



**Board of Directors Meeting
Wednesday, June 6, 2018
4:00 – 6:00 p.m.**

Minutes of April 2 and April 11 Board meetings	4:00 – 4:05 Leslie
Treasurer's Report	4:05 – 4:10 Bill
Investment Committee - Guidelines VOTE	4:10 – 4:15 Abby
Governance Committee Report Slate of Officers VOTE	4:15 – 4:20 Kate
External Affairs Task Force Report PR Communications, Development	4:20 – 4:35 Allan
Advocacy Hempfest Public Safety Shade and Horticulture – research	4:35 – 5:00 Leslie, Beatrice, Liz, Lyn
Council Members Join the Board at this Time	
Questions/Comments on Reports Three Parks, Director's, Development, Communications & Outreach, Brewer	5:00 – 5:40 Leslie
Strategic Planning and 50 th Anniversary	5:40 – 5:55 Liz, Leslie
Other Business	5:55 – 6:00 Leslie

MARK YOUR CALENDARS

Board of Directors Meetings

Wednesday, October 17, 2018

Wednesday, December 12, 2018

Wednesday, February 6, 2019

The first week of June 2019, this is the Board meeting and dinner with the Council
Please save March 28th and April 11th as potential annual meeting dates.

Events

Brewer 150! June 14, 2018

April 2, 2018

FRIENDS OF THE PUBLIC GARDEN

Minutes of the Board of Directors Meeting
April 2, 2018

The Board of Directors of the Friends of the Public Garden met at 69 Beacon Street, Boston, on Tuesday, April 2, 2018 at 4:00 p.m.

Members present: Mesdames Adam, Anderson, Bordon, Burlingame (ex officio), Burns, Corcoran, Cox, Nessen, O’Keeffe, Quinn and Messrs. Albright, Clendaniel, Hood (ex officio), Mead, Taylor, and Zick.

Members absent: Mesdames Aichtmeyer, Johnson, Mason, Pokorny, and Mr. Burnes.

Ms. Vizza was also present for the meeting.

Ms. Adam, Chair, called the meeting to order at 4:00 p.m.

Transfer of Surplus Funds to Shaw/54th

Mr. Clendaniel reported that the Operating Surplus for last year was \$631K, as opposed to the previously anticipated \$518K. He noted that the Board has already voted to move \$500K of this Surplus to Temporarily Restricted Funds, to be used across all three parks as well as the Shaw/54th project. In keeping with the objective of this previous vote, and the desire to limit the amounts left in surplus funds in the final audited financials, he recommended that an additional \$100K be transferred to the Shaw/54th project. These funds could be used in any way for this memorial – the planned renovation, programming, and/or future maintenance and repairs.

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

VOTED: to approve the transfer of \$100K from the 2017 Operating Surplus to temporarily restricted funds for the Shaw/54th Memorial.

Portable Restroom Pilot on the Common

Ms. Burns, in her role as a consultant to the Harold Whitworth Pierce Charitable Trust, reported on a potential grant of \$1M from the Trust to the Boston Parks and Recreation Department to conduct a multiyear pilot of public restrooms on the Common. Materials were circulated showing the type of temporary restroom-trailer facility, the plan for operating hours, cleaning, security, and proposed location. The BPRD is eager to conduct the Pilot as it is anticipated that increased access to bathroom facilities will be in the Master Plan for the Common. This Pilot would provide very valuable data and help to inform that plan. The Pilot will require approval from the Landmarks Commission. The 6-month Pilot (May-October) would repeat for a second and perhaps third year if it is deemed successful. If unsuccessful after the first year, any remaining grant money would be transferred to a fund which would support future public bathroom facilities on the Common.

BPRD has proposed to the Friends that it serve as the Fiscal Agent for the grant from the Trust, as that would allow the City to select the most desirable vendors for the restroom-trailer, cleaning service, and security, as opposed to simply needing to submit to a low-bid contract.

There was much discussion about the likelihood of the Pilot proceeding, with or without the involvement of the Friends as the Fiscal Agent. It was agreed that the Friends should strive to have an active voice in the discussion regarding bathrooms on the Common, as this issue has been raised repeatedly by park users. There was also concern that the Friends be compensated for any potential internal costs associated with administering the grant, and that the Friends be indemnified for any liability issues regarding the operation of the facility.

Upon a motion being duly made and seconded, with Ms. Burns abstaining from the vote, it was

VOTED: to approve in principle that the Friends of the Public Garden will serve as Fiscal Agent to the Pierce Charitable Trust donation, which is to be directed to the City of Boston Parks Department to fund a multi-year pilot program to bring public restrooms to the Boston Common. The final decision regarding entering into an agreement with the City and the Trust will be dependent on further details surrounding costs to administer the agreement, and the agreement itself, and such a decision will be brought to the Board for an additional vote.

