Permanently
Patents and related papers	Permanently
Payroll records and summaries	7 years
Personnel files (terminated employees)	7 years
Retirement and pension records	Permanently
State tax exemptions	Permanently
Tax returns and worksheets	Permanently
Timesheets	7 years
Trademark registrations	Permanently
Withholding tax statements	7 years



## **Board Report of the Common Committee**

### **October 17, 2018**

#### **Tree and Turf Care**

As we enter the fall and winter season, we continue our tree and turf care programs. Tree pruning continues during the cooler season with the result not only of healthier trees but also less storm damage. We did have outbreaks of Dutch elm disease at several elm trees on the panel behind the Park Street subway headhouse. We removed one tree and then two adjacent trees also became infected via a root graft. The elm disease fungus is spread through connected roots as well as by beetles carrying the fungus settling into the tree bark. Norm Helie has worked diligently to control the disease as well as to strengthen the trees through a variety of traditional methods and nourishment with nutrient supplements. We continue to track the beetle activity with traps, which you may notice on trees in varying locations. Big picture is that we have made strides in battling the disease and creating a healthier tree collection but have not succeeded yet in eradicating it.

Fall is a good time to nourish the turf. We have been fertilizing and slice seeding all panels throughout the Common. As we have reported in the past, given the expense of repeated restoration of the off leash panels, we will be exploring the possibility of establishing a dedicated off leash dog park as a part of the Common Master Plan.

#### **Sculpture Conservation**

This season's conservation and maintenance saw the four Civil War figures of the Soldiers & Sailors Monument and the Founder's Memorial cared for by Daedalus Conservation Art. In July a mystery unfolded in the case of two missing swords. After lots of phone calls and emails the homes were found; one bayonet from the above-mentioned Civil War figures and the sword from Gen John Hooker statute at the state House. Thanks goes to Sarah Hutt and Margret Dyson in tracking down who these two pieces of bronze belonged to.

Return of the Brewer Fountain lights continues to move along at glacial speed and increased scope. Throughout spring and summer, challenges with finding the correct lighting manufacturer willing to provide cables/cords long enough to reach our dry systems vault proved difficult. Once found it was discovered that the current vault is too small to fit additional equipment inside, per Mass Building Code. We have brought back on Bryant Associates, who we worked with during each Brewer phase, to assist in the engineering scope. The reality is that a new vault needs to be installed, in order to create a safe working environment, within an enclosed space. Stay tuned.

#### **Advocacy**

Winthrop Square Garage – The sale of the garage was completed at the end of September and fulfilling his commitment to the Friends, the Mayor has submitted a request to the City Council to authorize the expenditure of \$105M from the Surplus Property Disposition Fund. This includes the \$28M for the Common, which will fund both capital projects and maintenance. A hearing is scheduled for Monday, October 15.

MOA with the Parks Department – This document, which has been under review by the City's legal department for some time, is finally being finalized. This MOA memorializes the creation of a \$5 million Trust Fund to provide additional maintenance funds for the Common and \$23million for capital improvements which will be proposed through the Common Master Plan.

Respectfully submitted,  
Beatrice Nessen, Chair

**Board Report of the Public Garden Committee  
October 17, 2018**

Probably the most important event in the Garden this year was the conservation of the George Robert White Memorial fountain. Contracted through the MFA, Excelsior Inc of New York (who works on the sculpture in Central Park) finished cleaning the bronzes using a dry ice technique and repatinated these elements.

The Edward Everett Hale statue, Ether Fountain stone, George Washington statue and the Japanese Bell all received conservation treatments this year via Daedalus Art.

Also completed this summer was the 5<sup>th</sup> and final planting phase for the Boylston Street border. A *Cercis canadensis* (Eastern Redbud) and two *Carpinus* (American Hornbeams) surrounded by shrubs and groundcover were planted by Matt Foti Landscape behind the Channing Memorial. Aside from the plantings behind the Channing, three new trees were planted: a *Chionanthus retusus* (Chinese Fringe Tree) given by the Nessens was planted by the Ether rose bed, and two *Cercis Canadensis* ( Eastern Redbud & White Eastern Redbud). Please look at the new inventory maps. Many hours by Norm and Bob have been spent trying to improve the Garden inventory.

