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### **2020 Foundation Meetings**

|                               |                                |
|-------------------------------|--------------------------------|
| January 31, 8:30 am – 5 pm    | Joint Board Retreat            |
| March 4, 12 – 2 pm            | BSA Foundation Board Meeting   |
| April 29, 8:00 – 10:00        | Joint Board Meeting            |
| June 11, 8:00 – 10:00 am      | Joint Board Meeting            |
| September 17, 8:30 – 10:30 am | Joint Board Meeting            |
| October 8, 8:30 – 10:30 am    | BSA Foundation Board Meeting   |
| November 18, 12 – 2 pm        | BSA Foundation Board Meeting * |

- *Date and time may be shifted and held as a joint board meeting*

**VISION:**

By 2030, Boston is a model of a resilient, equitable and architecturally vibrant city and region.

**MISSION:**

To build a better Boston by:

1. Engaging the public in the importance and power of design.

2. Inspiring vibrant neighborhoods & a more resilient & equitable city through design explorations with community-based audiences.

3. Provoking change through strong collaborative efforts and strategic use of our resources, including BSA Space.

**BACKGROUND:**

About the BSA Foundation, the Boston Society of Architects/ AIA (BSA), and BSA Space.

The BSA Foundation, created by the BSA in 1971, is committed to engaging the public in appreciating design excellence and helping solve our community's challenges through design. In 2014, the Foundation expanded our focus to "build a better Boston by engaging communities, inspiring vision, and provoking positive change" through design. We deliver the mission through exhibitions at BSA Space, youth and family design education programs, cultural programming, community, and civic work.

The BSA is committed to professional development for our members, advocacy on behalf of great design, and sharing an appreciation for the built environment with the public at large. Established in 1867, the BSA today has nearly 4,000 members and produces a diverse array of programs and publications, including ABX, and ArchitectureBoston the design ideas magazine. A chapter of the American Institute of Architects, the BSA is a nonprofit, professional-service organization for the design and building industry profession.

BSA Space is Boston's center for architecture and design and is home to the BSA and BSA Foundation. We host exhibitions, public and professional. Visitors are invited to view their world differently, imagine new possibilities for improving their community, and learn achievable and remarkable ways to do it. The BSA Space opened in 2012 and is free and open to the public.

**STRATEGIC GOAL 1:**  
Ensuring access for every child in Boston to design education.

1. Expand design education programs to more neighborhoods.
2. Offer family design programs on more weekends.
3. Engage potential partner design education groups, local universities, state and local education leaders in a roundtable to facilitate expansion of design education.
4. Develop design education coalition to meet with leading city and state education administrators to explore and develop design curriculum for schools.
5. Develop and regularly offer design education training programs for educators and architects.
6. Tie exhibitions (when appropriate) to youth design education goals.
7. Mobilize foundation and corporate support for education initiatives.
8. Align BSA Foundation grants to support design education.

**STRATEGIC GOAL 2:**  
Providing access to design resources for every neighborhood in Boston.

1. Expand community design programs to more communities in need by developing a project selection process.
2. Engage public figures, community leaders, key institutions, architecture firms, and design schools to deepen our understanding of community needs and opportunities and explore how to build the infrastructure.
3. Engage related organizations to build a coalition focused on providing design, planning, and building resources in communities.
4. Tie appropriate exhibitions to addressing neighborhood design challenges.
5. Partner with local universities and others to develop assessment tools.
6. Mobilize foundation and corporate support for community initiatives.
7. Align BSA Foundation grants to support community resources projects.

**STRATEGIC GOAL 3:**  
Using design to engage and empower the public to address regional challenges.

1. Build structure to organize and grow design workshop/charrette programming.
2. Deepen the impact of the Designing Boston (and related) programs.
3. Coordinate policy and growth agenda with the BSA advocacy agenda.
4. Build a coalition of like-minded organizations to advance policies and growth that support equity, resiliency and design excellence.
5. Develop and implement coordinated communication strategies around policy and growth.
6. Provide high quality public programs that increase awareness of excellent design policies and growth.
7. Mobilize foundation and corporate support for the design policy and growth agenda.

