

To: BSA Foundation Trustees
From: Mike Davis FAIA, chair
Re: Meeting agenda
Date: Wednesday, July 15, 2015

Our next meeting begins at 12:00pm on Wednesday, July 15 at BSA Space, 290 Congress Street, Boston.
Lunch will be provided at 11:45am.

AGENDA

12:00 PM	Call to Order	
	<ul style="list-style-type: none">Approval of April 15, 2015 meeting minutes [VOTE]	p. 4
12:05 PM	Treasurer's Report	
	<ul style="list-style-type: none">2015 Q2 reports2014 Audit reviewFinance Committee recommendations	p. 9 p. 12 p. 26
12:20 PM	Institutional Advancement	p. 28
	<ul style="list-style-type: none">Meet the FoundationFundraising processEngaging donors	
1:40 PM	Joint Strategic Collaboration update	
	<ul style="list-style-type: none">Communications strategy	p. 31
1:50PM	Other Business	
	<ul style="list-style-type: none">CDRC follow up	
2:00PM	Adjourn	

ENCLOSURES:

2015 Trustees list	p. 2	2015 Q1 Development report	p. 28
2015 Meeting schedule	p. 3	Joint Strategic Collaboration update	p. 31
April 2015 minutes	p. 4	Public Programs Cte update	p. 33
Executive Director report	p. 6		
2015 Q2 Financial reports	p. 9		
2014 Audit review	p. 12		
Finance Cte recommendations	p. 26		

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2015 Meeting Schedule

All meetings held at BSA Space

*Wednesday, January 14 <i>Orientation meeting</i>	12-2p
Thursday, January 15 <i>Reception w/ BSA board</i>	6-8p
*Wednesday, April 15	12-2p
*Wednesday, July 15	12-2p
Thursday, September 10 <i>Joint meeting w/ BSA Board</i>	8:30-10:30a
*Wednesday, October 14 <i>Annual meeting</i>	12-2p

*All Executive Committee meetings are held from 11a-12p, prior to each board meeting.

Minutes from the April 15, 2015 meeting of the Board of Trustees

Present: Arthur Cohen FAIA, Mike Davis FAIA, Nadine Gerdts, Bennet Heart, Eric Krauss, Peter Kuttner FAIA, Jessica Smith, Laura Wernick FAIA, Margaret Wigglesworth

Guests: Sam Batchelor AIA

Staff: Polly Carpenter AIA, Ben Cohen, Tyler Huntington, Penny Mitchell, Gretchen Schneider AIA, Eric White

Absent: Anthony Consigli, Steve Eustis, Vivien Li, Anne-Marie Lubenau AIA, Peter Madsen FAIA

Call to Order: Davis called the meeting to order at noon and welcomed the board.

Minutes: Upon a motion by Krauss, seconded by Smith, it was

VOTED to accept the minutes of the January 14, 2015 meeting as submitted; unanimous.

Treasurer's Report: Controller Cohen reviewed Q1 financial reports, including expenses, revenue and investments. Cohen reminded the board that Nardella & Taylor has completed the 2014 audit review and it will be tabled for the July 15 meeting. Cohen briefly reviewed and discussed our major revenue and expenses, including 2014 fundraising pledges, the balance of the previous Barr Foundation grant and that we gave \$44K in education grant awards.

Cohen briefly reviewed the 2014 tax return. Upon a motion by Wernick, seconded by Gerdts, it was

VOTED to accept and file the 2014 tax return prepared by Nardella & Taylor;

Unanimous.

Institutional Advancement Committee Update: Mitchell briefly reviewed the Q1 development report and noted that the *Meet the BSA Foundation* group is now referred to as the Institutional Advancement Committee (IAC), appointing Wernick as chair. In March, a group of nine members, including some key staff, went to a Benevon training to further develop our sustainable fundraising strategy. Mitchell requested that all board members invite at least 10 new people to a *Meet the BSA Foundation* meeting.

Document Amendments: Heart briefly reviewed the Foundation's Declaration of Trust and explained that in order to make the document consistent with the new bylaws (previously approved by the board) both Article IV and VI need to be amended. Upon a motion by Wigglesworth, seconded by Krauss, it was VOTED to accept the amendments, as proposed; unanimous.

Heart also reviewed the Collaboration Agreement, as drafted by the Joint Strategic Collaboration Committee, and recommended its adoption. Upon a motion by Cohen, seconded by Gerdts, it was

VOTED to accept the Collaboration Agreement, as proposed; unanimous.

**Design
Excellence &
Design
Assistance:**

Davis reviewed the Foundation's current design-related activities and our civic agenda including: the *Living with Water* competition, *Designing Boston* series, *Boston Futures: 2024 and Beyond* series, Renovate for Recovery, and assisting with the City's cultural plan.

Davis reviewed what we want to do and discussed the need for pro bono design services, similarly to the mission of the Community Design Resource Center (CDRC). Davis introduced CDRC President Sam Batchelor AIA and CDRC Executive Director Gretchen Schneider AIA, and they discussed the organizations history, mission, and the work they do.

Davis led a discussion exploring a potential partnership and what it would look like and the board requested that CDRC leadership draft a brief proposal outlining the potential partnership.

Other Business: No other business was discussed.

Executive Session: At 1:45p the board entered into executive session to discuss the Executive Director's contract.

Adjourn: The meeting adjourned at 2pm.

Respectfully submitted,

Nadine Gerdts
Secretary

To: BSA Foundation Board
From: Eric White
Re: Executive Director's Report
Date: July 15, 2015

Financials

The BSA Finance Committee convened on June 18 and discussed finances through May 31, investment portfolio, and the 2014 audit review from Nardella & Taylor. Attached is a report including next steps. Additionally, the Committee and staff are beginning to draft the 2016 operating budget.

Development

See Q2 Development report for more information.

Communications

The ongoing promotion of public programs, including design exhibitions, includes the weekly distribution of an e-newsletter called @BSASpace, a digest that is distributed to more than 3,000 public readers. This newsletter also features impact stories related to the Foundation's mission. Recent website development on architects.org/foundation includes creating a Civic Engagement space that is co-branded with the BSA as well as providing a better framework for storytelling.

WGBH's Forum Network continues to film and post civic programming to its Forum Network, including the June 22 Boston Futures discussion, which a community discussion series focused on city building opportunities vis-à-vis a potential Olympics. The Boston Futures discussion series requires a coordinated media and outreach campaign among its co-organizers, including Boston 2024, the BSA/AIA, the BSLA, the Harvard GSD, MIT School of Architecture and Planning, Northeastern University School of Architecture, ULI, and the Venture Cafe.