The volunteer Border Brigade was mostly female, dedicated, and small in number. Sherly Smith has mobilized a group from the Back Bay who may join our number offering alternate working times and days. Seeing the PG staff and Friends working together has a certain positive impact. With more exposure, I expect the Brigade will increase in number. October 25 at 5:00 pm is our last session for 2018 (There is still time for the Board to join us).

Our Consulting Arborist, Norm Helie, recommends we look at a machine that would grind up the leaves in the Garden and then deposit them as mulch around the trees. He believes this would produce a better product and reduce cost by eliminating the purchase of inferior mulch from an outside source. We are attempting to have a demonstration of this machine, this fall, with the Parks Department on hand to better understand its capabilities.

It was reported that 16 old and new trees have been adopted and three benches sold for a 15 year period.

Fences have been installed around all four rose beds to prevent rabbits from invading the area and stripping the canes of the roses. Unfortunately, 2/3rds of all roses have been destroyed. Replacements have been budgeted for 2019.

New signage for the Garden is a priority and an ad hoc committee is meeting on November 2 to work on proposals for improving signage.

The Public Garden Committee last met on April 26<sup>th</sup>

My greatest concern continues to be the deplorable condition of the Tool Shed - long a haven for mold and rats. This former picturesque gem is a house of horrors for those who must go inside: i.e. the Parks Department and the Swan Boat staffs. Now is the time to rebuild.

Respectfully submitted,  
Barbara W Moore, Chair

**Board Report for Commonwealth Avenue Mall  
October 17, 2018**

Progress is afoot from our last report! The painting of the fence in the Kenmore Mall has been completed and we have also given, at the same time, a fresh coat of paint to the Lombard Lamp. In addition 4 new locust trees were planted in this block. This work was made possible through a grant from the Fenway Beautification Fund grants which are given through the Red Sox as mitigation for the privatization of the former Yawkey Way. Supplemental funds to expand on this grant came from the Friends and mark an important step in making this block more beautiful. While on this subject, more improvements will be coming to this block. Norm Helie is assessing the pruning needs of the trees in the block and will direct Barrett Tree Company's work this fall. Cambridge Landscape has completed an irrigation plan and specifications for installing irrigation in this block. This will be in the neighborhood of \$50,000 and we are hoping to get support from local abutters for this work which we would like to begin in the spring. The art installation, Open House, which has been much appreciated, will be removed in November. We hope all Board members have been able to see it and sit in it!

Finally, we can say that the work on the Mass. Ave. Bridge is mostly over. The site has been cleaned and hydroseeded. Norm and Bob will be evaluating the condition of the trees, many of which suffered from this extended construction period. There may be some removals necessary, but at least each tree will get a structural and deadwood pruning this fall. The iron fence will be reinstalled in November. We want to wait to see how the site responds before moving forward with other plans. We do, however, have an estimate to install irrigation for the two wings on either side of the bridge. We are concerned about graffiti and will keep a close eye on any tags that appear. It is unclear how much responsibility DOT will take for this should it happen or for any other maintenance needs related to the bridge.

Meredith Bergmann, the sculptor of the Women's Memorial, will be coming to Boston in October to have a celebration of the 15<sup>th</sup> year of installation of the Memorial. Meredith has recently been given the commission to design the first memorial to women for Central Park. The memorial will be in honor of Susan B. Anthony and Elizabeth Cady Stanton.

Under Norm and Bob's direction the turf on the Mall has received extra attention and we believe shows just that. This program will continue next season. Serious exploration of the possibility of installing a "smart" component to the irrigation system for the Mall is being made. This would allow the frequency and intensity of waterings to be controlled remotely. We are also exploring the possibility of running the Kenmore Mall system off of solar panels since electricity in that block is very hard, if not impossible, to come by.