PR Communications: Insights Presentation and Discussion

The team from Solomon McCown presented their findings to the Board. They reviewed the 12 in-depth interviews and materials overview that they conducted. The team made recommendations on both the approach to messaging, as well as the messages themselves, that would help position the Friends as an even stronger and more widely recognized advocate for the Parks. Recommendations included wordsmithing the existing materials, and phrasing therein, to make the financial commitment and expertise of the Friends more apparent. There were several recommendations to use the strength of the Friends' legacy and work to support other greenspace organizations and causes throughout the city and region, without succumbing to "mission creep." There was a very clear need identified to increase and broaden the use of digital outreach. More outreach to City and State officials was highly recommended so that role and importance of the Friends would be more apparent, and not just in "times of crisis." Perceptions of the Friends as a "NIMBY" organization were also discussed.

The External Affairs Task Force, the staff, and the team from Solomon McCown will continue to work on strategy and implementation of a proposed PR plan for the Friends. A full copy of the presentation is available.

There being no other business, Ms. Adam adjourned the meeting at 6:00 p.m.

Respectfully submitted,

Catherine Bordon
Secretary

FRIENDS OF THE PUBLIC GARDEN
Minutes of the Board of Directors Meeting
April 11, 2018

The Board of Directors of the Friends of the Public Garden met at The Omni Parker Hotel, Boston, on Wednesday, April 11, 2018 at 4:00pm.

Members present: Mesdames Adam, Anderson, Bordon, Burns, Corcoran, Cox, Johnson, Mason, Pokorny, Quinn and Messrs. Albright, Burnes, Mead, Taylor, and Zick.

Members absent: Mesdames Achtmeyer, Nessen, O’Keeffe, and Mr. Clendaniel.

Ms. Vizza and Ms. Halpin were also present for the meeting.

Ms. Adam, Chair, called the meeting to order at 4:00pm.

Minutes of the February 7, 2018 Board Meeting

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

VOTED: to approve the minutes of the February 7, 2018 Board Meeting as amended.

Governance Report

Ms. Quinn reported on efforts of the Governance Committee to increase diversity on the Board and the Council. Ms. Vizza has met with Carol Fulp, President of The Partnership, and has engaged their services to help with this. Ms. Adam has also met with Steven Wright of the law firm Holland & Knight. Candidates for the Board and the Council that would help to increase diversity in many areas – race, age, neighborhood, background – would be considered.

Ms. Quinn also reported that three of the Council members who had been previously approved for membership, have accepted joining the Council. Response from a fourth nominee is still pending. She also referred to the report dated April 11, 2018 Council Nominations to be approved by the Board of Directors, which provided information and details about an additional three individuals that the Governance Committee would like to approach for membership on the Council.

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

VOTED: to approve the three proposed Council members.

Ms. Quinn also reviewed the slate of Directors which would be presented for approval by the Friends membership at the Annual Meeting, directly following the Board Meeting. She also offered a heartfelt thank you to Ms. Pokorny, who will be cycling off the Board at this time, although she will remain as Chair of the Commonwealth Avenue Mall Committee.

PR Communications Consulting

Ms. Adam reported that Solomon McCown presented their report, Insights Presentation and 2018 Strategy, to the staff earlier in the day and that it stimulated a lively discussion. The value of the report, and its actionable items, as well as the potential further benefit from continuing with the relationship with SM was discussed. It was noted that the current budget has funds allocated for a full year of PR consulting.

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

VOTED: to approve an extension of the existing 6-month contract with Solomon McCown, scheduled to end July 1, 2018, for an additional 6 months.

Updates

Shaw/54th Reconstruction Project

Ms. Vizza provided an update on the Shaw/54th project. The construction documents are in process. The tripartite agreement is near to complete, with the remaining issues dealing primarily with the process by which the City will transfer funds to the Federal government/National Parks Service, as they are the project lead. The budget appears to be settled, with the NPS having provided input regarding their mandatory rates and adjustments, at \$2.8M. The NPS is still committed to providing half the necessary funding. The Friends portion remains at \$250K, the Pierce Trust at \$500K, and the City is anticipated to assume the rest. The project will be bid out in the fall of 2018, with construction due to start in the spring of 2019. Concurrent programming around the project will be developed, and a committee, including several high-profile honorary members, is being organized to support this effort.

Friends/Parks Partnership Plan

Ms. Vizza and Ms. Adam referred to the Framework DRAFT, dated March 14, 2018, of the City of Boston Parks and Recreation Department and Friends of the Public Garden Cooperative Agreement, which was circulated prior to the meeting. They noted that the first goal is to complete the Operations Manual and that working meetings have been scheduled to achieve this. A more complete Partnership Plan will follow.

Pilot portable bathrooms on Boston Common

Ms. Burns, in her role as advisor to the Harold Whitworth Pierce Charitable Trust, reported further on the proposed pilot program to bring portable toilets to the Boston Common.

Upon a motion being duly made and seconded, with Ms. Burns abstaining, it was

VOTED: to authorize the Executive Committee to finalize an agreement to serve as fiscal agent between the City of Boston Parks and Recreation Department and the Harold Whitworth Charitable Trust, for the purpose of furthering the grant of \$1M by the Trust to the City, to pilot portable bathroom facilities on the Boston Common.

