



To: BSA Board of Directors and BSA Foundation Board of Trustees
From: Tamara Roy AIA, BSA Board President
Re: Agenda & materials
Date: Friday, September 9, 2016

The next meeting of the BSA board is on Friday, September 9 at 9:30 am at BSA Space. The BSA Foundation board of trustees will be joining us at this meeting.

AGENDA

- 9:30 am Call to Order / Welcome and introductions
- 9:40 am 2016 BSA highlights (Tamara Roy AIA)
- 9:50 am Meet the BSA Foundation (Mike Davis FAIA)
- 10:00 am BSA & BSA Foundation Collaboration
- Civic Initiatives update
 - Programs & Exhibitions update
 - Communications update
 - Development update
- 10:20 am Group discussion - Top priorities & future directions
- What are our successes? Where are we going?
- 10:55 am Other business
- 11:00am Adjourn

ENCLOSURES

- 2016 BSA board list p. 2
2016 BSA Foundation trustees list p. 3
President's/ED report p. 4
Development report p. 8
Joint strategic weave p. 11

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To: BSA Board of Directors
From: Tamara Roy AIA, President and Eric White, Executive Director
Re: President's and Executive Director's Report
Date: September 9, 2016

Administrative

The *Homeowner's Project Handbook* roundtable will take place in September to identify areas of improvement and brainstorm editorial ideas.

The bimonthly online publication of member news, FAME, has been redesigned and will be live by the end of the year.

Membership & Committees

IBIM Roundtable (**Michael Kyes AIA, Erik Sanford**), Revit Users Group and the Dynamo-litia group (**Andy Hinterman AIA, Brian Spangler AIA, Kyle Martin Assoc. AIA**), and MakeTank (**Brad Prestbo AIA, Ryan Salvias**) toured the new Autodesk BUILD Space in August. Dymano-litia ran an intensive series this summer and shares notes and video via architects.org/dynamolitia.

The Urban Design Committee (**Paul Lukez FAIA, Patrick Tedesco AIA**, hosted landscape architect Kate Kennen ASLA to discuss Phytoremediation and has planned discussions about urbanism in China and Dutch development for the Fall.

The Architectural Photography Network (**Emily O'Brian**) hosted a roundtable about best practices for photo submissions for the ABX Photo Exhibit and other similar venues, where they collected feedback for program improvements.

Civic Initiatives

Resiliency:

In the East Boston NOAH/Kresge work, GSD Community Service Fellow Kat Miller developed a presentation on resiliency to be used in a series of neighborhood meetings this fall. The presentation was very well received by community members and city officials. The City of Boston's DRAFT Climate Ready Boston (CRB) phase I report was released late Aug; we will provide comment with our NOAH/Kresge partners, especially on East Boston material. We are also carefully coordinating our upcoming neighborhood workshops with the CRB leadership at City Hall, and will be working with BAC & potentially UMass/Boston students again this semester.

Housing:

BSA President Tamara Roy AIA and Gretchen have been working with the Mayor's Housing Innovation Lab and DND through a series of neighborhood conversations in Garrison Trotter (Roxbury) to establish community aspirations for the upcoming Housing Innovation Competition. Designer/developer teams will be invited to propose compact units for several DND-owned parcels. An RFP will be issued early fall. The Urban Housing Unit ("UHU") arrived in Boston in early August, and has already traveled from City Hall Plaza to Roslindale and Mattapan. Community events at the UHU have been very successful, drawing crowds of hundreds of intrigued visitors.

Transportation:

BSA Foundation will be supporting the emerging Fairmount Indigo corridor by creating a series of illustrated 'visions', based on existing plans, at the request of the Boston foundation. The upcoming Designing Boston panel, on October 17, will be co-sponsored by A Better City and will discuss strategies for placemaking around public transit. The panel will also mark the release of David Dixon's "State of the Public Realm" planning study.

Summer School:

In the aftermath of arson that burned Roslindale's Sumner School elementary school playground, the BSA Foundation has started to assist parent and school leadership organize a larger long term schoolyard visioning/planning effort, and support the school community as they seek temporary short term solutions that build on the content and contacts from Extraordinary Playscapes. Plans are currently underway to install PlayCubes at the school as a temporary play structure, and to gather a design team to help the school community design the new playground.