And finally (BIG DRUMROLL!!) We will be going in front of the Landmarks Commission next month with a final proposal to light the Morison. In addition we will be presenting conceptual plans for lighting the Garrison and the Collins. Once this approval is in place we will go public with our plans to light all the statues on the Mall and proceed with plans to install the lighting on the Morison in the spring. Many thanks to Bob and Margaret Dyson who have helped to move this process along.

Respectfully submitted,  
Margaret Pokorney, Chair

# FRIENDS OF THE PUBLIC GARDEN

## Communications and Outreach Report for the October 17, 2018 Board Meeting *Prepared by Susan Abell October 12, 2018*

### Communications

This summer saw a number of internal changes. Beth Jordan intended to leave after the birth of her daughter, but ended up leaving a bit earlier than planned when Valentina arrived early. We all miss her terribly, but she is very happy at home. A temp has been filling in after Beth's departure and a search for a permanent replacement is reaching its conclusion. This past spring and summer have been challenging for me personally as I have been dealing with a health issue, and I would like to thank the staff and everyone for their help and encouragement.

### **Marketing/promotion**

E-news, e-blasts, and advocacy

Throughout this summer and early fall, we joined with other local civic and community groups to express our concerns about Hempfest and its impact on Boston Common. Many people responded both before and after with emails and photos of the mess left after the event. There was extensive coverage in local papers as well as the Globe and Herald responding to our comments, the size of the event and the conditions left after it was over. On the positive side, the public restrooms on the Common have been a great success, with a big affirmative response on Twitter. According to Twitter, this was the best thing we have done in years! The Friends has been working behind the scenes with MLKBoston concerning the proposed MLK Memorial.

The e-news continues to be a consistent means of communicating and engaging with our members. We have worked to make the e-news articles succinct and diverse, showing our members all the different activities of the Friends. In each issue we try to focus on the work of the Friends, care of the trees, lawns and sculpture in the three parks, our advocacy on important issues affecting the parks, and articles about our interesting members. Our open rate is consistently high around 33%, we have healthy click-through rate and a very low unsubscribe number.

We continue to stress the importance of advocacy, the history of the Friends in fighting for protection of the Boston Common, Public Garden, and Commonwealth Avenue Mall, and the current activism by the Friends to safeguard these landmark historic parks for the millions of people who use them every year.

### **Media**

The Friends has had excellent coverage in the local papers for the Brewer 150! the Summer Party, and the Shaw 54<sup>th</sup> MOU Signing Ceremony. Liz was interviewed about the Shaw 54<sup>th</sup> project by Karen Holmes Ward on WCVB's CityLine and by Callie Crossley for Under the Radar on WGBH. The Friends public restrooms pilot and opposition to Hempfest got coverage in local papers, the Boston Globe and online publications. See details and links to all media coverage at end of the report.

### **Publications**

The spring print newsletter that went out with the spring renewal campaign got very favorable reviews. We are creating a similarly forward-focused newsletter for the fall mailing. Our new rack card was placed at the Leventhal exhibit at the Boston Public Library, as well as other outreach events. The Annual Review was tested in electronic format this year. The conversion process was longer than desirable so we will be considering which format is the best avenue for next year. Using a combination

of both print and electronic formats is the most effective means of communication with our members, and increases our ability to share our message and accomplishments.

### **Social Media**

We continue to find new ways to integrate our website into our social media posts whenever possible, and to keep directing people back to our website.

#### Facebook

As of October 12, we have 2647 likes, up over 109 from June 2018. Post engagement is up 35% and overall reach up 32% partly due to the changed Facebook algorithm that requires us to pay to boost posts. We continue to get good responses on Facebook promoting the Brewer 150, Celebrate Hale and Young Friends events. We did not post the Summer Party because it sold out so quickly. We have used Facebook successfully to share FriendsAtWork, advocacy issues, and other pertinent news and social events. Our largest audience continues to be women and men ages 35-44 with 74% women and 24% men, with the last 2% un-identified.

