

# NEWS

BACK BAY

Spring

2006

## BACK BAY ASSOCIATION CELEBRATES 83<sup>rd</sup> ANNUAL MEETING *Hosted by The Ritz-Carlton Boston*

A rainy spring morning did not dampen the spirits of Back Bay Association members who gathered at The Roof at The Ritz Carlton, Boston for an elegant breakfast to celebrate the 83<sup>rd</sup> Annual Meeting on Wednesday, May 10<sup>th</sup>. Situated high atop the city in a cloudy mist of gray, the mood was decidedly bright and cheerful as BBA members warmly greeted one another, and enjoyed a luxurious breakfast of Lobster Benedict with delectable pastries and table decor.

Outgoing Chairman Gary Saunders opened the meeting by providing members with an overview of the organization's growth and accomplishments during the past five years. "The BBA's progress and growth have been successful in so many ways - our membership continues to grow, (and) our Board continues to attract leaders from every type of business in the Back Bay." Mr. Saunders



Gary Saunders was recognized for his five-year tenure as the BBA Chairman of the Board

illustrated the many hours and efforts of BBA members who are actively involved in neighborhood issues, such as future development of the area. "... We are working with the Back Bay Architectural Commission to revise the current design guidelines, which date back to the 1960s, for Newbury, Boylston, and their connecting streets to reflect the needs and realities of retailing and commercial use in the new century." Mr. Saunders also pointed to the Marketing



Erwin Schinned, General Manager,  
The Ritz-Carlton, Boston

Task Force, a committee of retailers and restaurant owners, chaired by Board member Lynne Kortenhaus, of Kortenhaus Communications, who were proactive in identifying issues, such as the proliferation of sandwich

board signs that detract from the ambiance of Newbury Street.

Mr. Saunders went on to list several key milestone accomplishments including throwing support to the Hynes Convention Center. "We have worked with State and City officials and many Back Bay stakeholders to ensure that the Hynes continues to operate as a unique facility, an economic engine for the Back Bay and the region. ....the Hynes is not competitive but, rather, complementary to the new center in South Boston, and it is the only city center facility of its kind."