

Friends of Ringgold Park Strategic Plan

Who We Are: Neighbors, community members, local business owners and other committed stakeholders

Our Vision: a more beautiful, cleaner, and better maintained park that is an amenity to the community and an enhancement to the neighborhood

2015 – 2018 Strategic Plan – DRAFT

Goal (Broad, global)	Objectives (SMART*) *Specific, Measureable, Achievable, Realistic, Timed	Strategies (Specific activities) and Implementation Notes (how)	Timeline (when)	Lead & FORP Members (persons responsible)	External Players	Estimated Costs for 2015	Quarter Status & Review
Goal 1: Maintain/improve horticultural elements and perimeter irrigation system	Formulate/renew annual service contract with local landscaper	Detail scope of work with specific strategies and timeline to achieve all Goal 1 objectives; Seek/review bids or update/renew existing landscape contract;	Early Spring	Horticulture & Maintenance Committee	Contracted landscaper (Don/Brownstone Gardens)		
	Test irrigation hose for leaks and repair as needed		Early Spring	Horticulture & Maintenance Committee	Contracted landscaper		
	Replace damaged shrubs as needed	Assess shrub status in late fall and late spring to identify areas for replacement/improvement ; Purchase and plant new shrubs	Late Spring (April-May)	Horticulture & Maintenance Committee FORP volunteers	Contracted landscaper		
	Remove weeds from fenced in and bricked areas	Procure chemical free agents to spray areas and prevent weed growth; Manually remove weeds from entrances and garden areas	Bi-weekly (every other week)	Horticulture & Maintenance Committee FORP volunteers	Contracted landscaper		

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	Prune all shrubs annually	Guarantee supervision by person with demonstrated horticultural expertise	Annually (Late Spring/early Fall)	Horticulture & Maintenance Committee FORP volunteers	Contracted landscaper		
	Maintain relationships with City of Boston (Mayor's Office, DPW, Parks Dept.)	Include key personnel on list serve distribution list Invite key City of Boston personnel to all special events, etc. Distribute annual report to key personnel	Quarterly	President Horticultural & Maintenance Committee	Commissioner and staff at Department of Parks & Recreation (Chris Cook, Cathy, etc.)		
Goal 2: Maintain fountain and center circle irrigation elements	Assess and repair structural and functional mechanisms bi-annually and as needed	Ascertain that all garden area/shrubs receive appropriate water flow; Identify go-to persons for assistance with both irrigation and fountain repairs	April – before City of Boston turns fountain on; monthly checks during summer	Horticulture & Maintenance Committee	Staff at Department of Parks & Recreation (Chris Cook, Cathy, Robert, etc.) Contracted landscaper		
Goal 3: Assure park cleanliness	Schedule several half-day clean-ups each year, coordinate and in tandem with: <ol style="list-style-type: none">1. Boston Shines (April)2. Corporate/Goldman Sachs (May)3. FORP (October)4. Brownstone Gardens (Monthly)	Request tools, trash/leaf bags and debris removal service from City of Boston; Partner/coordinate with corporate/other volunteers/Eight Street Neighborhood Association efforts; Procure coffee, beverages for volunteers	April, May October	Horticultural & Maintenance Committee FORP volunteers	Contracted landscaper Eight Streets Neighborhood Goldman Sachs		
Goal 4: Assure park safety	Establish proactive communication/liaison with the	Support BPD role in community/police	Bi-annually	Executive Committee	BPD: Officer Richie Litto		

