

Board Members (8-10): Brad Brown, Janet Galloway, Karen O'Brien, Kate Raisz, Michael Epp, Michael Reiskind, Paul Stamatatos and Rosanna Baez

***Not in attendance (2):* Pete McCoubrey and Sarah Marsan**

***In attendance (3):* Caroline Peters, Delhia Emanuel and Ginger Brown**

Agenda:

Introductions, Minutes, Treasurer's report/ Board / Design/ Economic Vitality/ Uplift/ Promotions/ Executive Directors/ Old & New business

1. Approval of Minutes

**May 28th, 2025 meeting –minutes motioned by Michael Epp and seconded by Janet E Galloway
All in favor 6-0-0**

Approved - No discussion

2. Treasurer's Report –Brad Brown.

Financial Position May 31st, 2025

Banks \$95,649.12	Receivable \$66,933.10	Current Assets \$162,582.22
Equipment \$16,949.74	Total Assets \$166,921.26	
Accounts payable \$12,115.00	Other Liabilities \$13,593.53	
	Total Liabilities \$25,708.53	
Earnings \$87,344.48	Net Revenue \$53,868.25	Equity \$141,212.73
	TOTAL LIABILITIES AND EQUITY \$166,921.26	

Statement of Activity for July-May 2025

City Grants \$ 17,004.16	Programming \$80,202.39	Reimbursed Funds \$22,407.13
Donations \$5,340.61	Event Income \$9,439.41	Grants \$34,250.00
Sales \$4,020.00	In-Kind contribution\$-0-	Sponsorship \$17,291.28
	Uncategorized \$0.00	Cost of Goods Sold \$433.62
Total Revenue \$189,954.98	Gross Profit \$189,521.36	
Total Advertising \$2,626.90	TOTAL Event Expenses \$ 34,132.54	
Insurance \$1,135.00	Payroll \$94,113.28	Utilities \$2,369.47
Expenditures \$171,543.55	Other Revenue (Interest) \$246.93	
NET OPERATING REVENUE \$17,977.81	Net revenue \$18,224.74	

Rockland Trust operating account balance is \$78,866.43, Brad would like to invest some funds. They have a 6 months certificate of Deposit at 4.00%. Michael Reiskind suggested checking other banks, Karen says Needham has for 3-6-9 at

4.24% which is highest around. Balance has increased for last two years so possibly 40-60K. Motion for Fifty thousand by Brad and seconded by Karen, vote in favor 6-0-2. Janet E Galloway abstained for conflict of interest and Rosanna Baez for late joining. Email was sent to Rick the accountant and he confirms that it's okay to invest.

Michael Reiskind stated that the amount of grants we have received this year has allowed for the increased balance.

Brad Brown is also holding a check for \$7,500.00 from Boston Main Street for reimbursement of the I & I Grant which will pay for the South Street Fiesta.

3 JP CSMS Board: *work plan 2026, retreat (bylaws), Activity (J P Clay), fundraiser, audit of Mains Streets*

- A) **Work Plan 2026-July 1st to June 30** Discussed at the retreat -Based on previous plans for 1, 3, or 5 year plans.
Economic Vitality revised their 5 year plan.

Increasing visibility

Vacancies in the neighborhood.

Design revisited 2 year plan

Celebrated the architectural study for South Street, Greening of the street,

Ongoing the City's Master Streetscape

Boston Planning and Development –plan review for storefronts & Squares and Streets involvement

Promotions-ongoing plans

SMS –social media

Orange poker chips for branding

Evaluate events and measure success

Organization 1-3 year plan

Redundancy planning and implemented term limits (3 terms must take a year off)

Branding, signage, business owners for the board (Sweet Pea & Sage), Corey Stallings for youth seat

Monetary goals including fundraising

Executive Director-ongoing

Branding, vacancies, pamphlet

Motion to accept the bylaws and the work-plan for 2026 by Brad Brown and seconded by Karen O'Brien

Vote 6-0-2 Ginger will have them mailed

- B) **Board retreat: Saturday June 21st at Village Works 12-4PM**

Ginger Brown is holding JPCSMS bags for absent board members.

Karen O'Brien stated that the exercise to describe Jamaica Plain was interesting and diverse. Ginger Brown has met with Kaitlin and they will discuss with the promotion team. They will assess the post-its for commonalities. Directions for events and the type of business to recruit for this area. At each promotion event up to open streets, we will ask three (3) questions from the attendees.