#### Twitter

We are now at 3,987 followers. We have a net gain of 152 followers on Twitter in the past three months. This reflects a steady growth, with regular posting, retweeting, photos, and comments. The Boston Common restroom announcement was our most popular tweet.

#### Instagram

We are up 76 followers since June and are now at 4,423. Recent posts are averaging between 290-480 likes per post, with page impressions near the 7,040 mark and adding stories has increased interaction. The average age range of our followers is between 25-34, with high representation between 35-44 as well. Adding video stories to our page has increased interaction.

### **Outreach**

#### **Brewer 150!**

The Friends welcomed a large crowd to celebrate the 150th anniversary of the Brewer Fountain, which you read about in the Brewer Plaza report. Making Celebrate Brewer an annual event in June marking the beginning of the summer season on the Plaza will be a great opportunity for increased visibility.

#### **Now + There**

The Friends has collaborated with the arts organization Now + There to help promote their Liz Glynn art installation Open House that opened in July at Kenmore Square as well as a sculpture tour in September down the Mall given by Sarah Hutt.

#### **Shaw 54<sup>th</sup> MOU Signing Ceremony**

The Friends announced a major project to restore the Shaw Memorial on Boston Common, commencing with a Signing Ceremony on Friday, July 27th, at the Memorial. The ceremony launched the new partnership of the National Park Service, The City of Boston, including Mayor Martin J. Walsh, Friends of the Public Garden, and the Museum of African-American History, which as a group will undertake a multi-million dollar restoration of, and dialogue about the Shaw 54<sup>th</sup> Memorial.

#### **Young Friends Fundraising Social**

Our annual fall Young Friends event at The Yard at The Liberty on September 13 was our most successful to date. An expanded steering committee helped us bring in a record number of attendees. We are planning an additional event this year at the Union Club on December 7. This event will be different because it is in December, on a Friday and we would like to include information about the Shaw 54<sup>th</sup> Memorial project as part of the evening because of the connection with the Union Club and the Civil War. We are hoping this new time of year and location will draw in new Young Friends.

### **Beacon Hill FallFest**

The Friends had their usual table at the Beacon Hill Civic Association's FallFest on Sunday, September 23. Thanks to the volunteers and staff it was a great success, educating locals and visitors about the Friends, our work and our advocacy for the parks.

### **Celebrate Edward Everett Hale**

On September 26, the Friends of the Public Garden, in collaboration with the Lend A Hand Society, celebrated two events; the Friends' restoration of the terrace of the Edward Everett Hale memorial and the 125<sup>th</sup> anniversary of the charitable organization founded by Hale, the Lend A Hand Society. This was a pop-up event in the Public Garden with a historical impersonator as a younger Edward Everett Hale speaking to the crowd in Hale's words. This was a successful partnership with another allied organization, working together to make this event fun and well-attended.

### **Untold Stories of the Public Garden**

Another successful tour season ended, with 24 guides giving tours to just over 450 people. June and August are the most popular months for tours. We collected \$1,154.00 in donations from the private and general tours. When surveyed, tour attendees gave our tours an average of "10" out of 10, indicating they are likely to recommend this tour program to other individuals.

### **Video**

Our video has gotten a very positive response both from current members, potential members and foundations. We have made sure to get additional b-roll over the summer to have footage ready for the next video planned to be unveiled at the Green & White Ball.

### **New Events**

We are preparing for the extensive Shaw 54<sup>th</sup> Memorial restoration in 2019. This includes programming and events to educate and engage the public about the importance of the monument and to use the restoration as a platform for dialogue about race, freedom, and justice.

