



**Thayer Street District Management Authority
Board of Directors Meeting**

Tuesday, April 4, 2023

118 Waterman Street, 2nd floor, Providence, RI

MEETING MINUTES

The Thayer Street District Management Authority (TSDMA) board meeting was called to order at 9:02 A.M.

1. Roll Call

Directors: Joe Mardo, Chair; Paul Griesinger; John Luipold; Liza Farr; Lauren Berk; Katie Silberman; Taylor Enos; and Donna Personeus, Executive Director.

Absent: Richard Dulgarian

Guests: Chief Rodney Chatman, Department of Public Safety for Brown University; Quiana Young Director of Advocacy, Engagement, and Communications Department of Public Safety for Brown University; Grant Dulgarian; Brown University students Roni Wine and Jesse Edelstein of the Brown Urban Mobility Project (BUMP).

2. Presentation by Quiana Young, Director of Advocacy, Engagement, and Communications Department of Public Safety, Brown University; and Chief Rodney Chatman, Department of Public Safety, Brown University.

Ms. Young and Chief Chatman were introduced to the Board and spoke to the mission of the Brown University Department of Public Safety and each of their roles. Chief Chatman informed the Board that the number one concern of the Brown community was safety and lighting. He expressed that they are currently addressing the concern on multiple levels and locations. He also spoke to the level of training his officers receive, including civil rights training. He explained that his officers are armed and have arrest authority. They both spoke to the positive relationship the department has with the Providence Police Department. They mentioned the majority of crime reported is connected to the homeless, petty theft and harassment of women. Ms. Personeus mentioned she would email Ms. Young the TSDMA Calendar of Events to keep them in the loop of Thayer DMA events.

3. Presentation by Jesse Edelstein and Roni Wine; Brown University Students Representing a Brown Student Group devoted to Urbanism in Providence.

Ms. Silberman introduced Brown University students, Jesse Edelstein and Roni Wine to Board members. Both Mr. Edelstein and Mr. Wine each provided members with a brief background summary of why they began the BUMP, then proceeded with their presentation to the Board explaining what they hope to accomplish. Increased student participation, creation of healthier spaces, and growth of the TSDMA's Taste of Thayer event. They expressed an interest in working directly with Board members, stating their group has approximately five (5) students willing to invest time and effort into this effort. Members invited them to attend the TSDMA Marketing

Committee monthly meetings. Ms. Personeus stated she would email the link to the next committee zoom meeting.

4. Presentation on Observation on Visitors to Providence by Kristen Adamo, President & CEO, PWCVB and Ednita Colon, PWCVB.

This presentation has been moved to the May 2023 meeting.

5. Discussion and Vote to Approve the Minutes from the Board Meeting on March 7, 2023.

Minutes from the March 7, 2023 Board meeting presented by Ms. Personeus were approved after a motion by Mr. Griesinger, which was seconded by Mr. Luipold. The vote was unanimous.

6. Discussion and Vote to Approve the Financial Report as provided on April 4, 2023.

Financial Reports were presented April 4, 2023 by Ms. Personeus. The reports were approved after a motion by Mr. Luipold, which was seconded by Ms. Silberman. The vote was unanimous.

Ms. Personeus presented a first draft of the FY 2024 budget for Board member review and discussion. After discussion, Mr. Luipold asked Ms. Personeus to provide him with a document that combined FY 2019 through FY 2023 expenses for his review before the next meeting in May.

7. Executive Director Report

Ms. Personeus provided her Executive Director report on April 3, 2023 to Board members. There was no further discussion.

8. Thayer Street Marketing Committee Update

Ms. Personeus updated on the final details of the upcoming Earth Day Event on April 22. She mentioned that the Brown University Greenhouse had agreed to provide 300 chocolate mint plants for the Earth Day event at the same price as last year. The BUMP student members will be helping to spread the word of the event with Facebook posts, placing posters both on campus and with Thayer Street businesses. Planning is beginning for the Taste of Thayer Street. The marketing committee will be meeting on the second Friday of the month at 11 a.m. via zoom.

9. Updates on Redevelopment of 279 Thayer (Two Cousin LLC) and 235 Meeting (Boutros Salo & Boghos)

Ms. Personeus informed the Board that she had received the following update provided by Rouben Balagian, project manager on the redevelopments of 279 Thayer (Two Cousin LLC) or 235 Meeting (Boutros Salo & Boghos) after multiple requests. Mr Balagian emailed at 279 Thayer, “we have completed the underpinning for the urban outfitters building, and are working on completing the underpinning and soil stabilization there. We are getting ready to start installing the drainage system and footing.” and at 235 Meeting Street, “we poured the second floor and have a Garden 2nd Floor wall installation. Meeting St correction. We poured the third floor and started the third floor wall installation.”

10. Discussion on Long Term Infrastructure Concerns for TSDMA

Ms. Personeus offered to compile information from Board members into a document listing the history of development on Thayer, including key issues and impacts.

11. Thayer Street District Curbside Study Update

Ms. Farr informed the Board that she did not receive the grant award that would fund many of her initiatives. She will do what she can on her own for the next month with the signage and loading zone data collected by her

interns this past summer. Ms. Farr also informed the Board that she would be leaving her current position with the City of Providence to work for the State of Rhode Island, making this the last TSDMA Board meeting that she would be attending. She submitted her resignation to the Board verbally. Members thanked her for her service to the TSDMA and wished her success in the future.

12. Social Media Report Presentation by Consultant Audrey McClelland

Ms. McClelland presented her social media report to the Board. She mentioned that engagement was up for both Facebook and Instagram for the past month with the addition of Yaz Chicken and our TSDMA Ice Sculpture event. Influencers have given Yaz great coverage. She mentioned that reels on IG gain more traction due to new algorithms. Ms. McClelland also mentioned two hits on traditional media, The Rhode Show event mention and Providence Journal article. She and Ms. Personeus have been reaching out to TSDMA restaurants to assess interest in free last minute cooking segments opportunities on the Rhode Show. She explained that she is always looking for new local influencers, restating that she would love to work with a few Brown students with non-private social media accounts.

13. Thayer Business Update

There were no updates at this time.

14. Other Business

There were no updates at this time.

There being no further business, the meeting was adjourned at 10:28 A.M.