



Fields Corner
MAIN STREET

Annual Meeting

June 30, 2021

7-8pm

Agenda

7:05	Welcome & Overview of FCMS
7:10	Report from the year (Jackey West Devine)
7:20	Election and Appointment of Board members
7:30	Thanking our Business & Volunteers of the Year
7:35	Approval of the Budget (Ellen Campbell)
7:45	Guest Speaker (Johnny Nguyen, Pillars)
7:50	Q&A
8:00pm	Closing/Adjournment

About Fields Corner Main Street

Fields Corner Main Street (FCMS) is one of twenty Main Street organizations established by the City of Boston that utilize the four pillar approach defined by Main Streets, America.

Our mission is to ensure Fields Corner continues to serve its residents and attract visitors through its thriving, welcoming, secure business district and community of diverse entrepreneurs.

FCMS is an accredited 501(c)3 non-profit with a dedicated board of volunteer directors that are committed to working towards Fields Corner's continued success and define the goals and trajectory of our organization.

Main Streets America Model



- Transformed Gallagher building into Fields Corner Presents
- Secured Covid-19 grants
- Campaigned to raise awareness of virus & safety measures

- Rebuilt FCMS Advisory Board
- Added winter Blue Bikes location to FCP
- Helped small businesses get over 200k in grants
- Coordinated among food access groups to create a single public info document
- Gave 163 free Charlie Cards & Blue Bike rides
- Provided 3 small business workshops
- Bought and put up lanterns in collaboration with NOVA, VACA & BLS

- Hosting Nov. Fundraiser!
- Making Hero's Square safer for everyone.
- Advocating for a BPD walking beat
- Please reach out with your ideas!

*Winter
2019/2020*

*Summer/Fall
2020*

*Winter/Spring
2020/2021*

This Summer

What's next!

- Started the Pillars Project
- Completed website redesign
- Conducted FCMS Board Retreat
- Rewrote FCMS bylaws & operating principles
- Hosted Dorchester Community Fridge & BLM in Color mural at Fields Corner Presents

- Continuing the Pillars Project
- Co-hosting Walk Boston audit
- Hiring new intern
- Secured new location for DCF
- Participating in BMS Mayoral Debate
- Honoring Business & Volunteer(s) of the Year
- Preparing more small business workshops

Key Areas of Progress: Economic Development

- Helped businesses apply to Reopen Boston, Massachusetts Growth, PPP, EIDL, SBA, Boston Relief Fund, LISC, Verizon, Facebook, Boston Restaurant Strong, Boston Foundation, Technology Grant, etc.
 - As a result: over \$200k in successful grants went straight into the pockets of business owners.
 - Provided direct service to 38 businesses in the following areas: permitting, advocacy, ISD & Licensing, as well as support redesigning business plans for pandemic safety and technical assistance from consultants.
 - Donated PPE to 30 businesses in May when businesses were first re-opening.
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Key Areas of Progress: Promotion

- Pillars Project highlighted the stories of 11 business owners through interviews and photographs that showcase their unique characters and resilience.
 - Increased social media metrics on Facebook & Instagram, adding 200 subscribers and engagement increased 20% on both platforms.
 - Participated in “Chronicle” episode on Adams Street and helped facilitate a commercial made by the Greater Boston Visitors Bureau to showcase local businesses in Dorchester.
 - New website designed by Lindsay Hill Design & edited by Promotion Committee: Jamison & Adam
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Key Areas of Progress: Organization

- Rewrote by-laws & operating principals to guide the organization and more clearly define the roles of board members.
 - Recruited five new board members with diverse skill sets in HR, nonprofit management, entrepreneurship, and grassroots advocacy.
 - Hosted a board retreat to set goals for FY21.
 - Managed two interns and economics majors from UMass Boston: Luara (marketing) & Zicong (beautification) in Spring 2020.
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Key Areas of Progress: Design

- Coordinated MLK Day volunteer project and transformation of the Gallagher Building into an FCMS event and art space titled Fields Corner Presents.
 - Managed Fields Corner Presents space as host for the Dorchester Community Fridge, “BLM in Color” art and social justice mural, and Boston Blue Bikes docking station.
 - Organized “Clean Up for JoJo” to support and thank the local street sweeper while picking up trash on Dorchester Ave.
 - Worked with NOVA, Boston Little Saigon & Vietnamese Americans Civic Association to purchase new lanterns to hang along Dorchester Avenue
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Key Areas of Progress: Volunteer Engagement

- Recruited six new board members who are business owners, skilled non-profit professionals, and community activists.
 - Our board members and project volunteers have performed over 1,000 hours of volunteer service in the past year and a half!
 - Board members engage in professional development during their service and commit to 4-6 hours of weekly involvement.
 - Residents and business owners help steward Hero's Square by watering plants and picking up trash.
 - Economic Development: Lawyers donate time for small business workshops
 - Promotion: Social media campaign for Pillars Project & website editing
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Other areas we are proud of!