Civic

Boston Futures: 2024 and Beyond is a series of conversations launched last month that focus on the legacy of the Olympic Games, starting with the question of what do we want the city to be? Panel discussions will be held at various venues, including BSA Space, Northeastern, MIT and Harvard. The upcoming discussion, held at BSA Space and moderated by Chris Reed of Stoss, will focus on parks and open space and Olmsted's legacy. Other topics include resiliency/climate change, transportation and mobility; and innovation and entrepreneurship.

Staff is working City Hall leadership with both RFI responses to City Hall Plaza as well as the citywide planning efforts.

Joint Strategic Collaboration Committee

The BSA/Foundation Joint Strategic Collaboration Committee convened to discuss a communications implementation strategy (see agenda).

Exhibitions & Programs

Bigger than a Breadbox, Smaller than a Building opened on June 17 to a large, diverse, and particularly young crowd who came to BSA Space to engage with each other and explore the installations. This latest exhibition, curators by Rob Trumbour and Aaron Willette of Khora LLC look at mid-size installation as a medium through which architects can explore and prototype innovative materials and techniques.

The storefront gallery is also pressing forward, with recently installed infographics around sea level rise, interpretive signage around the Boston model, and the development of eye-catching graphics for the windows. Work on the gallery will continue throughout the year.

Spring programs team have included discussions around Boston 2024, building tours, film series, the Architecture Cruise kicking off, Family Design days and KidsBuild, a sketching tour, and a small exhibition around global density in urban areas. This summer there are plans for a wide array of public programs, including sketching and photo tours, adult lego design workshops, and a new series of restaurant tours called Dining with Design.

Programs

Foundation Programs April –June 2015

4/2—Housing Urban Design Final Presentations
4/3—Film Series: TINY
4/6—Designing Boston: Ted Landmark
4/7—Building Blocks: Art Deco
4/11&12—KidsBuild
4/14—Student Design Day at New Academy Estates in Roxbury
4/15—Student Design Day: International School of Boston
4/21—Student Design Day: Pierce School
4/22—Living with Water Pin Up
4/22 & 4/23—Student Design Day: Teen Workshop
4/25—Art Deco Building Tour
4/30—Typecast: Twelve Quick Talks on Type (BSA/AIGA partnership)
5/1—Film Series: Detropia
5/5—Student Design Day: Homeschool
5/5—Living with Water program @ Goulston Storrs
5/6—What the Sketch
5/8—Student Design Day: Homeschool
5/12—Nancy Seasholes: Gaining Ground
5/16—Family Design Day: Living with Water

6/8—Living with Water Final Awards Reception
6/9—Student Design Day: Homeschool
6/12—Student Design Day: Homeschool
6/17—Breadbox Exhibition Opening Reception
6/19—INTER/SECTIONS: The Work of Janet Echelman
6/20—Family Design Day: Art in Public Places
6/24—City Sketch Walk

Upcoming Foundation Programs July-August 2015

7/8—Dining with Design: TRADE
7/16—Biennale Opening Reception
7/18—Walking Tour: Back Bays Evolving Skyline
7/21—BSA Foundation Golf Tournament
7/22—Eyes on Boston: Urban Photo Walk
8/5—Happy House Design Studio: LEGO Challenge
8/17—Ding with Design: The Sinclair
8/29—Walking Tour: Architectural Darwinism

Fall—Bigger than a Breadbox programming
Fall—Film Series
Fall—Dining with Design (cont.)
Fall—Book Talks

Press Since May

Artscope: International Artists Explore Font as Art (SteroType exhibition) <http://zine.artscopemagazine.com/2015/04/stereotype/>

The Boston Globe: Steps to make Boston a model for development (David Eisen's piece) <http://www.bostonglobe.com/opinion/2015/05/26/steps-make-boston-model-for-development/kfwZ3cxyWmjXaaCwGFKhSP/story.html>

The Boston Globe: Think outside the box: Tips for great outdoor spaces (Homeowners Project Handbook mention) <https://www.bostonglobe.com/lifestyle/real-estate/2015/05/30/think-outside-box-tips-for-great-outdoor-spaces/W4Urx1xHnpXIIuSHJAQY1K/story.html#>

WGBH: <http://wgbhnews.org/post/bostons-living-water-winners-design-solutions-rising-sea-levels>

Boston City TV: [Mayor Walsh speaks at the Boston Living with Water Awards Ceremony](#)

BNN News: [BNN News looks at "Boston Living with Water"](#)

Boston architecture: Center Plaza, symbol of a rejected era, getting new look: <http://www.bostonglobe.com/business/2015/06/10/center-plaza-renovations-add-locally-owned-restaurants-high-end-shops-maybe-music-venues/hue5k7ZvFyvWkDLiqLBiZI/story.html>

<http://www.gsd.harvard.edu/#/news/gsd-alumni-professors-students-lead-in-boston-living-with-water.html>

<http://nextcity.org/daily/entry/design-look-boston-living-with-water-winners>

Boston from the Ground Floor
(landscapearchitecturemagazine.org)

The Collaborative Competition
(high-profile.com)

Check out these awesome offices around Boston
(boston.com)

Viewing Boston Landmarks from the Water
(bu.edu)

Winners of Boston Living with Water Competition Announced
(archdaily.com)

Photos from the "Bigger Than a Breadbox" opening reception
(archinect.com)

