



2024

Annual Report



jpcentresouth.com
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670 Centre Street, Suite 7
Jamaica Plain, MA 02130

Agenda - Wednesday, February 26, 2025

6:30 - 7:00 PM – Refreshments and Networking

7:00 PM – Call to Order

1. Welcome – Michael Reiskind, Board President
 - a. Statement of Mission
 - b. Introduction of Board of Directors
 - c. Introduction of Ginger Brown, Executive Director
2. Election of New Board Members
3. Featured Speaker – Lucy Orloski, Elleyo
4. Financial Report – Paul Stamatatos
5. Old Business
 - a. Design Team – Michael Epp
 - b. Economic Vitality Team – Bradley Brown
 - c. Promotions Team – Peter McCoubrey
 - d. Year in Review Video – Ginger Brown
6. Featured Speaker – Maya Mukhopadhaya, Jadu
7. New Business
 - a. Upcoming Events
8. Closing Remarks

8:00 - 8:30 PM – Refreshments and Networking

Board Member Elections Slate

Returning Members

Paul Stamatatos

New Members

Rosanna Báez



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Prepared by
Ginger Brown, Executive Director
February 19, 2025

About Us

JP Centre/South Main Streets is a volunteer-driven, 501(c)(3) non-profit organization that seeks to guide the growth of Jamaica Plain's Centre and South Streets' business district through the active collaboration of residents, business owners, and others committed to a community-led initiative. In partnership with Boston Main Streets, we provide a direct conduit to the City of Boston and can provide industry assistance to help new businesses succeed. JP Centre/South Main Streets endeavors to sustain our lively community with economic vitality, placemaking, and advocacy. We bring residents, businesses, and the City of Boston together to build a resilient local economy.

Our Mission

JP Centre/South Main Streets works to support and enhance a vibrant, multicultural business district which contributes to a diverse, welcoming community for people to live, work, and visit. We strive to achieve this through:



Objectives

ECONOMIC VITALITY: Assisting and attracting both existing and new businesses to achieve a lively, diverse, and equitable center of commercial and community activity.

DESIGN: Using an inclusive design approach to improve access for people of all ages and abilities. Improving the district's appearance and creating an inviting atmosphere by addressing public safety, litter, and transportation issues, and promoting storefront and public improvement projects.

PROMOTION: Conducting marketing, communications, and events to increase visibility and patronage of the local economy and community engagement.

ORGANIZATION: Fostering an adaptable organization with broad community engagement, robust partnerships, and active volunteers.

JP Centre/South
Main Streets was
founded in 2002.



About Boston Main Streets

Main Streets came to Boston in 1983 when Thomas M. Menino – then a city councilor – sought the assistance of the National Main Street Center for the revitalization of Roslindale. What began as an experiment became a resounding success; the initiative attracted millions in investments and new jobs.

In 1995, Mayor Menino established Boston Main Streets, a group of ten non-profit organizations set up to revitalize their city business districts. Since then, the number of Main Streets programs has grown to twenty, representing nearly every commercial neighborhood in Boston.

Boston Main Streets districts work to provide the tools and support necessary to create, build, and sustain viable commercial districts throughout Boston. From new storefront designs and innovative marketing to creative events that drive foot traffic and create a sense of community, Boston Main Streets districts are not only helping businesses grow – they attract new businesses and residents to their area, touting a 95% storefront occupancy rate.

The Main Streets program is successful because of the personal commitment and hands-on involvement of volunteers representing all sectors of the neighborhood. Groups such as merchants' associations, property owners, neighborhood banks, service clubs, schools, churches, community development organizations, and others combine their respective insights, skills, and energies to strengthen the commercial district and build collaborative partnerships.

The Main Street Approach is centered around Transformation Strategies. A Transformation Strategy articulates a focused, deliberate path to revitalizing or strengthening a downtown or commercial district's economy. A program's work on Transformation Strategies should be organized around the Four Points: Economic Vitality, Design, Promotion, and Organization.



Meet the Board



Michael Reiskind - President, Resident

Michael Reiskind is a founding member of the Centre/South Main Streets organization. He has served as a board member since 2002 and serves on the Economic Vitality and Promotions committees. He is also a board member of the JP Business and Professional Association and the JP Neighborhood Council.