Executive Session

At 4:45 pm Ms. Adam requested that the Board move into Executive Session. Ms. Vizza and Ms. Halpin left the meeting at this time.

Ms. Adam reviewed with the Board the process of discussions and feedback which has occurred related to the annual performance review of Ms. Vizza. After a thorough and thoughtful discussion by the Board of recently available salary surveys, as well as known information from other similar non-profit organizations, as well as current market conditions, and

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

VOTED: to approve the Salary and Bonus as proposed for Ms. Vizza, Executive Director.

There being no other business, Ms. Adam adjourned the meeting at 5:12 pm.

Respectfully submitted,

Catherine Bordon, Secretary

June 6, 2018

FRIENDS OF THE PUBLIC GARDEN

Governance Committee Report for Board of Directors Meeting June 6, 2018

The Governance Committee of the Friends of the Public Garden recommends the election of the following slate of officers for the organizational year 2018-2019:

Leslie Adam – Chair

Colin Zick – First Vice Chair

Valerie Burns – Vice Chair

Abigail Mason – Vice Chair

Catherine Bordon – Secretary

William Clendaniel – Treasurer

The Governance Committee also recommends the Board approve the re-appointment of Bear Albright as Assistant Treasurer.

Respectfully submitted by the Governance Committee:

Kate Enroth, chair

Patricia Quinn, vice chair

Leslie Adam

William Clendaniel

Katherine O’Keeffe

Margaret Pokorny

Elizabeth Vizza, ex officio



2017 Annual Report – Boston Common

Shaw Memorial

\$69,775

In partnership with the Parks Department and the National Park Service, we are working on a major restoration project for the Shaw Memorial. NPS will be the lead, as they are contributing half of the total \$2.8 M cost from funds that come from a national Helium Fund, which requires the NPS to be in charge of the project. We will be working in close collaboration with them on this.

Pruning

\$76,400

Working closely with the City's Tree Warden, Greg Mosman, we review the health of specific trees and their pruning needs. Total number of trees pruned over the past year is 130. Our pruning program is generally geared toward dead/weak branch removal, crown thinning and crown raising for vehicular clearance, on an area-by-area basis working across the Common. One additional benefit of the pruning program is that hardly any tree damage occurred during high wind events.

Disease Control

\$63,300

We continued to collect data on Elm bark beetle activities with traps that were monitored for frequency and number of beetles. This data builds on the previous years' data to provide the Friends and the Parks Department with the information necessary to focus insecticide and fungicide applications when and where most needed. This program supplements our ongoing efforts to monitor the condition of limbs and foliage.

Soil Improvement and Fertilization

\$103,600

We contracted with Cambridge Landscape to amend the soil with a liquid application consisting of micronutrients, seed mix, as well as fungicide in addition to the existing cultural program of aerating and seeding.

Irrigation **\$31,850**

The Friends has assumed responsibility for the Common's irrigation systems. Our first task has been working with the city to repair a broken gate valve, replace a backflow preventer to the main pump and change out numerous irrigation heads.

Off-Leash Dog Areas **\$28,400**

We continued to rotate off leash dog panels throughout the year. The Friends and the Parks Department agree that this program is not sustainable for the future but will continue until the Common Master Plan is completed.

Sculpture Conservation and Maintenance **\$71,925**

The Friends' Collections Care Manager, Sarah Hutt, continues to coordinate with the Parks Department, especially with the restoration of swords to the Shaw Memorial and the Soldiers and Sailors monuments. We continued our sculpture conservation work, with regular cleaning and inspections. During the summer we cleaned the following sculptures: The Papal Mass Tablet, Marquis de Lafayette Plaque, and Commodore John Barry.

Park Rangers **\$1,666**

This is the Common's allocation for the \$5,000 contribution to the Friends of the Boston Park Ranger Mounted Unit. This is not in the FY18 budget.

TOTAL Expenditures **\$446,916**

Submitted by Beatrice Nessen, Common Committee chair

2017 Annual Report - Public Garden

Boylston Street Border

\$30,050

Toby Wolf's design for the final phase V was completed and accepted. This is the area in the Garden behind the Channing Memorial. Hardscape improvements were implemented, including a new macadam path leading to the Memorial, reset post and chain, and removal of pavement to increase planting bed size. We look forward to the planting of new trees and shrubs in the spring of 2018.

Pruning

\$76,875

The pruning schedule established in 2012 continues to be adhered to. In 2017, 100 trees received attention. Four commercial companies performed major and minor pruning: Capizzi and Company, Tree Specialists, Barrett Tree, and Maltby and Company.

Disease Control

\$50,050

There were numerous disease issues in the Garden during 2017. This year an Amelanchier succumbed to root-borne disease (due to a combination of shaded conditions and wet soil) while infectious cankers continued to threaten some beech trees. During an early winter wind event a Shadblow Serviceberry toppled over revealing extensive root disease and no root ball.