BSA Foundation Budget 2015

Account #	Account Description	Expenses			Revenue			Notes
		Q2 2015	2015 Budget	variance	Q2 2015	2015 Budget	Variance	
	<u>Investments & Fundraising</u>							
4125	Contributions				9,150		9,150	
4180	Memorial Contribution							
4115	Friends of Architecture					2,800	(2,800)	
5135	Fundraising(Benavon)	34,805	30,000	(4,805)				Meet the Foundation
4150-6130	Investment Income					68,073	(16,947)	5% of value of Fidelity account - 2015 budget
	<u>Events</u>							
4320/5320	Golf Tournament	1,000	40,000	39,000	40,200	58,000	(17,800)	
4350-5350	What the Sketch	1,608	3,000	1,392	5,650	9,000	(3,350)	
4135/5135	Ask Event		20,000	20,000		20,000	(20,000)	Fundraiser in December at BCEC
4131	Support from BSA				213,968	427,935	(213,968)	
	Total Investment & Fundraising	37,413	93,000	55,587	268,968	585,808	(316,840)	
	<u>Marketing & Communications</u>							
6260	Website	1,313	10,000	8,687				
6215	General Marketing	3,610	20,000	16,390				
6216	Advertising	4,750	27,000	22,250				WBUR, WGBH Radio & TV
6214	E-Newsletter							
6217	Collateral	541	15,000	14,459				
6218	Branding		5,000	5,000				
	Total Marketing	10,214	77,000	66,786				
	<u>Exhibitions</u>							
4805/5805	2nd floor	92,148	145,000	52,852	14,943		14,943	revenue equals exhibit traveling to other locations
5810	1st floor	4,361	25,000	20,639				
5815	Sidewalk Competition		15,000	15,000				
5820	Exhibition Programs	1,220	5,000	3,780				
4825/5825	Video Fundraiser		5,000	5,000		50,000	(50,000)	
	Total Exhibitions	97,728	195,000	97,272	14,943	50,000	(35,057)	
	<u>Programs</u>							
4355/5355	Public Program General	4,182	6,300	2,118	4,544	12,500	(7,956)	
4346/5346	IDEAS Conference/BRA	20,232		(20,232)	20,000		20,000	
4312/5312	Design for Aging				2,500		2,500	
4315/5315	Civic Programs	1,480	15,000	13,520				Need grant funding to support
4305/5305	College Fair		7,000	7,000		15,000	(15,000)	
4105/6105	Common Boston	197	15,000	14,803	500	3,000	(2,500)	revenue from sponsors
4340/5340	Boat Tours	78	500	422		4,000	(4,000)	
4330/5330	Youth Family Programs	4,003	9,500	5,497	11,747	17,500	(5,753)	\$14K sponsors
5357	Podcasts (CultureNOW)		4,000	4,000				
5680-01	Grants Awarded from Foundation		40,000	40,000				
	Total Programs	30,173	97,300	67,127	39,291	52,000	(12,709)	
	<u>General & Administrative</u>							
	<u>Human Resources</u>							
6010	Salaries	113,171	221,995	108,824				Polly, Penny, 1/2 of Eric and 1/2 of Mary
6015	Payroll Tax	11,317	22,200	10,883				
6020	Bonuses		3,000	3,000				
6025	401K	2,337	6,660	4,323				
6030	Health, Dental LTD Insurance	9,004	18,970	9,966				
6035	Staff Insurance co-pay	(2,135)	(4,515)	(2,380)				
6040	Workers comp							
6099	Misc							
6045	Staff Training	199	500	301				
6050	Staff meetings/reviews	157	300	143				
	Total Human Resources	134,050	269,110	135,060				
	<u>Accounting & Finance</u>							
6120	Audit and Tax services	4,183	4,000	(183)				audit, tax return and supplies
6310	Administrative Fee	4,300	8,600	4,300				
5671	Investment Committee		50	50				
6130	Bank Fees							
6125	Credit Card Fees	1,561	5,000	3,439				
	Fiscal Agency							
6230	Tax Filing	125	125					
	Total Accounting	10,169	17,775	7,606				
	<u>Governance</u>							
5670	Board meetings	345	800	455				
5672	New Trustees	102	250	148				
5673	Committees		200	200				
5674	Board Retreat		1,000	1,000				
5675	Exhibit & Program Committee		100	100				
	Total Governance	447	2,350	1,903				
	<u>Technology</u>							
	Hardware							
	Software							
	Technical Services							
	Staff Training							
	Network Consulting							
	Total Technology							
	<u>Supplies & Operations</u>							
6220	Stationary	822	500	(322)				
6210	Print/Mail/Postage	434	500	66				
6500	Printing & mailing of grant RFP							
6160	Delivery/Shipping		100	100				
6110	ProfessionalDues		650	650				Associated Grant Makers
6145	Supplies	37	500	463				
6240	Telephone							
6150	Copier	318	200	(118)				
	Bad Debt							
6204	Legal		2,500	2,500				
6205	Insurance		2,000	2,000				
6190	Miscellaneous		100	100				
	Total Supplies	1,611	7,050	5,439				
	Total Operating expenses and revenue	321,806	758,585	436,779	323,201	687,808	(364,607)	
	Net operating results before Grants Awarded to the Foundation				1,396	251,029	(249,633)	
4150/6130	Investment Income	1,842	7,840	5,998	51,126	56,927	(5,801)	Balance left after 5% of value of portfolio for grants
4135/5135	Annual Endowment Fundraising				218,275	300,000	(81,725)	
4171/5171	Grants awarded to Foundation				2,500		2,500	Barr Foundation Transportation Grant - Mass Cultural Council

Total surplus/(deficit) included grants awarded & fundraising & investment income

■ 271,455 601,957 (330,503)

BSA Foundation
Profit & Loss
January through June 2015

	<u>Jan - Jun 15</u>
Income	
4805 - Exhibit venue fees	14,942.54
4131 - Support from BSA	213,967.50
4320 - Golf Tournament	40,200.00
4135 - Foundation Endowment	218,275.00
4300 - Programs	
4312 - Design for Aging	2,500.00
4346 - IDeAS Conference - BRA	20,000.00
4330 - Youth Family Programs revenue	11,746.54
4355 - Public Program General revenue	4,544.16
4350 - Sketchit	<u>5,650.00</u>
Total 4300 - Programs	44,440.70
4105 - Common Boston Donations	500.00
4125 - Donation Income	9,150.34
4150 - Investment Income	
4150-01 - AS Dividend Income	5,987.00
4150-03 - AS Long Term Capital Gain	3,530.55
4150-04 - UltraSvAcct Dividend Income	1.47
4150-05 - Realized Gain/Loss Fund Sales	9,271.37
4150-06 - Change in Investment Value	<u>32,335.89</u>
Total 4150 - Investment Income	51,126.28
4170 - Grant Income	<u>2,500.00</u>
Total Income	<u>595,102.36</u>
Gross Profit	595,102.36
Expense	
5672 - New Trustees	101.95
5800 - Exhibitions	
5820 - Exhibition Programs	1,220.05
5810 - 1st floor exhibitions	4,360.60
5805 - 2nd floor exhibitions	<u>92,147.56</u>
Total 5800 - Exhibitions	97,728.21
5320 - Golf Tournament Expenses	1,000.00
5135 - Benevon Events Exp Meet & Ask	34,805.34
5300 - Programs expense	
5346 - IDeAS Conference BRA exp	20,232.47
5330 - Youth Family Programs exp	4,002.68
5355 - Public Program General	3,807.33
5340 - Boat Tours Expense	78.20
5315 - Civic Programs Expenses	1,855.35
5350 - Sketchit	<u>1,607.64</u>
Total 5300 - Programs expense	31,583.67
6105 - Common Boston	197.39
5670 - Board Meeting Expenses	344.96
6000 - Operating Expenses	
6145 - Supplies	36.91
6217 - Collateral	540.95
6216 - Advertising	4,750.00
6050 - Staff Meetings/Review	157.26
6045 - Staff Training	199.45
6035 - Staff Insurance Co-pay	-2,135.39
6030 - Health, Dental, LTD, STD Life	9,004.31
6025 - 401K Matching	2,336.57
6015 - Payroll Tax	11,317.06
6010 - Salaries	113,170.90
6215 - Marketing Expense	3,609.70
6125 - Credit Card Fees	1,560.98
6120 - Accounting	4,183.30
6130 - Advisory Services Fee -Fidelity	1,841.95
6150 - Copier Expenses	317.85
6210 - Postage Expenses	434.09
6220 - Stationery	821.92
6230 - Tax Filing Fees	125.00
6260 - Web Site Expenses	<u>1,313.48</u>
Total 6000 - Operating Expenses	153,586.29
6300 - Other Expenses	
6310 - Administrative Fee	<u>4,300.00</u>
Total 6300 - Other Expenses	4,300.00
Total Expense	<u>323,647.81</u>
Net Income	<u>271,454.55</u>