## **Friends of the Public Garden Media**

### **Solomon McCown & Co.**

#### **Friends staff**

#### **June**

- *The Boston Globe*  
Boston fails in promise to plant 100,000 trees  
<https://www.bostonglobe.com/metro/2018/06/09/city-fails-promise-plant-trees/7QWlaMHDFuKjcVj7SxomTL/story.html>  
June 9, 2018
- *The Boston Globe*  
City's iconic Brewer Fountain in the Common turns 150 years old  
<https://www.bostonglobe.com/metro/2018/06/13/city-iconic-brewer-fountain-common-turns-years-old/KCVL9Ke5h9OBaZseouffaP/story.html>  
June 13, 2018
- NBC Boston  
Brewer 150  
June 14, 2018
- WBUR (6am)  
Brewer 150  
June 14, 2018
- WBUR (7am)  
Brewer 150  
June 14, 2018
- WBZ  
Brewer 150  
June 14, 2018
- WGBH  
Brewer 150  
June 14, 2018
- *Beacon Hill Times*  
Making History on the Common Again  
<http://beaconhilltimes.com/2018/06/page/4/>  
June 15, 2018
- *The Boston Sun*  
MLK Memorial Expanded, Mayor Walsh Says  
<https://thebostonsun.com/2018/06/16/mlk-memorial-expanded-mayor-walsh-says/>  
June 16, 2018
- *The Boston Globe*  
City grapples with equity in its tree canopy

<https://www.bostonglobe.com/metro/2018/06/18/city-grapples-with-equity-its-tree-canopy/Yimc04VV0MyVNKy9K2gcVO/story.html>

June 18, 2018

## July

- **Boston Guardian**  
Summer Party  
<https://www.facebook.com/thebostonguardian/posts/1914331978628254>  
July 19, 2018
- **Beacon Hill Times**  
Friends Introducing a Pilot Restroom Facility on Boston Common  
<http://beaconhilltimes.com/2018/06/page/4/>  
July 21, 2018
- **Universal Hub**  
People on the Common will soon be able to skip to a loo  
<https://www.universalhub.com/2018/people-common-will-soon-be-able-skip-loo>  
July 22, 2018
- **WCVB**  
Public Restrooms Coming to Boston Common  
<https://www.wcvb.com/article/public-restrooms-coming-to-boston-common/22514575>  
July 23, 2018
- **Bill Brett Boston**  
Friends hold Summer Party to support Public Garden, city parks  
<https://billbrettboston.com/friends-summer-party-2018/>  
July 26, 2018
- **The Boston Guardian**  
Seven Groups Oppose Three Days of HempFest  
<https://www.facebook.com/notes/the-boston-guardian/seven-groups-oppose-three-days-of-hempfest/1925723270822458/>  
July 26, 2018
- **The Boston Globe**  
Facelift for Civil War memorial on Common to spark talks on race  
<https://www.bostonglobe.com/metro/2018/07/27/renovations-shaw-memorial-spark-conversations-race-social-justice/cBKuQ244C43UFwLtVI2IUP/story.html>  
July 27, 2018
- **WBUR**  
Shaw 54th Regiment Memorial To Undergo Restoration  
<http://www.wbur.org/artery/2018/07/27/robert-gould-shaw-54th-regiment-memorial-boston-restoration>  
July 27, 2018
- **WCVB**  
Shaw/54<sup>th</sup> Regiment Memorial MOU Signing Ceremony  
July 27, 2018
- **WGBH**  
Shaw/54th Regiment Memorial MOU Signing Ceremony  
July 27, 2018

- **WCVB**  
Shaw/54th Regiment Memorial MOU Signing Ceremony  
July 28, 2018
- **Beacon Hill Times**  
FOPG Host Summer Party Atop the Taj  
<http://beaconhilltimes.com/2018/07/28/fopg-host-summer-party-atop-the-taj/>  
July 28, 2018
- **Curbed Boston**  
Shaw 54th Regiment Memorial to undergo major restoration  
<https://boston.curbed.com/2018/7/30/17622750/54th-regiment-memorial-boston-restoration>  
July 30, 2018
- **Boston Business Journal**  
Five things you need to know today  
<https://www.bizjournals.com/boston/news/2018/07/30/five-things-you-need-to-know-and-today-is-the-test.html>  
July 30, 2018
- **Boston.com**  
Boston Common neighbors say 'Hempfest' needs to change  
<https://www.boston.com/news/local-news/2018/07/31/boston-common-neighbors-seek-freedom-rally-hempfest-changes>  
July 31, 2018