Karen O'Brien - Vice-President, Resident, Business

Karen O'Brien grew up off Centre Street in the business district of JP. After college she spent 22 years in San Francisco and returned for family reasons. She is a member of Jamaica Plain Artists Association and presently a Real Estate Broker with Stuart St. James Real Estate. Boston & the 'Burbs is her YouTube channel showcasing over 150 videos describing towns in the entire Boston area for people relocating. She is SRES certified by the National Association of Realtors®.



Janet Galloway - Secretary, Business

Janet E. Galloway has been in banking since February 1992, with a variety of banks. She started as a teller and she is now the Branch Operations Manager for TCB-The Cooperative Bank at 3531 Washington Street in Jamaica Plain. Prior to her current position, she worked at the TCB branches in West Roxbury and Roslindale.



Bradley Brown - Co-Treasurer, Business

As the owner of the Blue Frog Bakery, he has been involved with Main Streets since 2004, and most recently as the former President of the Board. He helmed JP Centre/South Main Streets through an economic recovery and two executive directors, as well as the growth of the First Thursday event in JP. He was named Volunteer of the Year 2017. He chairs the Economic Vitality team, and is currently president of the JP Business & Professional Association.

Paul Stamatos - Co-Treasurer, Resident, Business

Paul was born and raised in Jamaica Plain. His family has been involved in Jamaica Plain’s business corridor and community for generations. He is currently owner/proprietor of Stamatos Property Management and Ace Hardware, located at 656 Centre Street. Paul, his wife, and children are actively involved in the local community, sports, and life of JP.



Michael Epp - Resident

Recently retired, Michael, a JP resident since 1980, is returning to the Board after a brief hiatus. As a member of the Design Committee, he has assisted numerous Centre and South Street storefronts that received City of Boston grants for improvements. He also serves on the Loring Greenough House and Sumner Hill Association Boards. In 2017 he was elevated to the College of Fellows, American Institute of Architects. He is currently chair of the Design team.



Kate Raisz - Resident, Business

Kate has volunteered for JP Centre/South Main Streets since 2020. She has been a resident of Jamaica Plain since 1981 – having lived in many different parts of the neighborhood, from Forest Hills to Hyde Square. She has her own small business making media for museums, broadcast, and the web. She is currently chairing the Promotions team for JP Centre/South Main Streets.



Peter McCoubrey - Resident

Pete has been with JP Centre/South Main Streets since January of 2024. Prior to his current role at Rockland Trust on the Community Reinvestment team, he worked as the Brand and Product Manager at Downeast Cider in East Boston. He has been a Jamaica Plain resident since 2020.



Sarah Marsan - Resident

Sarah has been a volunteer with JP Centre/South Main Streets since November of 2022. Sarah currently works as a Divisional Merchandise Manager with TJX Corporation. She has been a resident of Jamaica Plain since 2013.



Brie Pullum - Resident

Brie Pullum is the former owner of Nckls & Dimes on Centre Street in Jamaica Plain, and has been a life-long resident of JP. She joined the Board of JP Centre/South Main Streets in 2022, and has been active in promoting Uplift JP.

Phil Celeste - Resident

Philip Celeste is the former owner of On Centre, a gift and clothing store he started in 2006. Prior to opening On Centre, Philip co-founded Robinwood,inc. At Robinwood he produced a variety of jewelry and giftware that was sold in over 3000 stores throughout the US and Canada. Philip believes independent businesses and main street shopping create cohesive, vibrant neighborhoods, with strong community connections.

Sherisse Mayala-Nelson - Resident

Sherisse has worked in the Human Services Sector since 2012 before transitioning to a role in higher education in 2021. Her experience includes working closely with aging , low-income, and underserved populations in the Boston and Metro Boston area. Not only has Sherisse worked with organizations dedicated to helping those in need, but she also founded her own organization in 2017, the Black Umbrella Project(BUP). Black Umbrella Projects' goal is to create visibility for local BIPOC owned businesses by supporting and promoting their products and services, and helping to bridge the gap between entrepreneurs and their potential consumer base. Sherisse obtained her B.S in Sociology from the University of Massachusetts-Dartmouth and an M.S from Northeastern University in Nonprofit Management and Human Services.

JP Centre/South Main Streets Staff

Ginger Brown - Executive Director

Ginger has been with JP Centre/South Main Streets since June 2017. Before coming to Main Streets, she worked as the Creative Director and Manager of MassArt Made; department manager at Nordstrom; and Assistant Director of Education at the Valentine Richmond History Center. She and her husband own and operate The Blue Frog Bakery.