BSA FOUNDATION

Financial Statements

December 31, 2014 and 2013

(With Independent Accountants' Review Report Thereon)



INDEPENDENT ACCOUNTANTS' REVIEW REPORT

The Board of Trustees and Management
BSA Foundation:

We have reviewed the accompanying statements of financial position of BSA Foundation (a not-for-profit Foundation), as of December 31, 2014 and 2013, and the related statements of activities and changes in net assets and cash flows for the years then ended. A review includes primarily applying analytical procedures to management's financial data and making inquiries of company management. A review is substantially less in scope than an audit, the objective of which is the expression of an opinion regarding the financial statements as a whole. Accordingly, we do not express such an opinion.

Management is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the United States of America and for designing, implementing, and maintaining internal control relevant to the preparation and fair presentation of the financial statements.

Our responsibility is to conduct the review in accordance with Statements on Standards for Accounting and Review Services issued by the American Institute of Certified Public Accountants. Those standards require us to perform procedures to obtain limited assurance that there are no material modifications that should be made to the financial statements. We believe that the results of our procedures provide a reasonable basis for our report.

Based on our reviews, we are not aware of any material modifications that should be made to the accompanying financial statements in order for them to be in conformity with accounting principles generally accepted in the United States of America.

Nardella & Taylor LLP

April 14, 2015

BSA FOUNDATION

Statements of Financial Position

December 31, 2014 and 2013

	<u>2014</u>	<u>2013</u>
<u>Assets</u>		
Cash and cash equivalents	\$ 44,993	\$ 172,494
Contributions receivable	205,372	-
Other receivables	160	-
Due from allied organizations	1,431	2,190
Prepaid expenses and other current assets	1,353	-
Investments, at fair value	1,453,520	1,422,987
Amounts held for others	<u>12,095</u>	<u>17,731</u>
Total assets	<u>\$ 1,718,924</u>	<u>\$ 1,615,402</u>
<u>Liabilities and Net Assets</u>		
Accounts payable and accrued expenses	\$ 9,221	\$ 3,648
Due to allied organizations	21,294	6,517
Amounts held for others	<u>12,095</u>	<u>17,731</u>
Total liabilities	<u>42,610</u>	<u>27,896</u>
Net assets:		
Unrestricted	1,448,108	1,418,082
Temporarily restricted	<u>228,206</u>	<u>169,424</u>
	<u>1,676,314</u>	<u>1,587,506</u>
Total liabilities and net assets	<u>\$ 1,718,924</u>	<u>\$ 1,615,402</u>

See accompanying notes and independent accountants' review report.

BSA FOUNDATION

Statements of Activities and Changes in Net Assets

Years Ended December 31, 2014 and 2013

	<u>2014</u>	<u>2013</u>
Changes in unrestricted net assets:		
Revenues:		
Contributions	\$ 73,485	\$ 4,991
Grants	250	55,820
Program income	4,065	38,085
Investment income	70,931	65,476
Net assets released from restriction	146,590	30,000
Total support and revenue	<u>295,321</u>	<u>194,372</u>
Expenses:		
Program expenses	152,657	117,680
Scholarships, grants and awards	44,200	49,265
Fundraising	41,167	-
Conferences and meetings	406	512
Management fees	8,600	8,600
Investment advisory fees	7,335	7,007
General and administrative	16,291	4,267
Total expenses	<u>270,656</u>	<u>187,331</u>
Gain (loss) on investments:		
Gain on sale of investments	73,921	60,362
Net appreciation (depreciation) in fair market value of investments	<u>(68,560)</u>	<u>117,360</u>
Net gain on investments	<u>5,361</u>	<u>177,722</u>
Increase in unrestricted net assets.	<u>30,026</u>	<u>184,763</u>
Changes in temporarily restricted net assets:		
Revenues:		
Contributions	205,372	-
Grants	-	169,424
Net assets released from restriction	<u>(146,590)</u>	<u>(30,000)</u>
Increase in temporarily restricted net assets	<u>58,782</u>	<u>139,424</u>
Increase in net assets	88,808	324,187
Net assets, beginning of year	<u>1,587,506</u>	<u>1,263,319</u>
Net assets, end of year	<u>\$ 1,676,314</u>	<u>\$ 1,587,506</u>

See accompanying notes and independent accountants' review report.

BSA FOUNDATION

Statements of Cash Flows

Years Ended December 31, 2014 and 2013

	<u>2014</u>	<u>2013</u>
Cash flows from operating activities:		
Increase in net assets	\$ 88,808	\$ 324,187
Adjustments to reconcile increase in net assets to net cash provided by operating activities:		
Gain on sale of investments	(73,921)	(60,362)
Net (appreciation) depreciation in fair market value of investments	68,560	(117,360)
Changes in operating assets and liabilities:		
Contributions receivable	(205,372)	30,000
Other receivables	(160)	-
Due from allied organizations	759	(930)
Due to allied organizations	14,777	1,926
Accounts payable and accrued expenses	5,573	(488)
Net cash provided by (use in) operating activities	<u>(100,976)</u>	<u>176,973</u>
Cash flows from investing activities:		
Proceeds from sale of investments	507,096	361,794
Purchases of investments	<u>(533,621)</u>	<u>(383,259)</u>
Net cash used in investing activities	<u>(26,525)</u>	<u>(21,465)</u>
Increase (decrease) in cash and cash equivalents	(127,501)	155,508
Cash and cash equivalents at beginning of year	<u>172,494</u>	<u>16,986</u>
Cash and cash equivalents at end of year	<u>\$ 44,993</u>	<u>\$ 172,494</u>

See accompanying notes and independent accountants' review report.