Karen O'Brien stated that the question of what they think of JPCSMS should be added.

Ginger Brown indicated that the question would tainted the results since we are holding the events or confuse for branding. Creating a Jamaica Plain personality. Business to open in the district, promotions to bring people to the district.

Michael Reiskind stated that a lawyer should review the bylaws before we submit to the general board. We also have to state the changes to the public at least 30 days prior.

Michael Reiskind asked if the opportunity to follow-up the discussion from the board retreat or if it should be off the record. No response so it will be side bar conversation.

- C) **Activity at JP Clay 06/08/2025**

Brad Brown indicated that they created pots and got a tour of the facilities. The pots had to be heated and fired in the kiln so they can be ready for pickup. Ginger hasn't been able to pick-up.

Michael Reiskind wanted to know if the board is interested in doing other functions like this.

Kate Raisz stated that it would be great if Paul Stamatos was able to build the billiard hall so we can bowl together.

Ginger says she can just take us but then we would have to leave Jamaica Plain. Michael Reiskind stated that Community Servings has volunteering opportunities.

- D) **Fall Fundraiser- -Karen O'Brien**

In the middle of July the weekly or bi-weekly meetings will start (30 Minutes). Making fall wreaths for the door, early October for spiked cider, donuts and we'll need auction items.

Michael Epp stated that doing wreaths would conflict with the Loring Greenough house who have done this for several years. Karen inquired if they prepared XMAS wreaths which Michael confirmed was prepared. Karen indicated that we would be fall based and not holiday.

E) Audit of the books:

All Main Street organizations will be audited but the date and required information hasn't been shared at this time. Brad indicated that any information that may be requested is a mouse click away and the books have been reviewed by the accountant so there shouldn't be any surprises.

We were fiscal sponsors for two of the other main streets including Three Squares and money came in and was distributed.

4: Design Team-Michael Epp-Storefront Grant Program, Beautification (Green St-BHA South St- South St Mall), Streetscape

a) Storefront grant:

The five (5) businesses that responded are: Loring Greenough House, Susanna, Lean Force Training, Ferris Wheels and Elleyo. Ginger has most of the details

b) Beautification grant:

Green Street Parklet:

The Green Street Parklet planting is complete and been watered.

BHA South Street Development:

The site plan for Boston Housing for the landscape architect was developed.

Centre Street Master plan meeting won't be until the end of August or early September with the City.

South Street Mall and Courts Design:

The planting has been completed at South Street, Michael Epp hasn't had a chance to check with the heat wave.

- c) Meeting with *Light Boston*: Meeting with Light Boston at Boing to review retail lighting. They will change some of their light. Great technical information was provided and hopefully will encourage others to participate.
- d) Master plan has been pushed to 2026 along with Squares and Streets. Roslindale has Squares and Streets implemented which created some confusion. Mattapan and Cleary Square have also been chosen for restructuring.

5. Economic Vitality Group-Brad Brown- community investment Model, emergency loan program

Students from Northeastern University who as a project assisted with the community investment trust. They shared a presentation and will volunteer to implement some of their ideas.

Adam Hassler did a presentation several months ago and Brad will review for complementary action.

JPCSMS loan package should be launching soon for emergency loans

Karen O'Brien inquired regarding other Main Street or City having a similar loan program and Caroline Peters indicated that she wasn't aware.

It's a low interest loan or amortized. The amounts are variable but no more than \$5,000.00.

Kate Raisz asked if JP Business and Professional Association (BAPA) can share the information regarding the loan to the business owners. It will be presented at July's BAPA meeting

6. Uplift Working Group- Ginger Brown

No events scheduled at this time. We maintain our relationship with Heal the Hood. Brad and Ginger Brown have a conversation regarding prioritizing businesses of color. Michael Reiskind asked if Derrel would be interested in joining the board. We can help each other out.