Letter from the Board President

Michael Reiskind

Welcome to the JP Centre/South Main Streets 2025 Annual Meeting. Please use the opportunity to engage with folks from local businesses and interested residents who care about their community.

You know us as an organization working for the betterment of the business community along Centre and South Streets since 2002. Tonight, you will hear about our past year's accomplishments and learn about upcoming initiatives.

I would like to thank our hard-working Board members for their judgment and guidance throughout this past year, and especially our Executive Director, Ginger Brown, for her unceasing efforts managing the many teams required for the improvement of the District.

Please consider volunteering and help us continue this work. We are actively seeking volunteers for any of the working groups and for the Board. You'll find us dedicated to improving the Main Street District and open to new ideas from volunteering residents and businesses.

Thank you for coming and I hope you find the evening informative, inspiring, and enjoyable.

Michael Reiskind



Michael Reiskind is one of the original founding board members of JP Centre/South Main Streets.

Letter from the Executive Director

Ginger Brown



It has been a banner year at JP Centre/South Main Streets. As I begin my eighth year as Executive Director, I acknowledge that the past year finally brought a sense of stability to our organization, due in large part to increased funding from the City of Boston.

It is somewhat surprising how little money it took to bring that stability. With the assurance of that additional funding, the focus of my job turned from pinching pennies and stretching dollars to amplifying our strategic plan and moving forward on the long-term, large-scale projects that our district needs. We:

- Conducted a community survey of the BHA South Street Apartments to address beautification of their parking lot;
- Engaged landscape architects to redesign the parking lot and eliminate the vibrancy gap for the businesses on South Street, and return a basketball court to the apartments;
- Commissioned an architectural study of the South Street corridor to suggest building and storefront improvements; and
- Commissioned a traffic-calming study for two of our busiest intersections on Centre Street.

I feel proud that, in the last seven years, we have built a solid foundation of relationships in this community to aid in those projects. We have built our volunteer base, we have strengthened our board of directors, and we have increased our brand recognition. We have partnered with community stakeholders and other organizations to support our neighborhood and advocate for improvements. Both figuratively and literally, we have held hands through some very tough times. With those relationships and the increased funding, it feels as if we are on the brink of reaching our goals.

These projects have only just begun. We have a plan to continue. However, given the current political climate, it is realistic to assume that our funding is in jeopardy. The bulk of

the funding for all the Boston Main Streets programs comes from the federal government, via the Community Development Block Grant from the U.S. Department of Housing and Urban Development (HUD). In fact, many programs at the city level are funded with federal dollars.

While not every dollar is in jeopardy*, we are working to diversify our funding model. We are bolstering our Spring and Fall fundraisers. We have introduced Annual Sponsorships. We are growing our donor base and pipeline, and we are researching private grant opportunities. Of course, we also know how to tighten our belts.

It is a good reminder that one should never take anything for granted, especially “stability.” It also makes me appreciate every single dollar because it really takes so little to allow for great growth. If we can have confidence in anything, it is that we have done it before and we can do it again. We just have to persevere.

And so we shall, right there on the brink.



Ginger presented at the national Main Streets Now conference in Birmingham, Alabama, May 5-9, 2024. Her workshop, “Start with the Stakeholders: Spatial Justice and Beautification” featured the community survey process for the JP Centre/South Main Streets beautification project at the BHA South Street Apartments.

Ginger also presented at the national Main Streets Now conference in 2023 in Boston.



**Our organization is to receive a total of \$125,000 over three years for beautification projects in the district from the American Rescue Plan Act (ARPA) of 2021. This funding has already been granted to the city, so it should not be in jeopardy.*

Financials

2024 Statement of Financial Position*

Total Assets	\$30,129.94
Total Liabilities	\$13,593.53
Total Equity	\$16,536.41
Total Liabilities & Equity	\$30,129.94

2024 Statement of Activity*

Total Revenue	\$180,289.70
Total Expenditures	\$189,804.23
Net Revenue	\$ -9,514.53

*cash basis

Financial reports do not include FY 2025 reimbursements due from the City of Boston.





Laura Dembski, owner of Miss Laura's at 46 South Street, and Kate Raisz pose at the Boston Main Streets Foundation Gala, where they were recognized for their contributions to JP Centre/South Main Streets. October 28, 2024.