BSA FOUNDATION

Notes to Financial Statements

December 31, 2014 and 2013

(See Accompanying Independent Accountants' Review Report)

(1) Nature of Operations

The BSA Foundation (the "Foundation") is a Massachusetts non-profit organization with a mission to promote public awareness of the built environment and the processes that shape it. The Foundation's activities include the hosting of educational conferences as well as providing financial support to public education programs that elevate public awareness of design in the broadest sense. The Foundation derives its revenues primarily from fundraising and grants.

(2) Summary of Significant Accounting Policies

The following is a summary of significant accounting policies applied by the Foundation in the preparation of the accompanying financial statements.

(a) Financial Statement Presentation

The Foundation reports information regarding its financial position and activities according to three classes of net assets: unrestricted, temporarily restricted and permanently restricted.

Unrestricted net assets represent net assets without existing donor-imposed stipulations as to their use by the Foundation. Temporarily restricted net assets are net assets with donor imposed time or purpose restrictions that have not yet expired or been met by the Foundation. Permanently restricted net assets are assets with donor-imposed restrictions that require the amount to be held in perpetuity by the Foundation.

(b) Basis of Accounting

The financial statements have been prepared using the accrual basis of accounting. Under the accrual basis of accounting, revenues are recorded as earned and expenses are recorded at the time the liabilities are incurred.

(c) Cash Equivalents

For purposes of the statement of cash flows, the Foundation considers all highly liquid debt instruments purchased with an original maturity of three months or less to be cash equivalents.

BSA FOUNDATION

Notes to Financial Statements

December 31, 2014 and 2013

(See Accompanying Independent Accountants' Review Report)

(2) Summary of Significant Accounting Policies (continued)

(d) Contributions Receivable

Contributions receivable consist of unconditional promises to give that are expected to be collected in future years. Contributions receivable are reported as temporarily restricted support unless explicit donor stipulations or circumstances surrounding the pledge make clear the donor intended it to be used to support activities in the current period.

(e) Recognition of Income

BSA Foundation reports gifts as unrestricted support if they are received without donor stipulations that would limit the use of the donated assets. They are classified as increases in temporarily restricted net assets if the donor imposes restrictions on their use, including those for which payment is not due until future periods. Upon the satisfaction of the usage or time restriction, the net assets are reclassified as unrestricted support. The Foundation's policy is to report as unrestricted support contributions with donor-imposed restrictions when these restrictions are met in the same year that the contribution was received.

The Foundation's contributions come primarily from architecture firms, engineering firms, construction firms, other non-profit organizations, and individual donors.

Realized and unrealized gains on investments as well as interest and dividend income are recognized as increases in unrestricted net assets unless their use is temporarily or permanently restricted by explicit donor stipulations or by law. Realized gains on investments are computed using the average cost method.

(f) Investments

Investments in marketable securities are stated at fair value and consist of equity and bond mutual funds, as well as temporary investments in money market funds.

BSA FOUNDATION

Notes to Financial Statements

December 31, 2014 and 2013

(See Accompanying Independent Accountants' Review Report)

(2) Summary of Significant Accounting Policies (continued)

(g) Income Taxes

BSA Foundation is a not-for-profit organization under Section 501(c)(3) of the Internal Revenue Code and is exempt from income tax. The Foundation files tax returns in the U.S. federal jurisdiction as well as in Massachusetts. Generally, the Foundation's tax returns are no longer subject to examinations by federal or state tax authorities for years prior to 2011.

(h) Risks and Uncertainties

Financial instruments that potentially subject the Foundation to concentrations of credit risk consist principally of temporary cash investments and marketable securities. The carrying amounts of these financial instruments approximate their fair value.

The Foundation places its temporary cash investments with creditworthy, high quality financial institutions. The Federal Deposit Insurance Corporation (FDIC) insures interest-bearing cash balances up to \$250,000 per depositor, per bank. At times, such balances may exceed federally insured limits; however, the Foundation did not have cash balances in excess of FDIC insured limits as of December 31, 2014 and 2013.

The Foundation's investment securities, including temporary investments in cash equivalents, are held by a brokerage firm that is a member of the Securities Investment Protection Corporation (SIPC). Securities held by member brokerage firms, including up to \$100,000 of cash equivalents, are insured by the SIPC up to \$500,000 per customer, per brokerage firm. SIPC protection would be triggered only in the event of a financial failure and liquidation of a participating brokerage firm or if the customer's securities are not returned. This protection does not cover investment losses in customer accounts due to market fluctuations or other claims for losses incurred while the brokerage firm remains in business.

Investment securities are exposed to various risks, such as changes in interest rates or credit ratings and market fluctuations. Due to the level of risk associated with certain investment securities and changes in the market value of investment securities, it is possible that the value of the Foundation's investments and total net assets balance could fluctuate materially.

BSA FOUNDATION

Notes to Financial Statements

December 31, 2014 and 2013

(See Accompanying Independent Accountants' Review Report)

(2) Summary of Significant Accounting Policies (continued)

(i) Use of Estimates

The preparation of financial statements in accordance with accounting principles generally accepted in the United States of America requires management to make estimates and assumptions that affect certain reported amounts and disclosures. Accordingly, actual results could differ from those estimates.

(3) Contributions Receivable

Contributions receivable are summarized as follows as of December 31:

	<u>2014</u>	<u>2013</u>
Unconditional promises expected to be collected in:		
Less than one year	\$ 56,000	\$ -
Two to five years	<u>163,150</u>	<u>-</u>
	219,150	-
Less: unamortized discount	<u>(13,778)</u>	<u>-</u>
	<u>\$ 205,372</u>	<u>\$ -</u>

Contributions receivable are discounted using a rate of 3% for the year ended December 31, 2014.

(4) Fair Value Measurements

Under U.S. GAAP, fair value is an exit price, representing the amount that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants. As such, fair value is a market-based measurement that should be determined based on assumptions that market participants would use in pricing an asset a liability. As a basis for considering such assumptions U.S. GAAP establishes a three-tier value hierarchy, which prioritizes the inputs used in the valuation methodologies in measuring fair value.

BSA FOUNDATION

Notes to Financial Statements

December 31, 2014 and 2013

(See Accompanying Independent Accountants' Review Report)

(4) Fair Value Measurements (continued)

Level 1 – Observable inputs that reflect the quoted prices (unadjusted) for identical assets or liabilities in active markets.

Level 2 – Include other inputs that are directly or indirectly observable in the marketplace.

Level 3 – Unobservable inputs which are supported by little or no market activity.

The fair value hierarchy also requires an entity to maximize the use of observable inputs and minimize the use of unobservable inputs when measuring fair value.

The Foundation measures its investments in marketable securities at fair value using quoted market prices or alternative pricing sources and models that utilize market observable inputs. Fair values of all investment holdings are measured using the published closing market price as of the last trading day of the year.