Syrian Refugee Response:

The planning committee continues to meet regularly. Currently working on establishing local partners in Lebanon as well as gathering key allies in Boston. Aiming for a public event/panel discussion October 24, with a charrette at ABX.

Design for Equity:

The "local" charrette at ABX has developed into a two-day curriculum and charrette in partnership with 100 Resilient Cities, the Harvard Mellon Urban Initiative, Enterprise Community Partners, the Harvard Joint Center for Housing Studies, the Mel King Institute for Community Building, the Boston NAACP, and others. Day one will host a keynote speaker and three panel discussions unpacking the history of racism and inequity in design, and what tools designers have to combat these systemic problems. Day two will be a charrette where designers and planners apply their newfound knowledge to one or more case study areas.

Communications

Implementing communications objectives for the BSA and the BSA Foundation--independently and jointly--continues to move forward. The power of design is regularly reported in the news media (see the recent press list below for summer stories related to housing, exhibitions, and work being done by the membership). Architects.org and the newly populated ABEXPO.com contain rich examples of thought leadership generated by our membership and professional community, as well as the public engagement programming executed by the BSA Foundation and its allies. Our social media networks are extraordinarily active platforms where ideas, events, and opportunities are regularly discussed among very broad and diverse public and professional audiences. Recent social media stats include: Facebook reach = nearly 6,000; Twitter followers = 10,000+; LinkedIn followers = nearly 2,000; Instagram followers = 1,000+. And in less than one year since its launch, our free "Friends of BSA Space" engagement program has attracted nearly 600 participants.

This summer: *ArchitectureBoston's* latest issue "Borders" dropped September 1. It is the third in a year-long series focused on Boston's "Year of the Plan." ABX communications are in full gear. Attracting press is the Urban Housing Unit (UHU), a prototype housing model designed by the BSA in collaboration with LiveLight, The Mayor's Housing Innovation Lab, and the BSA Foundation. Communications were sent to

promote the 2016 BSA Foundation Grant Program, which this year may distribute up to \$20,000 to support public education programs in Massachusetts related to the built environment (application

deadline is September 2). More than 50 industry partners (architects, developers, builders, engineers, photographers, students, and others) turned out over the summer to participate in photo shoots related to promoting ABX 2016. The show tag line--"One Industry. Many partners."--reinforces the collaborative nature of the AEC industry, and reflects where the organization and the industry may be headed.

Recent press

- Boston taking 385-square-foot apartment for a spin (bostonglobe.com)
- Walsh: Modular studios may lessen Hub housing crunch (bostonherald.com)
- Thinking big with tiny homes (bostonherald.com)
- Historic Bulfinch facade to be part of condo project (bostonglobe.com)
- Three battle plans in the resilience war (aia.org)
- 'Timber City' to Show Mass Timber's Potential for Construction, Job Creation (architectmagazine.com)
- Timber City: Innovations in Wood (nbm.org)
- GE's bold design brings HQ to life (bostonherald.com)
- At least public architecture is thriving in Boston (bostonglobe.com)
- Boston Teases 385 Square Feet of Help for Affordable Housing Crisis
<https://nextcity.org/daily/entry/boston-tiny-house-tour-affordable-housing-crisis>
Soldier Built 'Spite House' For Greedy Brother (Video)
<http://www.opposingviews.com/i/society/soldier-gets-revenge-greedy-brother>

Programs and Events

Design lovers toured the city with Boston By Foot guides learning about the North End, Bullfinch, and Boston engineering. Andrew Guild led sketching groups at Faneuil Hall, Post Office Square and Copley. Playscapes programming wrapped up in August with a film screening of *The Land*, a documentary about a ground breaking adventure playground in England. Children's programming included a nature-build activity with Mitch Ryerson and pop up play explorations on Atlantic Wharf.

