

FRIENDS OF THE PUBLIC GARDEN

Report of the Common Committee
for the December 12, 2018 Board of Directors Meeting

Park Maintenance and Improvements

- Turf – The grass growth and quality was good this summer, thanks to our fertilizing program and the improved practice of Parks Department staff to raise the blades on the mowers, thereby leaving grass height a bit higher. The rainy autumn has not been beneficial to our fall seeding applications, however.
- Pruning – Our pruning program continues through the winter. Some failing linden trees will be removed.
- Sculpture – We cleaned many of the sculptures and plaques as part of their regular yearly maintenance. This includes the Brewer which also requires additional conservation measures because of the water effects on the fountain itself.

Brewer Fountain lighting: The current lighting system was installed in 2012 but has suffered from many lamp outages, primarily resulting from moisture infiltration. Remediation includes new wiring and the construction of a new vault that meets code and can accommodate the improved electrical system. The light fixtures will also be modified to prevent moisture infiltration and strengthen them against people climbing on them. Additionally, a new alarm was installed in the fountain systems vault that will send select phone numbers a text message indicating loss of power, high water, or temperature fluctuations.

Pilot Bathrooms: Overall the pilot program has been quite successful, with an average daily use of 500 people. The bathroom users included Swan Boats patrons as well as visitors and locals. Having the same monitor staff on site has been one key to success. Though there were a few mechanical issues, there were no known drug problems or 911 calls. The last day was October 30 to be followed by a debriefing meeting scheduled for December 11. Cost of operation was \$55,000 per month.

Advocacy

- Hempfest – City Council responded to public outcry over the 3 day event by holding a hearing on 11/14, Two panels presented testimony: 1) Parks Commissioner Chris Cook and representatives of the BPD; 2) Liz speaking for the Friends and MassCann’s Second Amendment lawyer. It is not clear what the City Council follow up will be.
- Motor Mart Garage Tower: - The proposed tower will not violate the Shadow Laws, no new shadows will be cast between October and March; however, some new shadow will

be cast on the Garden on December 21. We are asking for more details on that shadow, including the real extent and duration.

Winthrop Square Funds - The City Council approved the transfer of \$28 million to be dedicated to the Boston Common from the proceeds of the Winthrop Square garage sale to Millennium. Of that sum, \$5 million will go to a Trust Fund for the maintenance of the Common. The balance of \$23 Million will be set aside in a Common Capital Fund in the City's Surplus Property Disposition Fund. Funding for the Common Master Plan will come out of the latter. The proposals for the Master Plan are being reviewed by Parks Department with Liz serving on the proposal review committee. The Common Master Plan's scope includes evaluating the location and scale of the King Memorial.

Public Safety – Boston Police's presence in the Common continues through the winter plus weather conditions has curtailed security issues.

Respectfully submitted,
Beatrice Nessen, Chair

FRIENDS OF THE PUBLIC GARDEN

Report of the Public Garden Committee
for the December 12, 2018 Board of Directors Meeting

Today foreshadows a very exciting time for the Public Garden. Narcissi have been planted behind the Channing Memorial and will bloom in the spring for the first time ever. We are proposing, pending BPRD approval, twelve new benches with cast iron supports made by the Henry Perkins Company to replace the tired and worn seating that now lines the Beacon Street border. The installation in the systems vault at the White Memorial, of an alarm to monitor power failure, high water, and temperature fluctuation. This cellular based alarm will send text messages to select phone numbers and will vastly improve response to issues. The same alarms were installed in the Ether vault and on the Common in the Brewer vault. Connected to three separate phones the alarms will warn the office of fountain overflow problems, the presence of ice and and/or the loss of power.

