

Boston Harbor Islands Advisory Council
Meeting Minutes
Partnership Office, 408 Atlantic Avenue, 2nd floor, Boston, MA
December 5, 2007, 4:00 PM – 6:00 PM

Peter Rosen, Co-Chair, welcomed all. The minutes of the September 5 meeting were reviewed and accepted.

Branding Initiative

Carol Thistle, Island Alliance, reminded all that grant money was received to develop a branding strategy for Island Alliance and the Boston Harbor Islands. Corey McPherson Nash (CMN) was awarded the contract. They performed research including interviews with members of the Island Alliance Board, Marketing Committee and the Partnership. Their findings were reported as recommendations at the November 13 meeting of the Marketing Committee. A creative strategy, ad campaign and media plan will be developed based on the recommendations. Bruce Jacobson presented the recommendations prepared by CMN. Key points included to promote the islands as a destination, identify and attract new audiences, promote what can be delivered and to focus on the future not the past. Input Carol also presented several options for tag lines and asked for input.

Park Update

Bruce Jacobson, NPS, reported Corey, McPherson Nash was chosen as the consultant for the Boston Harbor Islands branding initiative. A strategy will be developed to brand the park and raise the visibility of Island Alliance. The strategy will be implemented over the next two years. Bruce invited all attendees to the Marketing Committee meeting on September 11.

Bruce announced the upcoming summer institute for Native youth. Youth will be engaged in many workshops and will learn techniques of recording oral histories from their communities through video production.

Bruce reported the status of the President's Centennial Initiative. This initiative is an ambitious challenge to raise \$3 billion for the National Parks Service's 100th anniversary in 2016. He said it involves a \$1 billion increase in base funding for parks, \$1 billion in private donations, and \$1 billion in federal match of those donations. Congress would need to pass authorizing legislation for the initiative to be funded, but plans are moving forward. Parks were asked to submit up to five projects. Boston Harbor Islands submitted five projects, of which, two were announced as eligible for Centennial matching funds. The first, for an eco-family camp on Peddocks Island; the second, for the all-taxa biodiversity inventory (ATBI).

Bruce said the Education Committee is working with the Marketing Committee and Harpers Ferry National Historic Park to develop an updated information brochure and map based on the NPS "Unigrid System" format.

Jen Ferre mentioned the Stellwagon Bank Foundation is hosting a 3-day kayak trip from Boston Harbor to Gloucester to raise awareness of the sanctuary.

David Kales announced the release of his new book *The Boston Harbor Islands: A History of an Urban Wilderness*.

Greg Ketchen reported the Annual Advisory Council meeting in March was well attended.

Peddocks Island was suggested as a location for the next outing for the council.

Public Comment

There was no additional public comment.

The meeting was adjourned.

Boston Harbor Islands Advisory Council
9/5/07 Meeting Attendance

VOTING MEMBERS and interest group

| | |
|---------------------------------------|----------|
| 1. Jennifer Bender, ENV | X |
| 2. Kurt Bornheim, MUN | |
| 3. Victor Brogna, COM | |
| 4. Maureen Cavanaugh, B&C | |
| 5. Mary Corcoran, EDU | |
| 6. Theresa Czerepica, COM | X |
| 7. Peter Davidoff, B&C | |
| 8. Sean Glennon, MUN | |
| 9. Bill Hale, ADV | X |
| 10. David Kales, ADV | X |
| 11. Seth Kaplan, ENV | |
| 12. Greg Ketchen, B&C | |
| 13. Steve Kirk, B&C | |
| 14. Dottie Merrill, EDU | |
| 15. Chris Montgomery, NA | X |
| 16. Charlie Norris, ADV | X |
| 17. Pat Morss, EDU | X |
| 18. Ed Norton, COM | |
| 19. Karen O'Donnell, ENV | |
| 20. Linda Poolaw, NA | |
| 21. Bill Reardon, MUN | X |
| 22. Peter Rosen, Co-Chair, EDU | X |
| 23. Claudia Smith-Reid, Co-Chair, COM | |
| 24. Bettina Washington, NA | |
| 25. Lauri Webster, ENV | |
| 26. Matt Wolfe, ADV | |
| 27. Vacant Seat, MUN | |
| 28. Vacant Seat, NA | |

Interest Groups

ADV – Boston Harbor Related Advocacy
 B&C – Business & Commercial
 COM – Community Groups
 EDU – Education and Cultural
 ENV – Environmental Organizations
 MUN – Municipalities
 NA – Native American

NON-VOTING MEMBERS

Ex officio (Education)

| | |
|-----------------|--|
| Russ Bowles | |
| Carl Johnson | |
| David Weinstein | |
| Jack Wiggin | |

Ex officio (Business & Commercial)

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| Maria Freddura | |
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Ex officio (Advocacy)

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|--------------------|--|
| Vivien Li | |
| Suzanne Gall Marsh | |

Ex officio (Environmental)

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| John Dinga | |
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Ex officio (Municipalities)

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|----------------------------|--|
| Daniel Ryan Congressman | |
| Michael Capuano | |
| Kathy Melia Congressman | |
| William Delahunt | |

Ex officio (Native American)

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|---------------------|--|
| Edith Andrews | |
| Mary Anne Hendricks | |
| Gil Solomon | |

OTHERS

| | |
|---------------------|----------|
| Marc Albert, NPS | |
| Sheila Colwell, NPS | |
| Bruce Jacobson, NPS | X |
| Kelly Fellner, NPS | |
| Alex Hall, DCR | |
| Diane Haynes, IA | |
| Susan Kane, DCR | |
| Steve Marcus, FBHI | X |
| Jim Peters, MCIA | |
| Tom Powers, IA | |
| Mary Raczko, NPS | X |
| Chuck Smythe, NPS | |

MCIA – MA Commission on Indian Affairs
 DCR – Department of Conservation and Recreation

FBHI – Friends of the Boston Harbor Islands
 IA – Island Alliance
 NPS – National Park Service