**MEASURES OF SUCCESS:**

- Annually**
- # Boston children who have access
  - Level of understanding
  - City and media recognition
- Long-term**
- Boston students entering architecture/design profession
  - Level of community engagement using design thinking
  - Quality of Boston design

**MEASURES OF SUCCESS:**

- Annually**
- # Boston neighbors using design resources to solve challenges
  - Quality of design projects
  - City and media recognition
- Long-term**
- Access of design resources for all neighborhoods
  - Quality and affordability of housing, resiliency, etc. for every neighborhood

**MEASURES OF SUCCESS:**

- Quality of design in Boston
- Impact of policies on the urban core
- Recognition of policies in media and other cities
- Level of city leadership support for policies

**DELIVERY TOOLS:**

**YOUTH & FAMILY PROGRAMS:**  
Learning by Design  
KidsBuild!  
Family Design Days

**COMMUNITY DESIGN:**  
CDRC  
Workshops & charrettes  
Designing Boston & forums

**EXHIBITIONS:**  
6,500 square feet of gallery space

**GRANTS:**  
Distributed more than \$1million supporting community based design education.

**CULTURAL PROGRAMMING:**  
Common Boston  
AIA Guide to Boston App  
Tours, Films

**VISION:**

**By 2030, BSA/AIA architects will be leading professionals advancing design excellence; sustainable and resilient design; and equity, diversity, and inclusion.**

**MISSION:** from our charter

**Collegiality:** To unite in fellowship the architects of the BSA/AIA territory.

**Best practices and design quality:** To combine the efforts of our members to promote the artistic, scientific, and administrative competence of the profession.

**Goals and ethical standards of the profession:** To forward the goals of the AIA and to urge adherence to its ethical standards.

**Public design engagement and education:** Engage the widest possible public to broaden the understanding of the value of design and its role in creating a vibrant city and region.

**BSA/AIA + BSA FOUNDATION**

**By 2030, Boston is a model of a resilient, equitable, and architecturally-vibrant city and region**

**BACKGROUND:**

About the **Boston Society of Architects/AIA (BSA/AIA)**, the **BSA Foundation**, and **BSA Space**.

**The BSA/AIA** is committed to professional development for our members, advocacy on behalf of great design, and sharing an appreciation for the built environment with the public at large. Established in 1867, the BSA/AIA today has nearly 4,500 members and offers unparalleled programs, services, and publications that foster innovation, equity, economic vitality, and resiliency throughout New England, North America, and the world.

**The BSA Foundation**, a 501(c)(3) public charity, has a mission to build a better Boston by engaging communities, inspiring vision, and provoking positive change. The BSA Foundation's vision is that by 2030 Boston is a model of a resilient, equitable, and architecturally vibrant city and region. The BSA Foundation was established by BSA/AIA in 1971 as the public service sister organization to the BSA/AIA. Since 2014 the BSA Foundation has served over 100,000 people.

**BSA Space** is Boston's center for architecture and design and is home to the BSA/AIA and BSA Foundation. We host public and professional exhibitions. Visitors are invited to view their world differently, imagine new possibilities for improving their community, and learn achievable and remarkable ways to do it. BSA Space opened in 2012 and is free and open to the public.

**STRATEGIC GOAL #1**

**Practice excellence**

Advance design and professional excellence and equity within the architectural community, through supporting a diverse range of models of architectural practice and design.

**PRIORITIES**

Help the architectural community, including students and interns, improve the quality of design and their practice by:

- Exploring a wide range of new practice models
- Remediating patterns of racial and gender inequality within the profession
- Expanding opportunities for public interest/pro bono design services
- Professional development

**STRATEGIC GOAL #2**

**Design and building excellence**

Improve the quality of building construction through collaboration and thought leadership in the AEC industry.

**PRIORITIES**

Work with professional and industry partners to promulgate and share best practices that improve the quality of design and construction, by exploring and advancing:

- Encouraging innovative design approaches
- BIM and other new forms of information technology
- New methods of project delivery and development
- New methods of fabrication and assembly

**STRATEGIC GOAL #3**

**Public policy and advocacy**

Advocate for public policies in planning and design that will create a more beautiful, vibrant, and just city and region, through partnership with government agencies and other nonprofits.

**PRIORITIES**

With AIA Massachusetts, advocate for government programs, policies, regulations, and laws that advance BSA/AIA ethical standards and policy goals for:

- Design excellence
- Equity and inclusion
- Climate change/sustainability
- Resiliency/adaptation
- Housing
- City and regional planning

**STRATEGIC GOAL #4**

**Public design engagement and education**

Engage the widest possible public to broaden the understanding of the value of design and its role in creating a vibrant and just city and region.