On November 30th Norfolk Power Equipment gave a demonstration using a combination leaf vacuum and shredder called "Little Wonder". The local leaves were finely ground. The resulting leaf mulch was then spread under the two European Beeches near the Arlington Street Entrance. A sample will also be sent to a lab for nutrient examination. The purchase and use of this type of new piece of equipment could potentially reduce cost (about \$9,000.00 a year) by eliminating an outside contractor who now trucks in and blows purchased inferior mulch around our trees. Norm Helie, the Friends horticultural consultant, is concerned about the failing health of the trees in the Garden and is a big advocate of utilizing mulched leaves.

General maintenance included the removal of a cornus 'Florida', injured by strong wind, and the collection of large fallen branches from a willow, a ginkgo and an oak. Irrigation maintenance by Cambridge Landscaping continued on schedule, including the beginning phases of the new smart system controller. Our normal pruning rotation will continue through December and into the first few months of the new year.

Sarah Hutt our sculpture consultant noted minor vandalism: the bronze tail of the Bagheera is still missing from the sculpture but safe in the Friends office. The missing letter, an "I", on the White Memorial has been replaced.

The new signage task force met on November 2nd to discuss redesigned, consistent, and welcoming signs for the Garden. Examples from other horticultural gardens were submitted and a new date was set for a third meeting.

Rabbits continue to destroy the roses but with careful fencing and cold weather they may be less successful in 2019.

But the most exciting news for The Garden is its choice to be the location for the Friends 50th Anniversary legacy project. Actually, two proposals have been identified: a reconstruction of the Tool Shed, potentially renamed the Gardner's Cottage, and the relandscaping of the main entrance into the Garden from Arlington Street. This last would include bringing the two child fountains up to code with new fountain systems.

Respectfully submitted,
Barbara W. Moore, Chair

FRIENDS OF THE PUBLIC GARDEN

Report of the Commonwealth Avenue Mall Committee
for the December 12, 2018 Board of Directors Meeting

We are extremely happy to report that on November 27th we made a presentation to the Landmarks Commission with our design team of Weston & Sampson and Available Light of the three lighting proposals for Collins, Garrison, and Morison on the Commonwealth Avenue Mall. After a lengthy discussion, Landmarks approved the lighting scheme that was developed for the Morison statue and approved in concept the lighting schemes for the Garrison and the Collins. We will return to them in the spring when more design on the Collins and Garrison landscape surrounds is better understood.

We will begin fundraising for the Morison project in the near future and are in the process of developing a plan for this with Mary Halpin and the EC of the Friends. We do not have a firm target number, because there is some engineering work that remains relating to the electrical work, but we expect that this will cost around \$125,000.

If you would like to look at the PowerPoint presentation which contains pictures of the lighting mock ups which are very interesting, please contact the office.

We especially want to thank Margaret Dyson of the Parks Department for her strong support of this project running up to and at the hearing last week. This is the 30th anniversary of this project which was started by Stella Trafford in 1988!

In our continued quest to beautify and raise awareness of the Kenmore block of the Mall we have entered into a contract with Weston & Sampson to study and produce a Master Design Plan for this part of the Mall. More to come on this but this opportunity aligns nicely with the several proposed developments surrounding Kenmore Square.

Beyond that, we are continuing our winter pruning and planning for some tree removals and plantings in the spring. We experienced minimal storm damage in the recent storms which is, once again, testament to our intense pruning program.

Respectfully submitted,
Margaret Pokorny, Chair

FRIENDS OF THE PUBLIC GARDEN

Director's Report

for the December 12, 2018 Board of Directors Meeting

50th Anniversary:

After our last Board meeting, a small group of Board members and staff met to discuss the legacy project ideas for the Garden. It was decided to propose two projects – restoration of the Tool Shed/Gardener's Cottage, including an orientation space for the public, and restoration of the two child fountains flanking George Washington at the Arlington Street entrance, including enhancements to the surrounding landscape. Chris Cook is supportive of this, and he and I are meeting in early January with his counterpart at Public Facilities Department to talk about an alternate structure for the building project, given the small and historic nature of the building. PFD, as is Parks, is short of project managers. He is also interested in exploring passive energy options. Last month several of us met with Kate Gilbert of Now + There (the organization who brought the art installation Open House to Kenmore Square) to explore the potential to partner on an art installation on the Common.