Soil Improvements and Fertilization

\$13,880

The focus of these two programs continues to be on plant health and with targeted trees, applying both fertilizer (fall application) and limestone (late fall/early winter applications). Aeration also plays an important role by treating the same-targeted trees from trunk to drip-line. Norm Helie of The Growing Tree performs these treatments.

Irrigation

\$35,390

This is the second year that the Friends have monitored, controlled and financed all irrigation in the Garden. Cambridge Landscaping replaces missing heads and are investigating a smart irrigation system including differential watering of separate zones. With management of the irrigation system, there has been a noticeable reduction in water-related stresses.

Sculpture Conservation and Maintenance

\$112,775

Our Collections Care Manager Sarah Hutt worked with Tierney Contracting to control watering and cleaning of all fountains in the Garden, in particular the Ether and White memorials. The complete and successful cleaning of the Channing Memorial by Daedalus was the highlight of the year. Grime was removed and broken pieces repaired, returning the sculpture to its former glory.

Sponsored Benches and Trees	\$32,215
Nine new trees were planted and seven existing trees and three benches were adopted for fifteen year periods by both private groups and individuals.	
Rose Brigade	\$11,970
This is the annual allotment of tools, gloves, and assorted supplies necessary for work in the four rose beds. This group of twenty volunteers completed their 30 th year under the supervision of the organization's founder, China Altman and co-leader Carl Foster. Expenditure includes the purchase and installation of compost mulch out of Vermont. Like its newer sister, the Border Brigade, they work closely with a Park Department staff member.	
Park Rangers	\$1,666
This is the Garden's allocation for the \$5,000 contribution to the Friends of the Boston Park Ranger Mounted Unit. This is not in the FY18 budget.	
Geese Control	\$2,700
This is the Friends annual contribution made to Goose Busters for the control of Canada Geese.	
Swan Release	\$500
This is the Friends annual contribution made to releasing the swans into the Garden.	
Lagoon Island	\$3,050
This is the Friends annual spring cleanup of the Island by Capizzi and Company.	
TOTAL Expenditures	\$371,121

Submitted by Barbara Moore, Public Garden Committee chair

2017 Annual Report - Commonwealth Avenue Mall

Pruning

\$61,050

Friends consultant, Norm Helie and Friends Project Manager, Bob Mulcahy have continued the sequenced pruning program that has now been in place for several years. Barrett Tree has continued to be the primary contractor for this work. With the several bad storms this spring, we are happy to report, almost no damage to any of the Mall trees. We are convinced this is because of the regular pruning being done.

Disease Control

\$50,625

Year five of the European elm bark beetle monitoring program has been very helpful in our disease control efforts, providing us and the Parks Department data on periods of beetle activity and volume of beetles. We are using this IPM data to concentrate our use of insecticides and fungicides during the highest periods of activity to alert us as to the low activity periods when it is safe to prune. The Friends also continued to monitor the trees for DED indicators, looking at yellowing branches and removing these branches to look for signs of streaking. Samples are taken and sent to the lab for confirmation and the tree is treated in appropriate steps, all important prevention measures. This work is coordinated by Bob Mulcahy, Norm Helie and City Arborist Greg Mosman.

Soil Improvement and Fertilization

\$33,800

Because of the continued illegal use of the Charlesgate block of the Mall as an off leash dog recreation area, we suspended any extra ordinary turf care measures as this would be throwing money down the drain. We will keep the irrigation system operational. All other blocks received aeration, liquid soil amendments, and seeding. This season the program will be increased in intensity.

Irrigation

\$28,630

Cambridge Landscape has been contracted by the Friends to operate the irrigation system on all blocks of the Mall up to Charlesgate East. New more easily accessible control boxes have been installed in the Arlington-Clarendon blocks. Research is underway into a more modern system to control the timing, which could be done remotely and could be more weather dependent, as a way to save water and be more beneficial for the trees and turf.

Sculpture Conservation and Maintenance

\$15,000

Regular washing and waxing of Mall statues has been carried out according to the recommendations of Collections Care Manager Sarah Hutt. There will also be some assessments done of the stone bases of several of the Mall sculptures. This is year nine of this program.

Sculpture Lighting

\$4,300

This year we contracted with Available Light to do a plan for the lighting of three of the sculptures on the Mall: the Garrison, the Collins, and the Morison. We did a mock-up of the lighting proposals in February and are currently developing a presentation that will be made to

the Landmarks Commission for their comments and feedback. While we hope to be able to light the Morison as an initial project, we need to have the other two designed with costs – which have more complicated installation issues – which as a package would make a fundraising appeal to the neighborhood more effective.

Sponsored Trees

\$7,775

We planted five new trees on the Mall in 2017 and replaced three oaks that did not establish. The oaks were under warranty so no cost was borne by the Friends.

Park Rangers

\$1,666

This is the Mall's allocation for the \$5,000 contribution to the Friends of the Boston Park Ranger Mounted Unit. This is not in the FY18 budget.