## **August**

- **The Boston Guardian**  
Shaw Memorial Will Be Restored  
<https://www.facebook.com/notes/the-boston-guardian/shaw-memorial-will-be-restored/1937418026319649/>  
August 2, 2018
- **Bay State Banner**  
Boston Scenes  
<https://www.baystatebanner.com/gallery/boston-scenes-8-16-18-restoring-the-shaw-54th-regiment-memorial/>  
August 16, 2018
- **Improper Bostonian**  
Friends of the Public Garden's annual Summer Party  
<http://www.improper.com/photos-parties/friends-of-the-public-gardens-annual-summer-party/>  
August 17, 2018

## **September**

- **Beacon Hill Times**  
Founders Memorial on Common Gets Facelift, Thanks to FOPG Board Member  
<http://beaconhilltimes.com/2018/09/04/founders-memorial-on-common-gets-facelift-thanks-to-fopg-board-member/>  
September 4, 2018
- **The Boston Guardian**  
Hempfest Trash is Highest Concern

<https://www.facebook.com/notes/the-boston-guardian/hempfest-trash-is-highest-concern/2009015245826593/>  
September 20, 2018

- WGBH  
Under the Radar - Revisiting And Reliving The History Of The Massachusetts 54th Regiment -<https://www.wgbh.org/news/news/2018/09/21/revisiting-and-reliving-the-history-of-the-massachusetts-54th-regiment>  
September 21, 2018
- *Universal Hub*  
Hempfest tossed? Two city councilors want to move annual Freedom Rally off Boston Common  
<https://www.universalhub.com/2018/hempfest-tossed-two-city-councilors-want-move?nocache=1>  
September 24, 2018
- *Boston Magazine*  
Is Hempfest a Bad Neighbor? Boston's City Council Will Weigh the Question  
<https://www.bostonmagazine.com/news/2018/09/25/hempfest-boston-city-council-hearing/>  
September 25, 2018
- *Metro Boston*  
Boston City Councilors to consider moving Hempfest off Boston Common  
<https://www.metro.us/news/local-news/boston/city-councilors-moving-hempfest-boston-common>  
September 25, 2018
- *MassLive*  
Just blowing smoke? Boston city councilors want to move Hempfest, but MassCann organizers say they're acting on anti-marijuana stigma  
[https://www.masslive.com/news/boston/index.ssf/2018/09/boston\\_hempfest\\_move\\_flynn.html](https://www.masslive.com/news/boston/index.ssf/2018/09/boston_hempfest_move_flynn.html)  
September 26, 2018
- *The Boston Globe*  
Mayor says pot rally left an 'appalling' mess on Boston Common  
<https://www.bostonglobe.com/metro/2018/09/26/mayor-says-pot-rally-left-appalling-mess-boston-common/7BDBSfpf4Y8ZJX0IIL1OwJ/story.html>  
September 26, 2018
- *The Boston Sun*  
Freedom Rally Leaves Common Looking Worse for the Wear  
<https://thebostonsun.com/2018/09/27/freedom-rally-leaves-common-looking-worse-for-the-wear/>  
September 27, 2018
- *The Boston Guardian*  
City Council Plans to Address Weed Rally  
<https://www.facebook.com/notes/the-boston-guardian/city-council-plans-to-address-weed-rally/2017766818284769/>  
September 27, 2018

**October**

- ***Beacon Hill Times***

Hale Statue Restoration Project Celebrated

<http://beaconhilltimes.com/2018/10/05/hale-stature-restoration-project-celebrated/>

October 5, 2018

- ***Beacon Hill Times***

FOPG Annual Meeting to Feature Plan for Charlesgate Park

<http://beaconhilltimes.com/2018/10/13/fopg-annual-meeting-to-feature-plan-for-charlesgate-park/>

October 13, 2018