Boston Common Master Plan:

I participated in the interviews of the four short listed firms for the master plan with Parks, and we are close to deciding which team to work with. Launch of the process will be early in the new year, pending all the paperwork necessary that will need to be finalized.

Downtown Planning:

The BPDA chose the firm of NBBJ with principal Alex Krieger to conduct the planning work, and they had a Kick-Off Open House December 3. We are nominating John Achatz, Common Committee member and long-time real estate lawyer who was involved in the Midtown Cultural District zoning process, to be our representative on the Community Advisory Committee. The External Affairs Task Force met with him to discuss his representation of the Friends, and his need to be closely coordinated with us as the process advances.

Hempfest:

The City Council hearing for Hempfest was a raucous affair, given the aggressive stance of MassCANN's lawyer, who testified for them. We think we are in the best position we have been to have the event reduced to one day, if not relocated.

Shaw Memorial:

We continue to stay on track for a spring launch of construction, with up to 6 months' time for the work to be completed. Our January 9 event, a Community Conversation about The Power of Monuments and Why They Matter, should be a dynamic evening with three voices from different perspectives. Plans were delayed by our need to have approval from one of the speakers for the evening be open to the press, but we will be promoting heavily now.

Pilot Temporary Restrooms, Boston Common:

We have scheduled a debrief of the program with people who were involved in the operation as well as the Frog Pond and VIC staff to review what worked and what to modify, and to better understand the impact of having more bathroom facilities on the Common. Plans will begin soon for spring of 2019. The need for and location of bathroom facilities will be one of the issues addressed by the Boston Common Master Plan.

King Memorial:

Chris Cook and I met with Marie St. Fleur, the new ED of King Boston, to talk about the work of the Friends and King Boston. While I emphasized our support of the memorial project, I also talked about the importance of scale and integration into the Common. We talked about the need to coordinate the memorial development process with the master plan process. I have also been speaking to African American leaders in the city to gauge their thoughts and encourage their voices regarding the importance of the memorial fitting into the Common's landscape.

Parks/Friends Partnership Plan:

Bob and I met with Parks staff to begin work on the operations plan portion of our agreement (the first of several working sessions). The Term Sheet that lays out the formal details of our relationship is now with the Legal Department. Chris Cook said to me recently that it would be great for us to be able to announce this formal partnership during our 50th anniversary year.

Citywide Parks Advocacy:

CPA and Boston Park Advocates: Boston Park Advocates hosted a well-attended workshop at Franklin Park on November 17 to help people understand how CPA works, how to work with public partners and landscape architects, and how to move a project through a design and construction process in order to have a successful CPA project. 86 eligible applications were received this fall totaling \$57 million in requests. This is a link to the list of applications, categorized geographically.: [chart of applications](#)

Respectfully submitted,

Elizabeth Vizza

FRIENDS OF THE PUBLIC GARDEN

Development Narrative Report for the December 12, 2018 Board of Directors Meeting
Prepared by Mary Halpin, November 26, 2018

Revenue Report

See attached spreadsheet for detail of all revenue received through October 2018.

Membership Updates

End-of-year Renewal Campaign:

Thank you to all who came in and signed so many letters! We now have had a steady stream of gifts coming to the office. This fall we debuted a *Monthly Sustaining Member* program and have already recruited 6 of these monthly givers. This is also our first fall with our new database Bloomerang and new online giving forms. The forms integrate into our website and are much more user-friendly. In the new year we will spend time adding new photos, videos and testimonials from donors to create attractive, engaging pages.

New Member Outreach:

We are still behind our New Member recruitment goal and are seeking assistance from Board members with bringing in 1-2 new members each before the end of the year. This is a great time of year for people to consider joining the Friends as individuals plan their year-end giving. We are still sending out letters so there is still time to send names of friends and new neighbors to Mary as soon as possible so that we can make the most of the end-of-year giving season!