The following table sets forth by level within the fair value hierarchy, the Foundation's assets at fair value:

<u>December 31, 2014</u>	<u>Total</u>	<u>Quoted Prices in Active Markets for Identical Assets (Level 1)</u>	<u>Significant Other Observable Inputs (Level 2)</u>	<u>Significant Unobservable Inputs (Level 3)</u>
Cash and cash equivalents:				
Money market funds	\$ 21,075	\$ 21,075	\$ -	\$ -
Marketable securities:				
U.S. equity funds	1,079,551	1,079,551	-	-
U.S. bond funds	352,894	352,894	-	-
Total investments	<u>\$ 1,453,520</u>	<u>\$ 1,453,520</u>	<u>\$ -</u>	<u>\$ -</u>

BSA FOUNDATION

Notes to Financial Statements

December 31, 2014 and 2013

(See Accompanying Independent Accountants' Review Report)

(4) Fair Value Measurements (continued)

<u>December 31, 2013</u>	<u>Total</u>	<u>Quoted Prices in Active Markets for Identical Assets (Level 1)</u>	<u>Significant Other Observable Inputs (Level 2)</u>	<u>Significant Unobservable Inputs (Level 3)</u>
Cash and cash equivalents:				
Money market funds	\$ 13,441	\$ 13,441	\$ -	\$ -
Marketable securities:				
U.S. equity funds	1,036,029	1,036,029	-	-
U.S. bond funds	373,517	373,517	-	-
Total investments	<u>\$ 1,422,987</u>	<u>\$ 1,422,987</u>	<u>\$ -</u>	<u>\$ -</u>

(5) Investments

Investments consist of marketable securities, stated at fair value, and are summarized as follows as of December 31, 2014 and 2013:

	<u>2014</u>		<u>2013</u>	
	<u>Cost</u>	<u>Fair Value</u>	<u>Cost</u>	<u>Fair Value</u>
Money market funds	\$ 21,075	\$ 21,075	\$ 13,441	\$ 13,441
U.S. equity funds	939,058	1,079,551	820,618	1,036,029
U.S. bond funds	345,743	352,894	372,724	373,517
	<u>\$ 1,305,876</u>	<u>\$ 1,453,520</u>	<u>\$ 1,206,783</u>	<u>\$ 1,422,987</u>

BSA FOUNDATION

Notes to Financial Statements

December 31, 2014 and 2013

(See Accompanying Independent Accountants' Review Report)

(5) Investments (continued)

Total return on investments was as follows for the year ended December 31:

	<u>2014</u>	<u>2013</u>
Interest and dividends	\$ 18,947	\$ 16,945
Capital gain distributions	<u>51,984</u>	<u>48,531</u>
Total investment income	<u>70,931</u>	<u>65,476</u>
Appreciation (depreciation):		
Net gain on sale of investments	73,921	60,362
Net appreciation (depreciation) in market value of investments	<u>(68,560)</u>	<u>117,360</u>
	<u>5,361</u>	<u>177,722</u>
Total return on investments	<u>\$ 76,292</u>	<u>\$ 243,198</u>

(6) Related Party Transactions

A related party, the Boston Society of Architects, (the "BSA"), provides administrative services to the Foundation for a fee. The BSA is a not-for-profit membership organization. The BSA charged the Foundation \$8,600 in management fees in each of the years ended December 31, 2014 and 2013, which are reported in the Foundation's statements of activities and changes in net assets.

During the year ended December 31, 2013, certain employees of the BSA performed work on behalf of the Foundation in connection with certain grants and contracts that the Foundation had received. During 2013 The BSA charged the Foundation \$26,000 for the performance of these activities by the BSA's employees, which was recognized as an expense by the Foundation. These amounts are included in program expenses on the Foundation's statement of activities and changes in net assets for the year ended December 31, 2013. The Foundation also made a \$2,400 contribution to the BSA during the year ended December 31, 2013. This amount is included scholarships, grants and awards expenses on the Foundation's statement of activities and changes in net assets. The purpose of the award was to assist in funding the activities of another charitable organization.

BSA FOUNDATION

Notes to Financial Statements

December 31, 2014 and 2013

(See Accompanying Independent Accountants' Review Report)

(6) Related Party Transactions (continued)

On March 17, 2014, the Foundation entered into a one-year transition agreement with the BSA that is overseen by a joint committee. The purpose of the agreement is to develop a joint strategic collaboration plan that will allow the Foundation to oversee the public educational programs and related fundraising that have historically been developed and operated by the BSA. All activities undertaken via the collaboration are intended to further the Foundation's charitable mission. Potential initial areas of collaboration include civic initiatives, exhibitions, lectures, forums and symposiums. All BSA employees and contractors who work on these programs shall remain employees and contractors of the BSA, and the BSA shall have sole responsibility for terms of employment and contractor arrangements. The Foundation's responsibility is to focus its attention on public outreach and engagement for the benefit of the joint organizations. The BSA will support the Foundation by participating in necessary meetings and by sharing its staff and operating resources. The BSA will continue to pursue its professional programs that support the creation of architecture, including expositions, committees, websites and design awards. The agreement is in the process of being extended for an additional two to three years.

During the year ended December 31, 2014, the Foundation paid the BSA \$41,485 for payroll and other program, fundraising and general expenses, which are reported as operating expenses in the Foundation's statements of activities and net assets. As of December 31, 2014 and 2013, amounts payable to the BSA were \$21,294 and \$6,517, respectively and amounts receivable from the BSA were \$1,431 and \$2,190, respectively. These amounts are included in due to allied organizations and due from allied organizations, respectively on the Foundation's balance sheets.

In 2015, the BSA has agreed to support the Foundation in the amount of \$427,935 paid in monthly installments through December 31, 2015. The Foundation has agreed to reimburse the BSA for payroll expenses totaling up to \$270,000 for the year ended December 31, 2015.

(7) Amounts Held for Others

During 2014 and 2013, the Foundation acted as a fiscal agent for two organizations and received and expended cash on their behalf. Amounts held for others at December 31, 2014 and 2013, totaled \$12,095 and \$17,731 respectively, and are reported as assets and liabilities in the accompanying financial statements.

BSA FOUNDATION

Notes to Financial Statements

December 31, 2014 and 2013

(See Accompanying Independent Accountants' Review Report)

(8) Temporarily Restricted Net Assets

Temporarily restricted net assets consisted of the following at December 31, 2014 and 2013:

	<u>2014</u>	<u>2013</u>
Purpose restrictions:		
Sustainable Transit Vision Program	\$ 22,834	\$ 169,434
Time restrictions:		
Contributions receivable	<u>205,372</u>	<u>-</u>
	<u>\$ 228,206</u>	<u>\$ 169,434</u>

Net assets released from temporary donor restrictions by incurring expenses satisfying the restricted purposes or by the passage of time were as follows for the years ended December 31, 2014 and 2013:

	<u>2014</u>	<u>2013</u>
Purpose restrictions accomplished:		
Sustainable Transit Vision Program	<u>\$ 146,590</u>	<u>\$ 30,000</u>

(9) Subsequent Events

The Foundation has evaluated all subsequent events through April 14, 2015, the date the financial statements were available to be issued.

