



**Minutes of Open Board Meeting, November 22, 2011 at 6:30 PM
Boston Ballet, 19 Clarendon Street, Boston, MA, 5th Floor Conference Room**

Officers and Directors Present: Michael Hall, Betsy Hall, Dave Crowley, John Herbert, Derek Cavanaugh, Kathleen Emrich, Bill Gregor, David Lapin, Tony Gordon, Barbara Hoffman, Mark Maloney, Francine Pennino, Peter Pogorski, Regina Pyle, Gretchen Speck, Carol Trust

Directors Not Present: Lynn Babington, Elaine Daglio, Iphigenia Demetriades, Paul Duffy, Jay Fogarty, Gordon Holmes, Phil Lamere, Ed MacLean, Doug Murphy (resigned), Elizabeth Peck, Toby Rodman

Members and Guests: Grace Gregor, Ellis Member, Stacy Koepfel, Executive Assistant to the Ellis.

The meeting was called to order by Betsy Hall, Chair.

Guest Speaker

Grace Gregor briefly outlined the Holiday Elves program which provides gifts for homeless people served by the Pine Street Inn and requested the Board's participation. She will followup with a list of requested items and a timeline.

Minutes, Treasurer's Report

Minutes of the October meeting, previously circulated to the Board, were approved with minor corrections proposed by the Clerk.

Following the President's Report, Treasurer Derek Cavanaugh distributed copies of his year-to-date report, including the new budget. He noted that Membership revenues were considerably ahead of prior year-to-date.

President's Report

Michael Hall, President, reported the resignation of Board members Barbara Hoffman and Doug Murphy and thanked them for their services to the Ellis. Barbara will continue to serve on committees and hopes to return to the Board once her one-year commitment to MIT ends.

He then thanked those who organized the fall cleanup and the Halloween block party, highlighting the active outreach to prospective members at each event and outlining plans for more such efforts at the upcoming holiday tree-lighting.

Future social events include the Holiday Party on December 7, new member parties and the possibility of a fundraiser in the spring. He asked Board members to consider joining the working committee to explore this option.

The planned discussion of Directors and Officers liability insurance was deferred to December, since the policy proposal had just been received.

Executive Assistant Update

Stacy Koepfel reported on ongoing efforts to attract new business members, noting that credit card processing issues are being resolved. She has made changes to the membership form and the Ellis Facebook page is up and running. A pilot program for residential membership marketing is being developed, targeting two streets in order to test various approaches. Discussion included the recommendation to list new members' names in the Ellis monthly newsletter.

She also outlined progress on a forum with personnel from the Boston Public Schools (BPS) to explain the process for enrollment and the BPS lottery system. This is likely to be held in mid-December, but the details are still being worked out.

Plans for the December 3 holiday tree-lighting are being coordinated with the Mayor's Office, SEBA and the BCA, and volunteers are needed to staff the Ellis Membership outreach table.

Committee Updates

Membership: VP John Herbert underscored the good news on increased Membership revenues and thanked everyone involved for their efforts thus far. He asked Board members to join the Membership Committee, which needs more people involved to sustain this momentum and implement its plans, and he encouraged everyone to continue their recruitment.

Discussion included the recent startup of the Constant Contact email service, which provides feedback on recipients which should be useful in analyzing the effectiveness of communications, and the possibility of membership cards and a program of business member discounts.

Neighborhood Services: Regina Pyle thanked those who worked on the fall clean-up and reported increased participation, based on the sign-up sheet. The informational handout discussed in October was not ready in time for the cleanup but is expected soon.

New trees are being planted in the neighborhood, and the committee is working to identify options for off-street parking during snow emergencies. Both will be reported on further in December.

Development: Tony Gordon, the Ellis representative to the Citizens Advisory Council (CAC) reviewing the plans for a 47-story, residential tower and commercial space expansion at Copley Place, reported that it had been approved by the BRA, despite considerable neighborhood opposition. He expects that the CAC will continue to be involved as the development is implemented.

Theatre Group: Betsy Hall reported for Genia Demetriades that the group's Nutcracker event is sold out.

Wine Group: Bill Gregor reported on the success of the most recent tasting and that planning continues for a variety of future events.

New Business

Betsy Hall asked for comments on the memo regarding Ellis Meeting Structure, which had been distributed prior to the meeting. Discussion ensued and changes will be made for more in-depth consideration in December.

Gretchen Speck shared an email from the Wine Emporium announcing its plans to stop selling liquor nips as a way to help clean up the neighborhood. The President was asked to send a letter of thanks.

At the request of the President, Kathy Emrich, Ellis representative to the PruPAC, briefly reviewed a request from Inquilinos Boricuas en Acción (IBA) for Ellis's support of a grant application for \$50,000 from the Prudential Center Public Benefits Fund. After discussion, this was unanimously approved and she agreed to draft the letter. She was also asked to forward information about the award program to the Friends of Childe Hassam Park so that they could consider applying, and President Michael Hall was instructed to make an application on behalf of the Ellis.

Adjournment at approximately 7:50 PM.

Respectfully submitted,

Kathleen Emrich, Clerk