Graffiti Removal

Donation

Patti Quinn continues her one-woman graffiti removal service, sanding and removing graffiti from the Mall benches. The graffiti situation on the Mall is pretty much under control due to the speedy removals.

Statue Landscaping

Donation

The Garden Club of the Back Bay continues to care for the plantings around the Collins and the Sarmiento. A small wire fence was placed around the Sarmiento last summer and has served to keep the dogs out of the beds. It will be kept in place as long as it is in good repair.

Volunteer Watering

\$1,250

Susan Juretschke recruits and schedules volunteer waterers for the newly planted trees. We water these new trees for three years after planting and others when appearing stressed. The improved irrigation system has made this task much more efficient.

Litter Pickup

\$7,600

John Babb will be working for us again this summer to do the extra litter pick up from spring until the first snow. This year he will extend his pick up once a week or so into the Charlesgate block.

TOTAL Expenditures

\$211,696

Submitted by Margaret Pokorny, Commonwealth Avenue Mall chair

June 6, 2018

FRIENDS OF THE PUBLIC GARDEN

Director's Report for the June 6, 2018 Board of Directors Meeting

PR Communications Support:

Solomon McCown has succeeded in getting an article authored by me accepted by WBUR's Cognoscenti. The piece is on the occasion of the BPL's exhibit Breathing Room. Their work has included supporting our efforts to engage with the Boston delegation at the State House, drafting a letter regarding Rep. Hunt's bill limiting billboards to send to our state senators, and attending planning meetings to counsel us on our year of programs related to the Shaw reconstruction. As we enter our second six months of work together, we will hone their efforts to focus on the most strategically effective assistance in expanding our voice and public awareness of the Friends.

Literature Search – Shade and Plant Health:

A Stockbridge student with the support of a turfgrass professor prepared an annotated bibliography of research findings on the impact of shade and soil temperature on turf and tree health in the urban environment, which we just received. Bob, Norm and I will review her work, and will look to continue the research in the fall if there is a need for further data.

Downtown Planning:

The BPDA just put out the RFP for a consultant to engage in the downtown planning study. It is to be seen whether the study leads to zoning for the Financial District, which is needed in order to provide better controls on growth and height in this district.

Boston Common Master Plan:

Drafted by myself and Beatrice with input by Common Committee members, I have been working with Margaret Dyson of the Parks Department on the detailed RFP for a consultant team for the Boston Common Master Plan. It should be ready to send out this summer, and a team engaged by September. The process will take more than a year and most likely up to two years, given the importance of the public process as well as the need for data gathering.

Hempfest Advocacy:

The pro bono work we received from a law firm did not yield a promising new legal angle for opposing Hempfest, so the most effective tool we have is vocal opposition from ourselves as well as the five neighboring communities and nearby schools Leslie and I have been meeting with. We will be asking them to sign on to a letter to the Mayor in the near future. Chris Cook also said that the Parks Department has documented instances of permit violations by the organization, which I have requested. I spoke with the Mayor at the Commonwealth Avenue Mall coffee last week about it, and he wants to meet soon with Leslie and me to talk about what we can do to help the City push back against the event and its occupation of the Common for three days.

MBTA Digital Signs:

Jay Livingstone along with Will Brownsberger and Byron Rushing continue to work the back channels to prevent, or at least reduce, digital signage across the street from the Common and Garden. We, along with a NABB member, are having a conference call next week for an update.

Shaw Memorial:

Construction documents and specifications for the reconstruction project have been approved by Parks, Landmarks, and the Art Commission, and have been sent for review by NPS. The construction funding is accounted for, with the City authorizing up to \$750,000 for the project. We are working with our partners, including the Museum of African American History, on the programming piece of the project, and will be hiring a consultant to support the effort. I met Charlie Baker at a fundraiser co-hosted by Solomon McCown last week and briefed him on the project. He asked if the state shouldn't be helping, which I responded positively to. I also asked him if he would be a co-chair. He said he had to ask his team, and I told him I would send him a letter. After we spoke, he talked to Dan of our SM team and said, make sure she sends me a letter.

Pilot Temporary Restrooms, Boston Common:

The program has received approval by the Landmarks Commission, and we have begun talking with potential vendors for the units and wrapping them with park-like imagery. The Parks Department is working out details with the Legal Department on the partnership with the Friends to hire contractors with Parks management of them, which we hope will be resolved soon.

MLK Memorial:

Chris Cook will be meeting with Paul English the day of our Board meeting to discuss the group's current thinking on location. In our conversation with the Mayor at the Swan Boat opening, Leslie and I heard his support for locating the memorial on the Common, echoed by a number of other influential voices. Bob has thought of a number of possibilities for appropriate siting of the memorial in the park, and Solomon McCown will be working with us on a statement if this in fact becomes their choice.

Parks/Friends Partnership Plan:

Bob and I will be having a working session with Parks management and maintenance staff in the near future to review the detailed operations plan we drafted. In your packet is a Draft of a Term Sheet, the outline of terms which we are proposing for our Cooperative Agreement. Kathy Blaha recommended the outline from another city she works with, that she saw as a close analogy to what we need.