To: BSA Foundation Board of Directors

From: Eric White, Executive Director

Re: Finance Committee Report

Date: June 18, 2015

The first meeting of the Finance Committee convened on Thursday, June 18, and was attended by the following committee members: Peter Madsen FAIA (chair), Eric Krauss, Anne-Marie Lubenau AIA, Laura Wernick FAIA; and staff members: Ben Cohen, Tyler Huntington, and Eric White.

Cohen reviewed current BSA Foundation: finances through May 31, investment portfolio, and the 2014 audit review from Nardella & Taylor. The committee also discussed responsibilities and next steps (below).

Responsibilities:

- To oversee and monitor adherence of the BSA Foundation's finances and budget
- To assist staff in drafting the annual operating budget and make the recommendation to the Board
- To help set long-range financial goals and the strategies to achieve these
- To draft and oversee financial policies, procedures, and systems
- To select the auditors and review annual audit review/report
- To assist staff with financial reporting to the board
- Additionally, this committee shall operate as the Investment Committee until the board decides to create another committee; responsibilities include:
 - To establish and periodically assess the BSA Foundations investment strategy, policy, and oversee our investment portfolio
 - To hire and oversee our outside investment manager
 - To set performance goals for our portfolio
 - To follow markets for trends and understand regulations affecting invested assets
 - To assist staff with investment reporting to the board

As the first meeting of the committee we focused on our current status including the audit report, 2015 financial position, investments and overall policies and procedures. We identified a number of important areas for the committee to focus specifically around policies and procedures:

Top questions:

- What will the Foundation look like when it has matured? What are the five year aspirational vision and goals? (this is for the Board) What are the resources necessary to accomplish the vision and goals?
- What will be the financial interaction between the BSA and BSA Foundation at the Joint Strategic Collaboration Committee and how should the Finance Committee interact with the JSCC? How will financial conflicts be resolved?

- Why does our investment portfolio include so many different accounts?

Next Steps:

1. Assist the staff in developing the annual and quarterly reporting processes and procedures including quarterly budget breakdowns and reports, moving investment income and endowment to below the line, and creating individual codes for programs.
2. Review internal controls, policies and procedures beginning with:
 - a. Draft the BSA Foundation Audit Charter.
 - b. Draft the BSA Foundation Investment Policy.
3. Assist staff in drafting 2016 operating budget including quarterly budget estimates.
4. Review the Board's vision for the Foundation and the resources necessary to achieve this vision.
5. Begin work to create a multi-year operating budget proposals to integrate strategic objectives and initiatives
6. Evaluate our investment manager, review investment policies, goals, and portfolio
7. Develop an annual report

The Finance Committee anticipates meeting quarterly with occasional ad hoc meetings if necessary.

To: BSA Foundation Trustees

From: Penny Mitchell, Development Director

Re: Q2 Development Report

Date: July 15, 2015

The Sustainable Funding Program

2015 Revenue Goal: \$150,000
cash (\$30K) & 5-year pledges

This program, which began in 2014, includes: bimonthly awareness-raising *Meet the Foundation* events, a December fundraising breakfast, and donor cultivation, continues to be the primary development initiative.

The BSA Foundation Institutional Advancement Committee (IAC) implements this program.

2015 IAC Members

Mike Davis FAIA, Chair
Laura Wernick FAIA, Trustee
Peter Kuttner FAIA, Trustee
Ted Touloukian AIA (Touloukian, Touloukian)
Leila Kamal AIA (EYP Architecture & Engineering)
Patrick McCafferty (Arup)
Jeanne Lukenda ASLA, LEED

Staff members include Eric White (executive director), Polly Carpenter AIA (senior manager of public programs), Pamela de Oliveira-Smith (communications director), Penny Mitchell (development director) and Caitlin Hart (marketing and development associate).

Benchmarks:

1. Meet the BSA Presentations: 250 people have attended a Meet the BSA Foundation introduction to date, 75 since January 2015
2. Ambassadors for the Foundation: 18 Ambassadors, 16 in process
3. Legacy Circle: 58 after the 2014 BSA Foundation Breakfast Legacy Circle; 23 as Leaders (signed on before the Breakfast); 2015 Leaders: 2 committed (Simpson Gumpertz & Heger and Steffian Bradley Associates) and 2 additional in process (Perkins and Will and Elkus/Manfredi)
4. Cultivation: EW has met one-on-one with 19 Legacy Circle and has 12 set for summer; 3 Legacy Circle Receptions (April, July and October) are planned; all received personal thank-you calls and letters; all receive @BSA Space e-newsletter

Critical BSA Trustee participation:

Become an Ambassador: Attend and bring ten to fifteen guests to Meet the BSA Foundation within a three-month period. This is a short-term volunteer role in which you open doors for the

BSA Foundation. You may host a special Meet the BSA Foundation event at your office or at BSA Space, or may invite guests to attend one of our regular bimonthly Meet the BSA Foundation events.

Host a table at the BSA Foundation Breakfast planned for the second week of December. Attend and bring nine guests to fill your table

Cultivation of Legacy Circle: set aside one hour on the day of the Breakfast to make thank-you calls to new donors

First Floor Gallery

BSA Space's first floor gallery exhibition revolves around a newly restored 3D model of Boston's downtown, gifted to the BSA from the BRA. The exhibition will explore how the interactions between design, business, and politics reshape the city of Boston. Planned to undergo an iterative design process, prototyping and testing each component through a series of pilot projects, the exhibition currently examines sea level rise and climate change preparedness. In all cases, the exhibition seeks to tap into curiosity, concern, and even outrage that city dwellers feel about how the design of their surroundings affects their daily lives.

Celebrating 52 Broad Street Era

No longer planned to be a fundraiser, this exhibition becomes a cultivation event. An exhibition at BSA Space will recognize and celebrate key individuals involved in the BSA's 52 Broad Street Era, and their significant contributions to profession, public and organization. With a cocktail reception, the exhibition will serve to link past contributions and accomplishments to the future of the BSA and BSA Foundation, introducing the BSA Foundation as a legacy opportunity.

Grant Program

Maria Salvatierra has become a half-time grant writer for the BSA Foundation. Within two weeks of taking on the role, one grant application has been submitted. Strategy, structure and further grant opportunities are in development.