Shaw/54th Community Programs

We have raised \$80,500 towards the goal of \$280,000 to support Shaw/54th programs in 2019. We have a proposal for a \$10,000 grant pending with Eastern Bank and are in the process of submitting to the Liberty Mutual sponsorship division. We also have outreach to several individuals and local foundations planned. If you are able to help with identifying additional supporters please let Mary know.

Events

Save the Date!

The Green and White Ball will be Friday, April 26, 2019 at the Four Seasons. Our co-Chairs are Ashley Harmon, Amanda Pratt, Jessica Schmitz and Lisa Taffe. The co-Chairs are hoping many Board members will attend and help us exceed the \$655,000 raised at this year's event. Thank you again to all who supported this year's Ball!

Members Reception

Once again we had a wonderful event to show appreciation to our members, however, this year's event presented some unique challenges. First, we weren't planning to hold the event due to the Shaw/54th program planned for November. Once that event was moved to 2019 we quickly arranged to have a Members Reception event at the Ritz Carlton because the Four Seasons was booked. Then workers at the Ritz and many other hotels went on strike so we had to find a new location. Fortunately the Parker House took us in. Then a major snowstorm was forecast for the night of our event! So, attendance was a bit lighter than usual, but the hearty souls who braved

the weather enjoyed learning about the plans to develop the Charlesgate area and the lively reception that followed.

Tree and Bench Sponsorship Program

This program continues to be very popular with \$193,000 raised to date, with a few more pending sponsorships. The goal for the entire year was only \$90,000.

Holiday Shopping via Smile.Amazon.com

Amazon will donate 0.5% of the price of your eligible AmazonSmile purchases to the Friends once you select us as your charity and shop using the smile.amazon.com link.

FY 2018 Development Report prepared Nov 27, 2018 by MH
Jan-Oct 2018

	2018 YTD	2017 YTD	2018 Budget	%	2018 YTD	Annual Goal	2017 YTD	Comments
Support								
Membership								
Renewals	\$197,411	\$184,682	\$510,000		308	1000	338	Renewal mailings dropped in November
New	\$40,985	\$47,535	\$60,000		228	300	207	
Total Membership	\$238,396	\$232,217	\$570,000	42%	536	1300	545	
Other Contributions:								
<i>Designated</i>								
Boston Common:								
Common Canine	\$5,450	\$2,782	\$25,000		20		20	
Common Support	\$4,000				2			BH Garden Club \$4K total
Mitigation	\$51,666	\$110,428	\$52,000		3		6	
SHAW Endowment	\$10,000				1			Tony & Susan Morris
Total Boston Common:	\$71,116	\$113,210	\$77,000					
Commonwealth Avenue Mall:								
Mall Support	\$22,700	\$15,035	\$10,000		4		6	BPDA grant for Kenmore \$15K
Bequest	\$0	\$6,500					1	
Total Mall:	\$22,700	\$21,535	\$10,000					
Public Garden:								
Ether Contributions	\$875	\$1,525			5		8	Heritage on the Garden & Kensington
Mitigation	\$104,303	\$177,763	\$129,000		4		7	
Public Garden Support	\$2,825	\$50			5		1	
White Memorial	\$900	\$1,025			9		11	
Total Public Garden:	\$108,903	\$180,363	\$129,000					
All Parks:								
Sponsored Benches	\$80,500	\$72,737	\$30,000		8		24	A few more are pending!
Sponsored Trees	\$102,625	\$84,570	\$60,000		16		35	
Total All Parks:	\$183,125	\$157,307	\$90,000					
Total Designated:	\$363,144	\$472,415	\$306,000					
Undesignated:								