2024 Business of the Year

Miss Laura's

2024 Volunteer of the Year

Kate Raisz

Featured Speaker

Lucy Orloski

Owner, Elleyo



After 10 years working in tech marketing, Lucy started making jewelry. She took classes here and there, but is mostly self-taught. She has sold her work at tent craft shows for almost 10 years.

During the pandemic, she realized that she really wanted a store of her own. Lucy began looking for a location, and after three years, the right one materialized. She spent a whirlwind summer renovating and setting up her workshop and has been open since October 2024.

Elleyo offers handmade jewelry and artisan goods -- things like pottery, glass, woven textiles, and art. The store carries Lucy's own jewelry plus the work of other metalsmiths that cover a range of price points and styles. Beyond what's available in the shop, Elleyo also offers jewelry repair and custom jewelry services out of the workshop at the back of the store. Lucy's goal is to have a space where anyone can find thoughtful, handmade gifts for themselves and others!

Elleyo
146a South Street
Jamaica Plain, MA 02130

Featured Speaker

Maya Mukhopadhaya

Owner, Jadu

Before venturing into the wild world of restaurants, Maya (she/her/hers) worked in the corporate world as a user researcher and product manager for companies like Bose, Square, Nike and the New York Times. The pandemic sparked in Maya, a yearning for community and a sense of rootedness in Boston, which resulted in the conception of Jadu — a neighborhood coffee shop and wine bar serving globally inspired food and beverages in a warm and inviting space. While consumer products to restaurants is a big pivot, Maya brings a business and customer-focused mindset to the restaurant world.



As the child of two Indian diplomats, Maya grew up moving around the world from Cuba, to India, to the USA, to Lebanon and Syria. Jadu's menu is informed by each of the places she has called home. Maya has been a proud Jamaica Plain resident for 4 years now and is blown away by the unique commitment to community one finds here.

You can often find Maya behind the bar at Jadu. In her time off, she is taking her German Shepherd on walks, enjoying Boston's vibrant restaurant scene, and yes, often enjoying a cup of coffee or glass of wine.

Jadu
767 Centre Street
Jamaica Plain, MA 02130

New Businesses in 2024



235
*Technical
Assistance
Hours*

246

*Businesses/Entrepreneurs
Helped in 2024*



Shea Butter Smoothies
617 Centre Street
January 2024



JP Convenience
546 Centre St
March 2024



Zoey Nail Salon
542 Centre St
March 2024



The Hub
660a Centre St
March 2024



Cafe Siete
7 Pond Street
May 2024



Bluefin Raw Bar
660b Centre St
May 2024



bb.q Chicken
654 Centre St
August 2024



Elleyo
146a South Street
October 2024



Life Alive
435 S. Huntington
October 2024



Jadu
767 Centre Street
December 2024

Contributions

2024 In-Kind Contributions

Our sincerest gratitude to those who donated their time and resources to JP Centre/South Main Streets.

Blanchards Wine & Spirits • Blue Frog Bakery • Casa Verde • City Feed & Supply • Gibson Sotheby's International Realty • Happy Market J.P. Licks • JP Seafood Cafe • Stonybrook Liquors • VeeVee Restaurant Miss Laura's • Tres Gatos • Tonino • Papercuts JP • First Baptist Church

2024 Volunteers

Haley Abing
Ruth Alcantara
Eryn Ashlei-Bailey
Suzie Bertisch
Bruce Blaisdell
Levi Carvalho
Candice Alona Crawford-Zakian
Michelle DeDominici
Laura Dembski
Delhia Emanuel
Matthew Faas
Judith Finn

Brian Fizer
Margaret Gander
Zuleika Gonzalez
Adam Grenier
Mike Gusefski
Adam Hassler
Harper Hennings
Evan Humphrey
Kaitlin Ingram
Camar Kinch
Angel Kleer
Stacy Kravitz

Elizabeth March
Courtney Marchuk
Francesca McNeeley
Christina Pelletier
Maya Read
Chris Rotti
Jenna Schlags
Shana Schneider
Deborah Sheng
Christin Uplinger
David Wallace
Mark Wylie

752
Volunteer Hours
in 2024



Volunteers led attendees on the Main Streets Pub & Brew Trolley Tour. October 6, 2024.

Annual Appeal

Your support for JP Centre/South Main Streets helps our business district to thrive and grow. Your contributions have helped us with events like:

- Galentine's Wine & Chocolate Tour,
- Lunch for Mentoring & Networking,
- SOL-Inspired Mini-Fest,
- South Street Nite Market,
- Oktoberfest Trolley Tour and Pub Crawl,
- the JP Holiday Light Show, and more.