Five-Year Strategic Plan and 50th Anniversary:

In the next two years, we will be updating our five-year Strategic Plan as well as planning to celebrate our 50th anniversary, in 2020. As we look to expand our visibility and reach new audiences, we need to continue to advocate for excellence in our parks. It is hoped that a new and formal relationship with the Parks Department will support a stronger working relationship and shared goals.

Citywide Parks Advocacy:

CPA: Applications for the first round of projects have been received by the City, as a pilot round of shovel-ready projects to fund. I continue to be involved with YBB, which is supporting the City's effort by providing technical assistance to applicants. We will also continue to be watchdogs, to make sure that the program is implemented fairly and transparently, and that CPA funding does not result in reduced support of the three program areas through the City's budget process.

Boston Park Advocates: BPA will be planning forums in the coming year. Ideas have included how parks support climate resiliency and tools to assist parks groups that are not staffed.

Respectfully submitted,

Elizabeth Vizza

FRIENDS OF THE PUBLIC GARDEN

Development Narrative Report for the June 6, 2018 Board Meeting Prepared by Mary Halpin, May 22, 2018

Membership & Development: see enclosed revenue report showing all funds received through April 30, 2018.

April was Membership Month

During the month of April we recruited 71 new members. The Membership & Development Committee sent personalized letters to a list of new residents in Beacon Hill, Back Bay and downtown neighborhoods inviting them to join. Once again, these letters, which were personalized by Board members, were very successful with a 5.5% acquisition rate (that's high!) and bringing in 37 of the new members. Other ways new members were recruited were via an email campaign, social media outreach on Twitter, Facebook and Instagram. New Friends rack cards are on display at 17 local businesses and in four downtown residential buildings. *Thank you* to all the Board members who helped write thank you notes to these new Friends!

Green and White Ball

On Friday, April 27, the Friends of the Public Garden hosted the revamped Green & White Ball at a new venue, the Four Seasons. The event had a new look and feel thanks to the new venue and our new partnership with Marc Hall Design and Frost Productions. The \$600,000 goal was exceeded ---with the total raised: **\$652,000!** Thanks to generous in kind donations, expenses were under budget at \$92,000, netting \$560,000. The cost to raise a dollar was only **.14**, which is very low for a special event. Many thanks go to our dedicated co-Chairs Tamar Frieze, Jackie McCabe, Ashley Harmon and Jessica Schmitz, and Honorary co-Chairs Julie and Ronald Druker. Special thanks go to all of our sponsors, including Ron Druker and the Druker Company, LTD, who were our Underwriter level sponsors for the event. Special thanks to our generous Board member sponsors: Beth Johnson, Alli and Bill Achtmeyer, Bear and Pam Albright, Katherine and Ian O'Keeffe, Barbara and Amos Hostetter, Leslie and Alastair Adam, Kate Enroth and Dana Schmaltz.

Summer Party

Save the date for the party of the summer: the Friends Summer Party will once again be at The Roof at the Taj Boston hotel on **Wednesday, July 18th from 6-8pm**. Our lead sponsor for the event is the **Cambridge Trust Company**. Thanks go to Chris Anderson for inspiring their generous support.

This party sells out fast and tickets will be on sale in early June. For the past few years we have found this to be a great opportunity to recruit new members. We invite Board members who are in town that week to attend and help us bring in more members.

Tree and Bench program

This program has been exceptionally busy this spring. On the enclosed spreadsheet, only \$41,500 is shown. To date we have already raised the entire annual goal of \$90,000 in tree and bench sponsorships. The Pinnacle Leadership Foundation, which is **Alan Lewis's** foundation has sponsored three trees on the Mall and two benches in the Garden. In May, we worked with **Peter Lynch** to dedicate a bench in the Garden in memory of his late wife Carolyn, on what would have been their 50th wedding anniversary.

Corporate, Foundation and Institutional Support

JCrew Fundraiser

Local JCrew stores celebrated Earth Day (April 22) by donating 10% of all sales to the Friends of the Public Garden. We will be receiving a gift of \$4,977 in June.

Duckling Day Corporate Sponsors

Not shown entirely in the received revenue report which ends in April is the total of **\$9,000** in corporate sponsorship raised for Duckling Day. Sponsors included: **Stride Rite, \$5,000; Show Dogs (movie) \$1,000; Santander Bank, \$1,000; Unit Realty, \$1,000; The Advent School, \$500; EF Education, \$500.**

Due to the rainout of last year's event we allowed three sponsors to attend free of charge: **Capital One, Tufts Medical Center and Steve & Kate's Camp.** They paid a combined \$6,000 in sponsorship in 2017 which is not reflected in this year's event total. We will make every effort to bring them all back next year as paying sponsors once again, and hopefully have a banner year for corporate sponsor revenue!

Margaret Pokorny was successful in obtaining a \$15,000 grant from the **BPDA's Fenway Park Demonstration Project** funds to plant new trees in the Kenmore block of the Mall. In addition to previously facilitating a \$500,000 grant from the **Harold Whitworth Pierce Charitable Trust**, in April, Valerie Burns inspired an additional unrestricted gift of \$250,000 from the Trust.