The Foundation created a hands-on design activity for children and adults to accompany the uhu [urban housing unit] as it tours the city. Family nights were held in Roslindale and Mattapan and will be in Roxbury, East Boston and Allston. At the Roslindale Village Family Night, adults and children were invited to create their own 385 sf floor plan to fit the needs of their lives. Many children focused on large playrooms and tiny kitchens—who really needs room to cook when you have toys? Adults were

especially challenged to rethink the way they live in a home and came away with a new appreciation for how well designed spaces—no matter the size—allow for inspiring solutions for living.

Programs Summary June – October 2016

Film Series:

8/17 - Film screening, The Land: An adventure play documentary*
10/7 - Film screening: Concrete Love

Exploring Design:

6/4 – 6/5 – Common Boston
6/15 - City Sketch: Faneuil Hall
6/29 - LEGO Happy Hour
7/13- City Sketch: Post Office Square
8/17- City Sketch: Copley Square
9/29 – Hubweek Building Tours*

Exhibition Programs:

6/7 - Extraordinary Playscapes Opening
6/30 – A tale of two very different play solutions
6/30 – Unite: the Problem with Play
6/9 - A Play on Modular Design with Richard Dattner
8/17 - Film screening, The Land: An adventure play documentary*
9/22 – Haymarket, The Soul of the City Opening
9/29 – Truth in Architecture Lecture
10/4 - Boston’s Market District and Haymarket
10/9 Canstruction Opens

Lectures:

9/29 – Truth in Architecture Lecture
10/4 - Boston’s Market District and Haymarket

Fundraiser:

7/19 – Golf Tournament

Tours:

May - October: Architecture Boat Cruise*
6/28 – The Dark Side of Boston*
7/26 – Boston By Bulfinch*
8/23 - Reinventing Boston: A City Engineered*

Youth and Family Programs:

6/18 – LEGO City in Mattapan
6/18—Family Design Day: Playscapes*
7/16 – Kids Design Workshops – Nature Play*
7/23 – Mini Maker Space at the Children’s Museum*
8/13 – Kids Design Workshops – Pop-up Play*
8/18 – UHU Design activity in Roslindale*
8/28 – UHU Design activity in Mattapan*
9/17 – Family Design Day: LEGO City
10/10 – Opening our Doors Fenway Box City*
10/15 – Family Design Day: Journey into Space
10/29 – Family Design Day at the Concord Museum*

Student Programs:

6/9—Student Design Day: Homeschool
6/12—Student Design Day: Homeschool
7/28 – Student Design Day: Girls Inc Lynn
8/12 - Student Design Day: Curtis Camp
9/9—Student Design Day: Homeschool
9/24 – Architecture/Design College Fair
9/16—Student Design Day: Homeschool
10/7—Student Design Day: Homeschool
10/14—Student Design Day: Homeschool
10/21—Student Design Day: Homeschool

Civic Programs:

6/14 - An Architect's Response to Homelessness
6/16 - The ABCs of Implicit Bias
6/27 - Climate Resilient Boston*
8/10 – uhu Launch at City Hall
10/17 Designing Boston: The State of Placemaking
10/24 Syrian Panel

*Indicates a Partnership programs

To: BSA Foundation Trustees
 From: Pamela de Oliveira-Smith, Managing Director, Communications
 Re: September Development Report
 Date: September 9, 2016

Sustainable Funding Program

Implemented by the BSA Foundation
 Institutional Advancement Committee (IAC)

2016 Revenue Goal: \$225,000

2016 cash (\$50K) & 5-year pledges (\$225K)

Committee Goals:

1. Increasing community awareness:
 - a. Invitations to Meet the BSA Presentations
 - b. Seek Ambassadors for the Foundation (individuals who volunteer to bring 10 or more guests to a Meet the BSA Foundation either at BSA Space or hosted at their office/home)
2. Cultivation and major gifts:
 - a. Ensure all Foundation donors are thanked and receive updates on Foundation activities
 - b. Ensure at least two opportunities for two-way conversation with Legacy Circle members each year
 - c. Cultivate new Legacy Circle and major gifts

2016 Pipeline Metrics – Introducing people to BSA Foundation	to date	goal to date	yr
Number of Ambassadors	7	18	30
Number of Meet the Foundation Events	13	16	20
Number of Attendees	92	160	200

2016 Cultivation & Major Gift Metrics – Building loyalty	to date	goal to date	yr
Number of Foundation Updates (email)	2	3	4
Number of Personal Phone Calls	30	96	140
Number of Face to Face Visits	33	80	120
Number of Mission Related Cultivation Events/Attended	4/49	5/78	4/92
Number of Asks	0	16	24
New Pledges made (Advance of Breakfast)	0	4	6

Critical BSA Trustee participation:

Become an Ambassador: If you have not yet, plan to bring ten to fifteen guests to Meet the BSA Foundation within a three-month period.