We are finally seeing in-person shopping and attendance at events return to pre-pandemic levels. Let's keep the momentum going and make 2025 the best year yet! Your tax-deductible donation, no matter the amount, can help sustain our programs.

You can donate via Venmo [@jpcentresouth](https://www.venmo.com/jpcentresouth) or online at our PayPal Charity link (paypal.com/us/fundraiser/charity/2456344). You can mail a check to our address or contact the Executive Director at 617.942.2439 or email for more information.

Sponsorships are available and open to all. Go to jpcentresouth.com/sponsors for details.

Volunteering

We also ask if you will consider volunteering to continue this work. Our success is your community, and we cannot do this work without you.



\$52,774
Raised
in 2024

Annual Sponsorships

We are proud to recognize our Annual Sponsors. Sponsors receive recognition at all our events in 2025, social media mentions, and listings in our email newsletter and on our website.

If you are interested in becoming a 2025 sponsor, you can go to jpcentresouth.com/sponsors or contact our Executive Director.

Advocate

- Blue Frog Bakery
- City Feed and Supply
- Rachael Kulik at Insight Realty Group

Sponsor

- 42 Degrees North Media
- bb.q chicken
- Brilliant Places at Gibson Sotheby's International Realty
- Ellen and Janis at The Denman Group | Compass
- Jamaica Plain Rentals and Sales & Property Management
- station8salon

Friend

- Morrison's Auto Rite Inc.



Support Us

Upcoming Events

Wednesday, March 26, 2025

Monthly Board Meeting
5pm via Zoom

Saturday, April 26, 2025

Brew & Pub Trolley Tour
visiting Jamaica Plain, Egleston Square,
Hyde Park, and Roslindale.

Check our website for more events

JPCentreSouth.com/upcoming-events/

40
JPCSMS Events

**Over
3200**
*Attendees
for our events*



Open Streets Jamaica Plain, July 21, 2024

The city's Open Streets event is estimated to have brought over 15,000 people to Jamaica Plain.



Luke Fetbroth, owner of Tonino, shares a taste with attendees on our Taste & Tour Spring Fundraiser. May 16, 2024.

Sign up for our email newsletter at
jpcentresouth.com/support-us

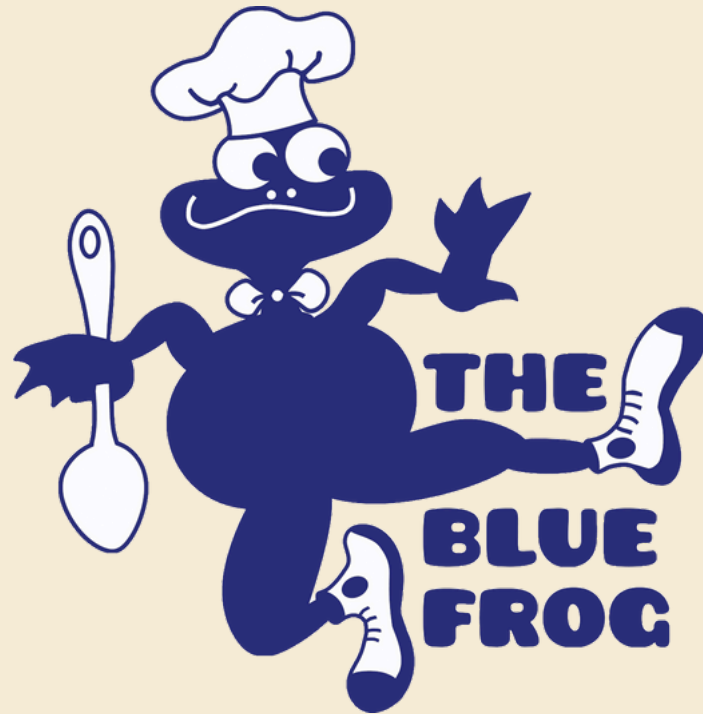
OR

sign up for our Text Updates



Get updates from
JP Centre/South
Main Streets

Thank you again to our 2025 Advocates



Thank you again to our 2025 Advocates



Thank you again to our 2025 Sponsors



Ellen
+
Janis @ The
Denman
Group



station&salon



Presented at the
JP Centre/South Main Streets
Annual Meeting
Wednesday, February 26, 2025