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	Boston Police Department (BPD)	relations;					
	Develop a security plan/public safety document	Invite BPD to board meeting for Q & A; Seek counsel and input from BPD related to safety and cleanliness issues (E.g. Neighborhood Watch/911 call alert, etc.;					
Goal 5: Sponsor seasonal in-the-park activities and special events that meet the needs of a diverse community	Establish dates for annual events: <ol style="list-style-type: none"> 1. Spring Egg Hunt 2. Spring Boston Shines Cook Out/Pot Luck 3. Summer <i>Solstice Fete de Musique</i> 4. October Halloween Party 	Create/archive best practices documents for each activity (timelines, contacts, steps/procedures for getting permits, working with vendors, communications, etc.) For each completed event or activity, conduct a quick Plus/Delta review to identify what went well and what might be changed to improve the process or activity;	In advance	Events & Fund Raising Committee	Boston Shines Eight Streets Fete de Musique Businesses that donate food, etc.		
	Identify new and/or ad hoc events to co-sponsor throughout summer, etc.	Partner with diverse arts, civic, business, and cultural organizations, etc. as opportunities arise; Assess interest for new events	Ongoing	Executive and Events & Fund Raising Committee			
Goal 6: Establish FORP communications and marketing plan	Maintain FORP website and schedule content update dates;	Update email distribution list; Migrate to new website by July 2015	Quarterly	Communications Committee <i>(Stephanie, Alison, Gretchen, Emily, Claire)</i>			

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		Populate with content (narrative, and photos)					
	Distribute newsletter via Email to neighbors and stakeholders	Create standardized template with recognizable FORG logo and branding;	Spring & Fall	Communications Committee			
	Distribute event notices in park and distribute flyers door-to-door	Assign volunteers by pre-determined street grid	As needed	Communications Committee			
	Distribute information about FORP and promotional swag (magnets, bumper stickers, t-shirts, etc.)	Staff information table at all park events and summer weekends/distribute brochures	At FORP activities	Communications Committee			
Goal 7: Maintain annual budget and financial plan	Create anticipated annual budget for all strategic areas; unanticipated expenses, etc.	Identify past and likely to be incurred expenses;	Winter and either Spring or Fall	President Treasurer Finance Committee			
Goal 8: Develop and implement fundraising plan	Establish financial development objectives;	e.g. Resources required for <ol style="list-style-type: none"> 1. <i>New and replacement fountain pavers;</i> 2. <i>Replacement of horticultural elements;</i> 3. <i>Programming</i> 4. <i>Signage</i> 		President Committee Chairs Board Members Executive Committee Finance Committee			
	Formulate strategies to achieve financial development objectives	Engage local business partners (real estate; restaurants, shop keepers, markets, etc.) and explore way(s) they can contribute and support FORP;		President Executive Committee Board Members Committee Chairs			

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		<p>Establish protocols, talking points for “the ask”; Implement a pro-active mechanism to individually and publicly thank donors within two weeks of contribution;</p> <p>Plan and execute bi-annual membership and development social activities</p> <p>Identify stakeholders that draw from the rich diversity of the neighborhood</p>					
<p>Goal 9: Sustain FORP leadership/governance & 501C3 compliance</p>	<p>Adopt board development guidelines</p> <ul style="list-style-type: none"> Define roles, responsibilities, expectations, etc. Establish board election schedule Align FORP committee membership and functions to achieve the strategic plan goals and objectives Convene quarterly FORP board meetings 	<p>Implement board member guidelines</p> <p>For each strategic goal, conduct a brief quarterly SWOT review (strength, weakness, opportunities, threats);</p> <p>Create quarterly agenda guided by strategic plan and current needs;</p> <p>Conduct annual review and board election, clarification of roles, critical dates, deadlines, etc.</p>	<p>March, June, October, December</p>	<p>President Executive Committee Nominating Committee Board Members</p>			
	<p>Specify requirement and submit mandatory IRS documentation to maintain 501C3 non-profit status</p>	<p>Prepare appropriate treasurer function analyses, complete</p>	<p>March or well in advance of</p>	<p>Treasurer Finance Committee</p>			

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		internal audit and review of yearly revenues and debits; Prepare brief annual documentation for IRS, City of Boston, etc.	Federal submission deadlines (?)				
	Prepare and distribute annual report	Prepare brief (one paragraph) annual executive summary statements for each strategic goal area; Post annual report on FORP website	January to March	President Committee Chairs			
	Other:?						

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