



Board Attendance

P = present, A = absent, EA = notified/excused absence					
Leigh Bivings	P	Tony Gordon	EA	David Mundel	P
Betsy Boveroux	P	Bill Gregor	P	Mike Nairne	P
Tom Boyden	P	Betsy Hall	P	Joe Park	P
Matt Carroll	P	Kyle Hancock	P	Susan Passoni	P
Paul Duffy	P	John Herbert	P	Bruce Petri	P
Kathy Emrich	P	Roz Hill	P	Peter Pogorski	A
William Fastow	P	Gordon Holmes	P	Kimball Robeson	P
Jay Fogarty	P	Bill Keravuori	P	Sandra Silver	EA
Beth Freeland	P	Chuck Levin	P	Sandy Slarsky	P
Jennifer Girvin	EA	Mary Lionette	P		

Guests:

Jim Robertson, prospective developer of 79 Chandler Street
 Marianne Colacray, Helene Dmochowski, Norma St. Coeur, Sarah Woolverton

Welcome

Leigh Bivings, Chair, called the meeting to order at 6:30PM

Review of Peters Park Dog Recreation Space Proposal

Sarah Woolverton (representing the Friends of Peters Park, the group of neighborhood residents and others individuals and organizations who are developing a proposal for the Peters Park Dog Recreation Space) reviewed the status of the proposal and requested that the Ellis send a letter of support to the Boston Parks Department. Sarah described the current status of the Peters Park dog run; the plan for constructing and operating a new dog recreation space at Peters Park; the status of the Friends of Peters Park application to the Parks Department; and the fund raising that is underway to secure the resources necessary to construct and operate the proposed space.

Following a discussion of the Friends of Peters Park’s current activities and future plans, the Board endorsed the proposal and voted to send a letter of support to the Boston Parks Department and other agencies who may be involved in the City’s approval process.

General Announcements and Topics of Discussion

1. **Executive Committee Update** - Leigh reminded Board members that Mike Nairne will be chairing the Ellis’ Board Nominating Committee and requested that Board members and other members should communicate their interests and recommendations directly to Mike.

The Board voted to accept the minutes for the December 19, 2006 Board meeting.

Beth Freeland, Treasurer, reviewed the Association’s cash position and other financial activities.

Kathy Emrich, President, reminded the Board that new guidelines for reviewing and making decisions about development, zoning and licensing issues would be discussed during the Board's meeting in February.

2. **Update on Ellis 2006-2007 Goals and Initiatives** – Kathy reviewed the major goals that had been established during the Ellis' 2006-2007 planning and budget process (see Attachment A)

Develop Fund Raising Guidelines – Gordon Holmes reviewed the work of the Fund Raising Task Force and discussed a draft of the Committee's recommended "Fund Raising Guidelines". The Board recommended that the Committee revise a few sections of the draft guidelines and that the revised version be reviewed at the Board's February meeting prior to adoption.

Increase Membership by 10% -- The status of work on this goal was not reviewed.

Develop a Real Street Presence – Tom Boyden and Jay Fogarty reviewed the plans for the launch of the Ellis' Block Captain program -- including the planned soft launch and prototype launch during February.

Enhance and Upgrade Communication -- Susan Passoni reviewed the status of the planned redevelopment of the Ellis' website. Following receipt and EC review of several proposals to re-design and redevelop the website, a contractor has been chosen and work is well underway. Susan reported that a re-launch of the website is planned for late February.

Grow Ellis' Partnerships with Other Neighborhood Organizations – Kathy reviewed the progress being made on this goal, including collaboration with the SouthEnd Forum.

3. **Membership Committee Update** – Betsy Hall (on behalf of Sandra Silver) reviewed the plans for the Ellis Casino Night (to be held on March 2nd at the Benjamin Franklin Institute of Technology).

Betsy noted the importance of Board members selling advance ticket to Casino Night. Packages of tickets to be sold by Board members were distributed.