New institutional support for *Making History on the Common* included a \$1,500 grant from the **Boston Cultural Council** and a \$3,700 grant from **The Colonial Society of Massachusetts**, specifically to support the Ancient Fishweir Project at the event. Unfortunately, Mass Humanities decided not to fund Making History this year.

FY 2017 Development Report prepared May 22, 2018 by MH

Jan-April 2018

	2018 YTD	2017 YTD	2018 Budget	%	2018 YTD	Annual Goal	2017 YTD	Comments
Support	\$				#			
Membership								
Renewals	\$70,249	\$73,522	\$510,000		169	1000	163	
New	\$15,600	\$21,025	\$60,000		102	300	85	
Total Membership	\$85,849	\$94,547	\$570,000	15%	271	1300	248	
Other Contributions:								
<i>Designated</i>								
Boston Common:								
Common Canine	\$2,500	\$350	\$25,000		2		4	
Common Support								
Mitigation		\$10,000	\$52,000				1	
Total Boston Common:	\$2,500	\$10,350	\$77,000					
Commonwealth Avenue Mall:								
Mall Support	\$2,700	\$2,535	\$10,000		2		2	
Bequest								
Total Mall:	\$2,700	\$2,535	\$10,000					
Public Garden:								
Ether Contributions	\$25	\$375			1		3	
Mitigation	\$52,000		\$129,000		2			Heritage on the Garden
Public Garden Support								
White Memorial								
Total Public Garden:	\$52,025	\$375	\$129,000					
All Parks:								
Sponsored Benches	\$10,000	\$22,737	\$30,000		1		20	
Sponsored Trees	\$31,500	\$49,935	\$60,000		7		18	
Total All Parks:	\$41,500	\$72,672	\$90,000					
Total Designated:	\$96,025	\$85,932	\$306,000					
Undesignated:								
Corporate	\$3,021	\$52,821	\$6,000		4		7	Emerson College \$500; Conventures \$2,500
Gifts	\$307,855	\$125,790	\$10,000		19		8	Pierce Trust \$250K; Peter Brooke \$50K; & various memorial gifts
Bequests	\$50,000		\$0					From the Estate of Anne Brooke, unrestricted bequest
Total Undesignated	\$360,876	\$178,611	\$16,000					

Total Other Contributions	\$456,901	\$264,543	\$322,000	129%
Development Events:				
Green & White Ball	\$500,400	\$496,200	\$600,000	
Other-Summer Party/Auction			\$25,000	
Young Friends	\$1,125	\$820	\$3,000	
Total Development Events	\$501,525	\$497,020	\$628,000	
Public Programs:				
Making History Day	\$1,500		\$16,000	
Duckling Day	\$4,970	\$8,430	\$15,000	
Brewer Plaza activities				
PG Tour donations				
Total Public Programs	\$6,470	\$8,430	\$31,000	
Total Events & Programs	\$507,995	\$505,450	\$659,000	77%
GRAND TOTAL INCOME:	\$1,050,745	\$864,540	\$1,551,000	68%

129		101	
37		25	Winter Social at Parker House
82		26	New Boston Cultural Council grant \$1,500 Corp sponsors: Unit Realty and Allied Integrated Marketing - Show Dogs

FRIENDS OF THE PUBLIC GARDEN

Communications and Outreach Report for the June 6, 2018 Board Meeting *Prepared by Susan Abell May 28, 2018*

Communications

Marketing/promotion

E-news, e-blasts, and advocacy

Throughout late winter and spring, we advocated for no electronic illuminated signage at subway stops adjacent to the parks. A decision is pending. Winthrop Square has cropped up several times in the media, and the Friends has been steadfast in their wish not to re-litigate this issue and only commented on the positive: a comprehensive plan for Downtown and a new Master Plan for the Common.

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 and lawns in the three parks, an interesting history of specific pieces of sculpture, and introducing noteworthy members in “Meet a Friend”. Our open rate is around 33%, which is still close to double the average open rate for non-profits. We continue to have an almost even split in how people read the e-news between mobile devices and a desktop computer.

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 coverage in the local papers for the Annual Meeting, Green and White Ball, and the beginning of the tour season. Our staff worked hard to get outstanding media coverage for Duckling Day, including CBS Boston, WCVB, Channel 7, and Fox Boston, and a huge photo array in the Boston Globe Metro and a full page in the Herald. Liz was interviewed for a Boston Magazine article about the future plans for Boston Common that was just recently published.

<https://www.bostonmagazine.com/news/2018/05/22/boston-common-transformation/>

Publications

This year we added a spring print newsletter that was included with the spring renewal campaign in addition to being mailed to all members. It was shorter, focusing on upcoming events and projects, and thanking donors with a brief letter from Liz and Leslie. Our new rack card has proven to be very successful, and we were able to have them at the Leventhal exhibit at the Boston Public Library, as well as other events. The Annual Review has been converted to electronic as a test for this year and will be sent to all Members. This combination of print and electronic media will increase our ability to reach out to our Members through both formats.