7. Promotion & Events –Kate Raisz- South Street Fiesta (July), SMS, open streets (Nov 2)

- a) No events in June but full speed ahead for the South Street Fiesta starting in July. Four (4) Thursday nights (except 4th) from 6-9PM with Latino music groups with different levels of experience.
The poker chips to distribute at events for SMS, Instagram registration. Take them to businesses on South Street and get a discount. We'll be able to track the usage or if people are just holding them.
Los Sugar Kings are the best so far.
Hopefully the youth at the South Street building will paint a lively picture at the location for the musicians to perform. We are paying for the power (electricity) to be used and for the musicians.
The idea was Rosanna's and we are excited that it's happening. Happy Market is also providing food during the events and fiesta.
- b) SMS marketing has been successful and luckily we haven't had any un-subscriptions. It has been very successful for the first year.
- c) Open Street The city has indicated that the date for will be Sunday November 2nd, 2025. The intent is to draw attention around the elections. JP usually has the biggest crowd and the businesses are busy prepping for the holidays. Segun Idowu (Chief of Economic Opportunity and Inclusion) says the responsibility is the mayor's office.
The Politicians will be out networking and getting their name and last minute outreaching.
If the weather is bad, football and other issues around that time.

Possibility to outreach with Caroline Peters regarding changes and conversations.

8. Executive Directors Report-Ginger Brown-Technical Assistance (workshop), Site visit (Erin Murphy) LuMeNet), Street news

- a. Ginger presented a workshop on June 20th 2025 called **How to be a better public speaker** with Harold Sealls -voice acting coach -a repeat workshop. He'll record you reading a script, then coach you on how to be a persuasive speaker, then edits and emails to you for helpful skill. He assists with articulation, volume control. 9 attended with 15 signups, other executive directors are joining. Harold is willing to repeat the workshop.
- b. Light Boston free workshop on June 24th, 2025 on how to better light store fronts interior and exterior. It was held at Boing Toy shop instead of the former Nickels and Dimes location. (There isn't an air conditioner or heating system) so we can demonstrate at night how it would work. The placements of lights, the intensity of the bulbs (warm-cold and color). Ginger would remarket having this workshop to enhance the experience.
- c. Today's workshop would have been a lunch discussing Tariffs and the recession. Consultant Revby will do a presentation and then a discussion. There were only two (2) signups so it was cancelled with the possibility of rescheduling for later in the August after tariffs expire. June 10th at 11AM. meeting with Erin Murphy. The interaction and motivation was lacking. The visit took place at Jadu since it was raining. Talked about vacancies, Jadu's being a product of Main Street. It was attended by Rosanna Baez, Michael Epp, Brad Brown and Michael Reiskind, personal interaction didn't seem to be a motivation where it's different with Ben Weber. He meets with other executives in his area quarterly and tries to find out how he can assist.
- d. Last LuMeNet was on June 12th, 2025 with a good turnout. A lot of banks are attending and using as a networking recruiting tool. The bankers have always provided valuable information, the current business owners do not attend as we would like. It's great for connection which is how we met Harold Sealls. Ginger will try to remarket.
- e. News on the street-

David Warner from City Feed is frustrated with all the construction on the street. He will ask the city for a refund for his outside dining permit since he's been told that they will be continuing with the work through July and even through September. Ginger will bring to Segun's attention since it is affecting small business.

The Rainbow Nook at 7 Green Street opened this week.

Regenerate Movement moved to 5 Green Street next to Blue Frog in a studio. They are sharing with Lillie Marshall who's doing reiki Sessions.

Power has been glitchy with the heat wave that has demanded more usage.

New agent at 684 Centre Street it's no longer Josh at Wolcott. The group is Conviser..

Eversource has been at the corner by St John's all day. The power went out several times yesterday by Lester Place and there is a generator on Grosvenor that is helping with connection.

561 Centre Street was approved by the zoning board. The location that Roundhead is using till the end of summer.

Amy Driscoll the owner of Susanna is doing a summer stroll on Saturday July 27th, 2025. Amy doesn't want it to be a part of the promotion of JPCSMS. This will be her solution for Open Streets. She doesn't realize that JPCSMS and BAPA are here to assist businesses like hers.

9. **New business /Old News—**

1. **Ginger would like there to be a parliamentarian due to issues that have occurred recently. Robert's parliamentary rules address how meeting should run. Onboarding for new board members includes what that means. Since our organization is getting larger and has a lot to cover to be efficient. Discuss at the executive committee meeting.**
2. **Next meeting date-** Board meeting set for July 23rd so should we skip one month in the summer. Brad and Ginger will be away in August. Paul Stamos will be away also. We will discuss at the July meeting.

Meeting adjourned at 6:01PM.

Upcoming

07/04 Independence Day

Four Thursday's in July South Street Fiesta

07/23 Board meeting

07/27 Susanna summer stroll