Sponsorship

We continue to seek sponsors for Foundation events including the Golf Tournament, What the Sketch?, and the BSA Foundation Breakfast.

BSA Foundation Sustainable Funding Program

1. Attend a Meet the BSA Foundation event & hear how the Foundation...

...builds a better Boston by engaging communities, inspiring vision, and provoking positive change



4. Cultivation includes Legacy Circle Receptions, Private Exhibition Curator Tours, one-on-on meetings with EW, thank-you calls from Trustees, and more

2. Follow-up goal: 1 of 10 attendees becomes an Ambassador, inviting others to Meet the BSA Foundation

3. BSA Foundation Breakfast: Legacy Circle--
Engage Communities - \$1,000 or more
Inspire Vision - \$5,000 or more
Provoke Chang - \$10,000 or more



To: BSA Foundation Board of Trustees
 From: Emily Grandstaff-Rice AIA, chair
 Re: BSA/Foundation Joint Strategic Collaboration Update
 Date: June 4, 2015

On Thursday, June 4, the Joint Strategic Collaboration Committee convened to discuss a communications strategy and next steps for both the BSA and BSA Foundation.

Attendees:

- Emily Grandstaff-Rice AIA, chair
- Jim Collins FAIA
- Mike Davis FAIA
- Pamela de Oliveira Smith (guest)
- David Eisen AIA (guest)
- Stephen Gray Assoc. AIA
- Bennet Heart

Objectives:

- Foundation: To build public awareness of design and the power of design thinking
- Shared: To build a cohesive message advancing the shared civic vision
- BSA: To ensure effective communication is reaching the profession (our members)

Implementation:

Content	Collateral	Platforms	PR/Media	Partners	BSA Space
Gather, develop, and disseminate stories that illustrate the power of design	Enhance the website and other communications vehicles to present the stories in more accessible and meaningful ways	Utilize traditional and social media platforms to build a public audience, stimulate discussion, and create opportunities for involvement	Leverage existing and create new media relationships and contacts that will elevate our message in public forums	Engage and embrace partner networks to assist in the gathering and distribution of messages	Gather data to build public audience and use magazine, exhibitions and other collateral to promote the value of design
Become Boston's "Go-To" hub for all design-related matters					
Derive and publish content from our committees as well as professional and academic research that define and illustrate best practices and innovative thinking	Evolve the website in scalable ways that will meet the needs of a constantly evolving profession	Engage all communications channels to ensure members/architects are aware of opportunities and relevant issues	Promote architects to the media as thought leaders and experts	Leverage the networks of other chapters, national and allied orgs to disseminate information	Use magazine, exhibitions, and other tools on site to create dialog and reflect the issues of the day

Needed Resources:

- Website development
- Content development (writers/editors)
- General marketing budget
- Photography services
- Videography services
- Better back end systems (database)

Future Wants:

- Environmental signage
- Paid advertising
- Enhance PR tracking
- Print collateral campaign
- Ongoing brand consultation
- Onsite kiosk for data capture
- Audience research budget
- Smart phone app

Our Focus:

- Prioritize events/civic programs which benefit the public
 - Learning by Design and kids programming
 - CDRC
 - CommonBoston
 - Living w/ Water
 - Urban Design Workshops
 - Public Forums (like IDeAS)

Next Steps:

The staff will begin to research costs to obtain the needed resources and implement communications strategy. This will be further discussed and evaluated when drafting the 2016 budgets for both the BSA and Foundation.

Public Programs Committee Meeting Notes June 2, 2015

Introductions

Attendees: Kevin Derrick, Vivien Lee, Patrick McCafferty (via phone), Eileen Shakespear, Kelly Sherman, Eric White (at welcome), Mary Fichtner, Tyler Huntington, Polly Carpenter

BSA Foundation Vision & BSA Space Task Force recommendations

- Eric White shared the BSA Foundation's vision. Mary Fichtner shared the recommendations of the Exhibitions Task Force which states "We envision BSA Space creating a more engaged public that embraces the importance that design plays in our built environment, while concurrently elevating the conversation amongst architecture professionals in order to strengthen the role of design in the public realm.'
- Vivien emphasized that [Chapter 91](#) (the law governing the development of our building) requires that the first floor be entirely aimed at the public, and that the second floor gallery be aimed at the public at least in part. Regardless of mission, we are legally bound to fulfill this requirement.

Past & Upcoming Programs

- Handout referenced. The program calendar is created considering a balance of experience, timing and audience. Some programs come to us, some are created by us. Kevin also described [Common Boston](#) happening in June 2016 which will follow an Open House model.

Discussion questions

How do we engage a broad audience in programs that highlight the power of good design?

Types of programs suggested:

- Tour of innovative spaces: experiential and interactive
- Unique experiences out in the city
- Networking/social/fun events that bring in a diverse audience
- Talks by thought leaders from around the world
- Discussions focused on timely issues (ex: Nepal earthquake etc.)
[this range of programs falls under the umbrella of the Civic Task Force run by Gretchen Schneider. Vivien suggested a joint meeting with this group at some point.]

Engaging youth and teens:

- Youth programs during the afternoon, prior to a speaking program aimed at adults
- Connect with the new BPS Superintendent about arts/design education
- 'There is something equalizing about programs focused around play and creation, for both youth and adults'
- Partnerships: Boys and Girls club, Y, Artists for Humanity—consider inviting partners to BSA Space once a month, as per Gardner model
- Teen night and college night (i.e. at MFA & the recent Whitney opening)

Engaging a broader community:

- Leveraging the community - Consider more programming held at other institutions and places throughout the city—libraries, etc. This would help us to engage a broader audience and build our network
- Important to make our space as welcoming as possible so people feel ownership - spill out onto the sidewalk, to the Greenway, and to neighboring institutions and venues; leverage neighborhood partners

How should we define success?

- Criteria can be #'s of attendees, #'s of return attendees, zip codes of attendees to insure a broad audience, anecdotal evidence of broad demographics.
- Surveys of attendees can track data & experiences
- We need to continue to refine how we track our attendees

What models should be looking at?

- Uncovering Community – a curriculum created for teachers to become knowledgeable about their communities.
- [Hidden City](#) in Philadelphia
- [Open House London](#)
- Isabella Stewart Gardner third Thursdays
- Whitney Museum young people Open House
- MFA Fall mixer for area college students

Wrap Up & suggested Next Steps

- An expansion of youth and family programs.
- Implementation of the 'timely topics talks'. [Civic Task Force]
- Partnerships to diversify the audience.
- At the next meeting (Fall 2015), we will look at the 2016 plan & hone in on our audience segments. We will send a Doodle poll to choose the date.