**PRIORITIES**

Work with the BSA Foundation to strengthen civic engagement activities that make the public aware of efforts throughout the region to advance:

- Design excellence
- Equity and inclusion
- Climate change/sustainability
- Resiliency/adaptation
- Housing
- City and regional planning

continued from page 1

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**Public design engagement and education:** Engage the widest possible public to broaden the understanding of the value of design and its role in creating a vibrant city and region

| <b>STRATEGIC GOAL #1</b><br><b>Practice excellence</b>   | <b>STRATEGIC GOAL #2</b><br><b>Design and building excellence</b>  | <b>STRATEGIC GOAL #3</b><br><b>Public policy and advocacy</b>   | <b>STRATEGIC GOAL #4</b><br><b>Public design engagement and education</b>   |
|--|--|---|---|
| <p><b>Partners to engage</b></p> <ul style="list-style-type: none"> <li>• Massachusetts architects, interns, and firm employees</li> <li>• Massachusetts AE firms</li> <li>• Massachusetts architectural students and teachers</li> <li>• Massachusetts architecture schools</li> <li>• Executive Education</li> </ul> | <p><b>Partners to engage</b></p> <ul style="list-style-type: none"> <li>• Same as Goal #1</li> <li>• Professional groups: BSLA, ACEC</li> <li>• Industry groups: ABC, USGBC, ULI, AGC, NAIOP, GBREB</li> <li>• State and city construction agencies: DSB, DCAM, MSBA, BPFDD</li> </ul> | <p><b>Partners to engage</b></p> <ul style="list-style-type: none"> <li>• Same as Goals #1 + #2</li> <li>• BSA Foundation, AIA Massachusetts</li> <li>• City, regional, and state agencies (e.g. Cities of Boston, Cambridge, and Somerville; MAPC; Mass EEA, etc.)</li> <li>• Nonprofits (e.g. Green Ribbon Commission, Boston Harbor Now, partners in Smart Growth Alliance, etc.)</li> </ul> | <p><b>Partners to engage</b></p> <ul style="list-style-type: none"> <li>• Same as Goals, #1,#2,+ #3</li> <li>• School children, parents, teachers</li> <li>• Community partners</li> <li>• General public</li> </ul>  |
| <p><b>Tools</b></p> <ul style="list-style-type: none"> <li>• All BSA committees</li> <li>• ABX, other educational programs</li> <li>• <i>ArchitectureBoston</i>, Currents, website, social media</li> <li>• Design Awards</li> <li>• Social events</li> </ul>  | <p><b>Tools</b></p> <ul style="list-style-type: none"> <li>• All BSA committees</li> <li>• ABX, other educational programs</li> <li>• <i>ArchitectureBoston</i>, Currents, website, social media</li> <li>• Design Awards</li> <li>• Social events</li> </ul>                          | <p><b>Tools</b></p> <ul style="list-style-type: none"> <li>• BSA Advocacy committees</li> <li>• Policy documents</li> <li>• Lectures, symposia, forums</li> <li>• Community projects, design workshops/charrettes</li> <li>• <i>ArchitectureBoston</i></li> <li>• Gallery exhibitions in BSA Space</li> </ul>   | <p><b>Tools</b></p> <ul style="list-style-type: none"> <li>• KidsBuild!</li> <li>• Community projects, design workshopscharrettes</li> <li>• <i>ArchitectureBoston</i></li> <li>• Gallery exhibitions in BSA Space</li> <li>• BSA + BSA Foundation sponsored lectures, symposia, forums</li> <li>• Design Awards</li> </ul> |
| <p><b>Success metrics</b></p> <ul style="list-style-type: none"> <li>• BSA professional and associate membership</li> <li>• Committee membership, participation, and events</li> <li>• Attendance, revenues from ABX, and other programs</li> </ul>  | <p><b>Success metrics</b></p> <ul style="list-style-type: none"> <li>• BSA Affiliate membership</li> <li>• Participation of affiliates and non-BSA members in committees</li> <li>• Attendance of affiliates and non-BSA members at ABX, other programs and events</li> </ul>          | <p><b>Success metrics</b></p> <ul style="list-style-type: none"> <li>• Participation in policy working groups with government agencies and nonprofits</li> <li>• Development and dissemination of policy positions</li> <li>• Advances in government policies and regulations</li> </ul>  | <p><b>Success metrics</b></p> <ul style="list-style-type: none"> <li>• Participation in KidsBuild!</li> <li>• Number and effectiveness of community projects and workshops</li> <li>• Circulation of <i>ArchitectureBoston</i></li> <li>• Attendance at gallery exhibitions, public</li> </ul>                              |



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