Cultivation of Legacy Circle: Assist in thank you calls to new Legacy Circle Members and/or host a small group breakfast or lunch to update Legacy Circle Members and get feedback

Host a table at BSA Foundation Breakfast: requested *one time only*, more than once is optional

Grant Program

2016 Revenue Goal: \$125,000

Total YTD: \$12,500

Grant activity throughout July and August included:

- SUBMISSION of Chleck Family Foundation proposal to support speaker series on City of Boston planning initiatives
- REPORT was delivered to Hanley Wood for its support of youth program, LEGO® City
- RECEIPT of \$2,500 MCC Cultural Investment Portfolio grant to support youth programming at BSA Space

The Boston Foundation has engaged the BSA Foundation to assist with visioning work related to its Fairmont Corridor Visioning project. Project scope and budget are being finalized.

Earlier submitted grants, awaiting notification, include:

- NEA Artworks
- NEA Creativity Connects
- Graham Foundation

Upcoming opportunities

- Smith Family Fund (Storefront build out)
- Boston Foundation's Open Doors Grant (BSA Foundation strategic planning)

Sponsorships

2016 Common Boston (Total sponsorship \$7,500)

\$5,000 Boston Cultural Council

\$2,000 (in kind) ABC Imaging

\$500 Massachusetts Cultural Council: Festivals

Golf (July 19) Sponsorships to date: \$34,500

Golf Ball level (\$3,500)

- StretchWall - A Division of M.L. McDonald

Gold level (\$2,000)

- WSP
- Commodore Builders

Silver level (\$1,800)

- Vanderweil Engineer
- JW Construction
- C.E. Floyd Company, Inc.
- Buro Happold
- Timberline Construction
- Poole Professional Ltd.
- Simpson Gumpertz & Heger
- Mangel Architects
- Dodge Data & Analytics
- Dodge Data & Analytics
- Thornton Tomasetti
- Gensler
- Horner Millwork
- Andersen Windows and Doors

Donated Raffle items

- Emerson Commercial & Residential Solutions--InSinkErator (\$400)
- VHB--\$100 Restaurant Gift Card

We continue to seek sponsors for Foundation events including 2016 Golf Tournament, the BSA Foundation Breakfast, and KidsBuild! 2017.

Boston Society of Architects and BSA Foundation

BSA & BSA FOUNDATION CORE RESPONSIBILITIES

Audience & Vision	BSA & BSA FOUNDATION CORE RESPONSIBILITIES				Communication	
	Day-to-day (Tacit)	Knowledge Advancement	Innovation	Advocacy		Development
FOUNDATION Community - Deepen public appreciation for design by engaging community, inspiring vision and provoking positive change	Inspire through the power of design	Engage and support public interest in design	Seek ways to engage the public in innovation and design thinking	Enhance public understanding and appreciation for how design improves their community	Develop new revenue streams to support the vision	Build public awareness of design and the power of design thinking
SHARED Civic - Build a better world through design by engaging community, inspiring vision and provoking positive societal change	Bridge the design profession and the wider world	Empower, engage and enlighten the profession to create the tools that make the world a better place	Employ innovative design thinking to address societal challenges	Make the world a better place	Build the connector structure between the BSA, Foundation and the wider world	Build a cohesive message advancing the shared civic vision
SOCIETY Profession - Empower the design profession by engaging the professional community, inspiring vision and provoking positive change	Provide resources and services supporting the full range of practice models and share best practices	Promote professional excellence with deep, informative programming	Advance the BSA learning network to serve as an AEC thought leader and aggregator of design research	Promote, protect and advance the interests of architects	Enhance the value of membership and grow new revenue streams	Ensure effective communication reaching the profession

9/22/2014