Corporate	\$13,559	\$8,080	\$6,000	
Gifts	\$310,614	\$11,611	\$10,000	
Bequests	\$56,250	\$16,500	\$0	
Total Undesignated	\$380,423	\$36,191	\$16,000	
Total Other Contributions	\$743,567	\$508,606	\$322,000	230%
Development Events:				
Green & White Ball	\$630,618	\$681,000	\$600,000	
Other-Summer Party/Auction	\$26,595	\$17,680	\$25,000	
Young Friends	\$2,650	\$2,170	\$3,000	
Total Development Events	\$659,863	\$700,850	\$628,000	
Public Programs:				
Shaw/54th Programming	\$500			
Making History Day	\$10,200	\$0	\$16,000	
Duckling Day	\$25,733	\$9,895	\$15,000	
Brewer Plaza activities	\$5,000			
PG Tour donations	\$1,154	\$1,121		
Total Public Programs	\$42,087	\$11,016	\$31,000	
Total Events & Programs	\$701,950	\$711,866	\$659,000	107%
GRAND TOTAL INCOME:	\$1,683,913	\$1,452,689	\$1,551,000	109%

11	14	Emerson College \$500; Conventures \$2,500; Jcrew \$4,977, Amazon, Bloomberg
41	61	Pierce Trust \$250K; Peter Brooke \$50K; & various memorial gifts
3	3	From the Estates of Anne Brooke & Morgan Palmer
163	150	Actual 2018 G&W total: \$655,618 (\$25K rec'd in 2017)
155	140	Cambridge Trust - lead sponsor \$7,500
73	25	Winter Social at Parker House; fall social at Liberty Hotel
1		From John Winthrop
3	0	Bos. Cultural Council \$1,500; Colonial Society \$3,700, Citrin Corp. \$5K
279	27	Dday Corp sponsors: Unit Realty and Allied Integrated Marketing - Show Dogs
1	0	Stride Rite, Santander Bank, EF, Advent School (Capital One, Tufts Medical
12	15	Steve & Kate's Camp) Brewer 150: Capital One

FRIENDS OF THE PUBLIC GARDEN

Communications and Outreach Report for the December 12, 2018 Board of Directors Meeting
Prepared by Susan Abell December 5, 2018

Communications

This fall we concluded the search for a new Communications and Outreach Associate and hired Jan Trousilek who had been serving as our temp. He brings excellent social media, graphic design, photography, and website management skills which he has already put to good use. Be sure to follow the Friends on Instagram, Jan has already done many fun Instastories that have gotten lots of attention and likes.

Marketing/promotion

E-news, e-blasts, and advocacy

Our advocacy about Hempfest, joining with other local civic and community organizations, encouraged many people to respond after the event with emails and photos of the mess left on the Common that we included in Liz's testimony before the City Council. We have been working on the promotion for the upcoming Shaw 54th Regiment Memorial restoration in 2019. We are creating a webpage and publicity collateral for the kick-off event on January 9, 2019, which will be the Community Conversation: "The Power of Public Monuments and Why They Matter" with a dynamic panel of speakers. The Friends will continue to work behind the scenes with KingBoston 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 our advocacy around Hempfest and the Members Reception. The Beacon Hill Times, The Boston Sun, and Boston Guardian, the Boston Globe, Boston.com, Curbed and other online outlets covered Liz's testimony at the City Council hearing on Hempfest.

Publications

The newly re-designed autumn print newsletter went out with the fall renewal campaign. The newsletter is a forward-focused publication designed to pair with the mailing. The Annual Review was tested in electronic format this year with favorable reviews. We will continue the electronic format going forward, as it is very flexible and we can tell our story with more visual content, and key messages. 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 December 5, we have 2858 likes, up over 211 from October 2018. Post engagement has increased over 8,036%, partially due to a Facebook post that went viral during the Red Sox World Series victory lap. Over 17,900 direct engagements occurred, and our posts were shared over 2,300 times. This quarter, our Facebook “fans” showed strong interest in happenings on the Common, with our post on Luigi Toscanos “Lest We Forget” reaching over 7,000 people with a 15% engagement rate. Posts on sculpture events like the Women’s Memorial Anniversary event saw high engagement rates within our user base as well. Our largest audience continues to be women ages 35-44 with 77% representation. Content with highest response rate is from women age 65+ with strong representation in the 55-64 demographic, making up 87% of our engagement base. Increased sharing and boosting of posts drive more traffic to our page, with 275,067 impressions, up 792.1%. The new Facebook algorithm favors “boosted” posts, so we have started to integrate using it to maximize our reach and engagement within key demographics.

