

**Boston Harbor Islands Partnership  
Thirty-seventh Meeting Minutes  
Hale & Dorr, 60 State Street, 26<sup>th</sup> Floor, Boston, MA  
October 17, 2000, 3:00 PM – 5:00 PM**

PRESENT: Edith Andrews, Rob Moir, Advisory Council; Captain Chuck Beck, U.S. Coast Guard (USCG); Maynard Goldman, Island Alliance (IA); Linda Haar, Boston Redevelopment Authority (BRA); Cathy Stone, City of Boston; Terry Savage, National Park Service (NPS); Peter Lewenberg, Department of Environmental Management (DEM); Brian Broderick, Metropolitan District Commission (MDC); Alden Gifford, Thompson Island Outward Bound Education Center (TIOBEC); Jim Doolin, Massachusetts Port Authority.

Cathy Stone, Vice Chair, called the meeting to order and declared a quorum.

**Approval of minutes from September 19, 2000**

Peter Lewenberg made a motion to accept the minutes of September 19, 2000. **The motion was approved.**

**Economic Development Plan**

The conclusions of Phase I of the Economic Development plan were presented. Terry Margerum gave an overview of the project. The goal of Phase I was to develop a revenue-generating goal, a set of criteria to select projects and create a recommended short list of ideas.

Peter Nesson described the interviewing process. The team held workshops and individual interviews to capture general observations. Sam Sapiel asked why Native American Tribes were not interviewed and suggested he talk with the additional Tribal members. Peter said that he would be happy to talk with Sam after the meeting about who should be contacted.

Peter reported a summary of the findings from the interviewing process. There was general goodwill and pride in the harbor and islands in spite of a general ignorance and lack of awareness about the islands. The perceived lack of efficient water transportation was seen as the biggest barrier. People were also looking for a reason to go out there. There was a common concern for the balance between preservation and greater use and a resistance to "commercialism". Other common themes were the islands as an "urban wilderness" and the need for "equal access" and affordability.

Terry described the recommended criteria for private revenue generation. It was based on the framework provided by the goals contained within the draft General Management Plan (GMP) and augmented by this study's outreach efforts and the financial necessity of sustaining the Park's operations.

The team recommended a few specific ideas: creating a membership organization based on conservation, boat surcharges, and eco-tourism programs among others. They also thought that it was an excellent time for collaboration with UMASS, the Science and Children's Museums. The interest was out there and should be capitalized on.

The group discussed other ideas. A Native American museum or cultural center, a youth hostile on Peddock's, and an overnight retreat on Thompson Island were mentioned. The Native American museum/cultural center was discussed. It was not envisioned to be a revenue source, and Edith Andrews stressed the importance of it being free. Native American Tribes would be involved in the decisions regarding the center.

There was a suggestion to look at the water transportation as a source of revenue. Over time with an increase in traffic, the boat contract should allow for money going back into the park without increasing the fare to the customer.

There was a suggestion to begin dialogue with the state agencies about the affordability issue. There could be a tier system for services. Decisions would need to be made about what basic services would be free, and what types of things could have a fee (ex. Special tours, entrance fees to museums etc.)

Cathy Barner talked about her experiences working at Golden Gate. The Golden Gate Association started with one person and grew to an organization of over 200 employees. They have a gross revenue of \$16 million a year. She stressed the importance of connecting the public to the park and building a caring constituency. She suggested implementing a major branding program that the public could identify with. An example of the branding program was represented in the line of merchandise developed by the Association. Cathy brought examples including brochures, publications and clothing apparel. She stressed the importance of quality design to generate interest in the material. Benefits of a successful branding program would be increased awareness, increased volunteers, increasing the amount of giving and membership.

Brian Broderick asked if non-profit staff had overlapping duties with park staff, or acted as interpreters and if there were any problems. Cathy said that some sites do mix Associate staff with NPS staff, but that most positions are not overlapping. In most cases it works well because there were not enough park staff available. In fact, the Association raised \$800k to give NPS funds to hire rangers.

She reported on a recent visit to the Park by Nikki Phelps who is the special events program person for the Association. She visited the Park and other visitor attractions in the Boston area. Her visit was very positive, compliments going to many of the Partners, and she will be providing a report with some observations and ideas.

### **Native American**

Edith Andrews reported that there was a consultation meeting on September 26 and 27. There was quite a bit of dialogue on the draft GMP and other issues of concern to Native Americans. George was asked to visit Tribes and he agreed. Another meeting regarding the draft GMP was set for November 14.

George restated his standing offer to meet with Tribes and community groups. He has already visited the Wampanoag Tribe at Aquinnah with Edith, and attended the Narragansett Green Corn Festival, invited by John Brown. There was an offer made by the Nipmuc Nation representative to have George speak at one of their meetings and George agreed, but it was later cancelled by the Tribe.

He added there was discussion about structuring this consultation group into a standing committee on Native American concerns.

### **Marketing Committee**

Peter Lewenberg reported that the Marketing Committee was working on developing an overarching theme that next year's programs would fit under. The next sign committee meeting is November 14 at the MWRA.

### **Advisory Council**

Suzanne Gall Marsh reported that the council met on September 6 at the MWRA. At that meeting the MWRA gave an update about the public access for Deer Island. They also discussed the park report card.

She requested that there be an in-depth presentation about summer operations at the November or December Partnership meeting. It was agreed to be on the December meeting agenda. She also suggested thinking ahead to spring orientation trips.

She reported that a proposal was sent to the Merck Family Fund.

### **Public Comment**

Edith Andrews invited all to the 30<sup>th</sup> Anniversary for the North American Indian Center of Boston at the State House this Friday.

George announced the natural resource and science research seminar that will be meeting December 8 at UMASS Boston.

Halloween on the Harbor will be the last two weekends of October. Boats leave from Boston and Hingham. Reservations were suggested.

Maynard Goldman announced the Annual Island Alliance dinner on October 23.

Karen O'Donnell said that she was elected as chair of the Friends of the Boston Harbor Islands. They will have the annual meeting in February. Their annual New Years Day cruise to Thompson Island is scheduled as usual on January 1.

George said that NPS and Island Alliance hosted the Friends Alliance conference and it was very successful.

The meeting was adjourned at 5:05 PM.