In addition, there is a need for volunteer dealers (who will be trained in advance of Casino Night) and for volunteers to assist in setting up the event and cleaning up after the event (these volunteers will not be trained but will be profusely thanked.)

4. **Development Committee Update** -- John Herbert, Development Committee chair, reviewed the status of a few of the development projects being planned or currently underway within the South End.

79 Chandler Street – This project is underway and communication with the neighborhood continues to be extensive and effective.

The Bryant (287-321 Columbus Avenue) – John reported that construction of this project is proceeding and there has been some progress in improving communication with abutters and other neighbors. Biweekly meetings with neighbors and abutters are being held.

Columbus Center – This project appears to be still on hold. Several unsubstantiated reports have described that financing has been secured or that the project has been halted.

The Clarendon – Work on this project is underway. The demolition of the Post Office is almost complete and other site work is being started. Communication with the neighbors and abutters has begun

D4 – Exterior work (including the infill on the Gray Street façade and the sidewalk improvements) has been essentially completed and the scaffolding has been removed. Project sales appear to be proceeding.

3. **Neighborhood Services Committee Update** – Tom Boyden, committee chair, reported on the Committee’s efforts, including a review of potential anti- graffiti activities and a potential Tremont Street initiative (in collaboration with the Union Park Association.)

Kyle Hancock reviewed the ongoing neighborhood education programs related to trash disposal, snow shoveling, and other neighborhood services issues. Kyle described the Committee’s “Love your neighborhood” initiative.

Jay Fogarty reviewed the status of the Ellis Block Captain program and the program’s soft launch being planned for February.

4. **Zoning and Licensing Committee Update** - Betsy Boveroux, committee chair, reported that there were several recent incidents involving Clery’s and that a meeting with neighbors, abutters, and the restaurant’s owner’s representatives was planned.
5. **Upcoming Events** – Kathy (for Mary Lionette) reported that plans for the Progressive Dinner (scheduled for February 12th) and the next Wine Group event (scheduled for March 9th) were on track.

Conclusion and adjournment

The next Board meeting will be on February 27, 2007 at the Boston Ballet.

There being no further business, the meeting was adjourned at 8:15 PM.

Respectfully submitted,
David Mundel, Clerk

Attachment A

ELLIS SOUTH END NEIGHBORHOOD ASSOCIATION GOALS – FY 2006-07

- 1. Develop new fundraising guidelines, strategies and best practices to increase our ability to raise money effectively and efficiently when we need to.**
 - a. Key strategies:
 - i. Establish a fundraising ‘taskforce’ to look at our reasons for fundraising, and to develop options/blueprints for future fundraisers and membership drives.
 - ii. Identify possibilities that could help address our short-term needs, as appropriate.

- 2. Increase our membership by 10%.**
 - a. Key strategies:
 - i. Establish a marketing ‘taskforce’ to assess neighborhood awareness and knowledge of the Ellis and to identify actions that might help increase membership.
 - ii. Implement select marketing initiatives that could provide extra support for ongoing membership committee activities.

- 3. Develop a real street presence; become more visible to our members and to non-members as a means of raising our effectiveness.**
 - a. Key strategies:
 - i. Design a “block captain” program.
 - ii. Implement for at least 50% of identified “blocks”.

- 4. Enhance and upgrade how we communicate with our members, residents in the Ellis and other constituencies.**
 - a. Key strategies:
 - i. Completely revamp / enhance the Ellis website.
 - ii. Continue to improve Ellis brand consistency in outgoing communications.

- 5. Grow our partnerships with other neighborhood organizations to build mutual awareness and more effectively identify/address common issues.**
 - a. Key strategies:
 - i. Identify key target organizations and establish ongoing dialogue.
 - ii. Develop and maintain a contact database of relevant neighborhood organizations, businesses, public officials and others with whom we should regularly communicate.
 - iii. Take an active role in the South End Neighborhood Forum.