Social Media

We are finding new ways to integrate our website into our social media posts, and to keep directing people back to our website whenever appropriate.

Facebook

As of May 28, we have 2537 likes, up over 125 from February 2018. Post engagement is up 49% 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 Annual Meeting, Duckling Day, and Young Friends 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 3,835. We have a net gain of 156 followers on Twitter in the past three months. We continue to grow steadily, with regular attention and comments.

Instagram

We are up 215 followers since November and are now at 4,347! The Friends co-hosted an “Instameet” with two Instagram users (they were both leaders and hosts!). Held on a warm Saturday in April, the theme was time-lapse photography, and in the next few weeks photos from the meet will be shared on the Friends Instagram account. We were very excited about interacting directly with photographers, and hope to schedule another event soon.

Outreach

Duckling Day

This year was a huge success, with over 1,200 children and adults attending. Luckily, the weather was good, and there were over 600 people who registered at the event. We had a record number of sponsors this year, including Stride Rite as the major sponsor. All the sponsors had fun, kid-friendly activities and along with our regular entertainment, there were plenty of creative activities for the large crowd of ducklings! After a rousing introduction from Liz and then Chris Cook, standing in for the Mayor, everyone lined up behind the Friends banner and the cutest Officer Michael ever. The parade started right at noon, and the crowd happily wound their way to the Public Garden, over the bridge ending at the *Make Way for Ducklings* statue serenaded by the Harvard Marching Band.

Making History on the Common

On Monday June 4, the Friends are welcoming over 1,100 3rd through 5th grade students in Boston who are eagerly awaiting an innovative field trip: the 9th Annual Making History on the Common. This event, which brings centuries of history alive through an engaging learning environment, will include a new station where the students will learn about the architecture on Beacon Street along the sides of the Common – educators from the Boston Landmarks Commission will teach the students about the different structures that make up a historic home. Other learning stations from previous years include colonial games and trades led by educators from Historic New England; a performance by the Wampanoag Nation Singers and Dancers; a demonstration by the Freedom Trail Foundation of the use of wooden pillories for punishments in the 17th and 18th centuries; a re-enactment of the valor of the 54th Massachusetts Volunteer Infantry Regiment, the first regiment of African American soldiers from the North to fight in the Civil War and many others.

Untold Stories of the Public Garden

As a result of our information sessions, we had twelve people sign up and complete the training to become guides. Tours began on May 22, and we have a total of 31 people, including veterans, trained and approved to give tours. Our regular tour schedule is almost completely booked, and we have had many requests for special tours from various groups. We hope to add several evening tours and gauge the interest of guides who might want to help develop and give a tour of Boston Common.

Video

A wonderful and affecting video about the Friends developed by the Communications and Development staff, at the request of the Green and White co-chairs, was shown at the ball. The response was extremely positive, and the video is currently on our website. It will be used at cultivation events and other occasions throughout the year.

Young Friends Fundraising Social

Our winter social on February 1 at Parker's Bar at the Omni Parker House Hotel was very successful. We expanded our committee to include three more people and with their help had a record number of attendees. The Friends introduced the idea of Dessert and Dancing for the Young Friends at the Green and White Ball, where it was received with great enthusiasm. We are planning a fall event at the Liberty Hotel in mid-September.

New Events

The Friends is planning a celebration of the Brewer Fountain 150th anniversary on June 14 complete with the reading of a proclamation from the Mayor, school kids reading poems, free food truck food and cookies, entertainment and music. We are also partnering with Lend a Hand Society, founded by Edward Everett Hale, to celebrate their 125th anniversary and the fortuitous timing of the repair of the statue base by the Friends. The event is planned for September 26, 2018. We are preparing for the extensive Shaw/54th Memorial restoration in 2019. This event involves a partnership with the National Park Service, the City of Boston and the Museum of African American History, and will include programming and events to educate and engage the public about the importance of the monument, its history and the restoration.

FRIENDS OF THE PUBLIC GARDEN

BREWER PLAZA REPORT BOARD OF DIRECTORS MEETING

June 6, 2018

Prepared by Steve TenBarge

The 2018 Plaza season officially began on April 1 and in spite of the often-changing weather, thousands of people have been enjoying the “outdoor living room” funded and maintained by the Friends. Our two most successful and reliable trucks, Bon Me and Cookie Monstah, have both gotten off to great starts. Our new food truck for 2018, Fresh Food Generation, loves being on the Plaza and is working hard to build up its business on this iconic site. We have added additional branding to boost our presence with logoed umbrella membranes and a Friends label on the back of each chair.

On Thursday, June 14, we will be celebrating with Parks the 150-year anniversary of the activation of the Brewer Fountain. The program will include a proclamation by the Mayor, poetry by local school kids, upbeat live music, bubble-play, free lunches and cookies. The celebration will run from 11:30 am – 2:00 pm.