- Assisted with securing vaccine appointments for more than 50 business owners, employees, residents & volunteers.
 - Coordinated space & resources for Census 2020 outreach.
 - Acting as fiscal sponsor for Dorchester Community Fridge
 - Supported and cheered the opening of two new businesses in the FCMS District: 50Kitchen, Sam's Spot Catering & Restaurant and Just Thai Kitchen.
 - Hired a Vietnamese translator on our team!
 - Promoted the arts in the neighborhood by mentoring and hiring local artists while also connecting them with paid opportunities at UMass Boston & Boston University.
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Next steps

Celebrate Fields Corner's Businesses! Our November fundraiser will be a chance to come together and celebrate our wonderful community of business owners.

We will continue to recognize, promote and celebrate business owners through the Pillars Project.

Make Fields Corner Safer An audit with Walk Boston seeks to increase safety in Hero's Square for pedestrians, bicycles and motorists. We continue to advocate for a regular walking beat from the Boston Police department.

More Staff & Volunteers We are adding an intern, CJ Louis, who will be working on our upcoming fundraiser & helping with grant writing.

We are always looking for more volunteers to work on committees!

Meet our Board

Michelle Nadow, CEO of DotHouse

Ellen Campbell, Resident & Business Owner of Emerald Homes

Jamison Cloud, Resident & Dorchester Community Fridge

Sam Anson, Owner of Sam's Spot Catering & Restaurant

Jenn Cartee, ESQ, Resident & Former MS Director

Adam Gibbons, Resident & Small Business Marketing Expert

Volunteer & Business of the Year

Dorchester Community Fridge
and
Tam Le, of Reign Drink Lab



Budget for FY22

Presented by Ellen Campbell, FCMS Treasurer

Revenue Takeaways

REVENUE					FY21	Projected Budget FY 22
CDBG					57,430.50	57,500.00
Operating					17,362.37	17,500.00
Grants						15,000.00
BHA Grant					2,500.00	2,000.00
BMS Foundation						5,000.00
Martin Richards Foundation					5,000.00	5,000.00
Memberships					325.00	500.00
Fundraising Events						15,000.00
Donations						
Tickets						
Corporate Sponsorships						
InKind					1,000.00	1,000.00
Total Revenue					83,102.79	111,500.00

- More emphasis on corporate sponsors, and grants for funding our event
- Increasing the budget to 110k
- Tickets will be for sale as “individual” & “by the table” for the November fundraiser
- CBDG funding comes from Federal Govt and is administered through the city. Operating Fund comes from city budget.

Expenses Takeaways

- Adding a staff member
- Decreasing expense of our accountant.
- Continuing to collaborate when we can with other non-profits
- Excited to make Turn Out for FC a wonderful night of celebrating small business & the resilience of our neighborhood

EXPENSES			
Fundraising Events			
Fall Fundraiser			10,000.00
Decorations (Wreaths, Lanterns)	\$ 1,364.88		1,200.00
Giving Tuesday/Holiday Ask	\$ 190.61		250.00
Pillars Book Project			2,500.00
Community Building	\$ 150.00		3,000.00
Operations			
Rent	\$ 3,600.00		3,600.00
CNA (Insurance)	\$ 638.00		638.00
Great American (Insurance)	\$ 829.00		829.00
Verizon (Phone & Internet)	\$ 1,715.04		1,715.04
Emergency Business Support	\$ 1,500.00		1,500.00
Supplies			
Ink	\$ 552.46		900.00
Adobe	\$ 143.37		191.16
Office Supplies			400.00
DipJar			149.00
Zoom	\$ 155.58		126.00
Film	\$ 159.27		400.00
Administrative & General			
Personelle/Payroll			
Jackey West Devine	\$ 58,750.00		60,408.00
Professional Development	\$ 2,997.00		3,000.00
SEP-IRA Contribution	\$1,150.00		1,173.00
CJ Louis			2,000.00
Hiring Expenses	\$ 25.59		50.00
Contractors			
Accounting	\$ 5,000.00		3,000.00
Johnny Nguyen (Pillars)			3,000.00
Professional Development			
Travel & Meetings			2,000.00
Food for Board Meetings			500.00
Board Retreat			
Facilitator	\$ 500.00		2,000.00
Food	\$ 535.00		500.00
DiSC Analysis	\$ 144.00		144.00
Materials	\$ 126.00		100.00
Sales and Marketing			
Constant Contact	746.58		746.58
Wix	1,040.06		1,040.06
Canva	1,500.00		233.10
Total Expense			107,292.94

Pillars Project Johnny Nguyen



Q&A

...Thank you for coming!