Twitter

We are now at 4,011 followers. We have a net gain of 27 followers since October 12. This reflects a steady growth, with regular posting, retweeting, photos, and comments. Our Twitter presence has increased, with a 15.5% increase in the amount of content we share on the platform. We average close to 450 individual organic impressions (individual accounts interacting with our content) per day and 2,000 reach per day (the amount of people who just “see” our content on their feed), with total impressions at 24,487 since October 12. 736 direct engagements were made with our content, including retweets and likes. Our follower data leans very even, with 51% female and 49% male between the ages of 35-44 as our top demographic. Women’s Memorial event tweets, Garden planting and bedding tweets, and advocacy tweets were popular during this quarter.

Instagram

We are up 160 followers since October and are now at 4,583. Recent posts are averaging between 300-500 likes per post, with page impressions at 57,494 since October, a 137.7% increase in performance. We average about 1,000 impressions per day on our feed. Stories continue to be a popular and unique way for us to share content to our followers, with 2,814 impressions and an average viewership of 281 per story. Our most liked post, a photo of the lagoon bridge during the early snow, drew 793 likes and a 4,704 reach, the highest we’ve had since December 2017. Our #fopg hashtag was engaged with 1,616 times during this quarter. The average age range of our followers is consistent with 25-34 making up about 40% of our demographic, with female users at 65% representation and male users at 35%.

Outreach

Young Friends Fundraising Winter Social

Our upcoming Young Friends Winter Social is an experiment with a new location and time. We are hosting at the Union Club, on a Friday evening for the first time on December 7. Thanks to an expanded steering committee, we have a record 80 attendees, the most for a Young Friends event. We are planning to include information about the Shaw 54th Memorial event on January 9, 2019 as part of the evening because of the connection with the Union Club and the Civil War.

Video

We are in the planning stage for our next video, with a working group of staff and Communications & Outreach Committee members to refine the concept and key messages for the project. The goal is to have the video ready to be unveiled at the Green & White Ball.

New Events

We are preparing for the extensive Shaw 54th Memorial restoration in 2019. The kick-off event on January 9, 2019, A Community Conversation: The Power of Public Monuments and Why They Matter includes a dynamic panel and moderator. The goal of the planned programming and events is 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.



RECEIVED
NOV 26 2018

BARTLETT TREE EXPERTS

240 HIGHLAND AVE., SEEKONK, MA 02771-5808

Elizabeth Vizza
Executive Director
FRIENDS OF THE PUBLIC GARDEN
69 Beacon Street
Boston, MA 02108

November 21, 2018

Dear Elizabeth,

Thank you for inviting Nate Cenis and me to your office last Friday to discuss the Bartlett/Friends relationship, and more specifically, the Board's decision to invite Nate back on the landscape management team as a tree care service provider. While Nate has established many strong green industry bonds in the Greater Boston Area, Friends of the Public Garden is at the top of that list. We acknowledge our actions created the gap in our relationship, and commit to never engaging in any type of action that would put us at odds with the mission of Friends.

It was a pleasure meeting Bob Mulcahy last week. Please know that you and he, or anyone at Friends, can use me as a resource when the need arises. However, we all know that Nate Cenis is very committed and responsive to Friends when the call comes to assess and complete tasks in the parks.

Wishing you and yours a Happy Thanksgiving and a Safe and Happy Holiday Season.

Very sincerely yours,

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