



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

Tuesday, April 5, 2022
118 Waterman Street, 2nd floor

MEETING MINUTES

The Thayer Street District Management Authority (TSDMA) board meeting was called to order at 9:00 A.M.

1. Roll Call

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

Absent: Joe Lazzerini

Ex officio: Ed Bishop

Guests: Megan Lewis, Brown University

2. Discussion and Vote to Approve the Minutes from the Board Meeting on March 1, 2022.

Minutes from the March 1, 2022 Board meeting presented by Ms. Personeus were approved after a motion by Mr. Griesinger, which was seconded by Mr. Luipold. The vote was unanimous.

3. Discussion and Vote to Approve the Financial Reports as provided on April 5, 2022.

Financial Reports were presented April 5, 2022 by Ms. Personeus, and were approved after a motion by Mr. Griesinger, which was seconded by Ms. Berk. The vote was unanimous.

4. Executive Director Report

Ms. Personeus emailed her Executive Director report on April 4, 2022, to each Board member. There was no further discussion.

Ms. Personeus updated the Board on recent Big Belly damages and repair costs. There has been difficulty obtaining video camera footage when needed. This was reported to Mr. Griesinger who recommended followup with his staff by text message, if this continues to be an issue.

5. Social Media Report Presentation by Consultant Audrey McClelland

Ms. McClelland was not available to present her social media monthly report for March 2022 in person, but provided her report. Highlights of the report included an update on social engagement, influencer-related activity in March, and influencers scheduled for April.

6. Thayer Street Marketing Committee Update

Ms. Silberman provided updates from the marketing committee meeting which included the following upcoming events: Earth Day, Thayer Summer Lunchtime Music Series and Taste of Thayer. After a review of the graphics for Earth Day, it was agreed that the day of the week should be included. It was decided to also include the day of the week on upcoming Taste of Thayer graphics. After discussion, the Board agreed that Thayer Street, from Bowen to Angell, should be closed for the Taste of Thayer event. A member suggested the possibility of including a drop off location for attendees. Ms. Personeus presented an updated version of the Taste of Thayer sponsorship one-sheet for review. Ms. Silberman suggested the addition of a \$500 level sponsorship. The Board was in agreement. It was decided the \$500 level would be for TSDMA businesses only. Ms. Silberman requested a Google document be created that could be shared by all Board members to communicate as a group and reduce duplication of efforts. This document will be created by Ms. Personeus and the link will be sent to each Board member.

7. Thayer Holiday Lights Workgroup Update

Ms. Personeus received approval from Brown University on the engineering plan for 272 Thayer. She has reached out to the consulting vendors asking for cost estimates. Ms. Personeus stated she had met with a possible holiday lighting consultant on Thayer Street March 29, 2022 and is working on securing a couple more possible vendors.

8. Thayer Street District Curbside Study Update

Ms. Farr updated the Board on feedback from the last CHNA Board meeting. She reports the CHNA members agree that they wish to see a holistic approach to the curbside program going forward. Ms. Farr mentioned the possibility of a curbside committee and said TSDMA should have representation on it. She mentioned that changing Euclid Avenue to one-way is on hold at this point and that she will be hiring for interns shortly to assist with data collection. Ms. Farr reported that she has been to review and update valet and loading zones, freeing up three (3) additional parking spots. Also, Mr. Luipold mentioned that Brown University had completed a comprehensive parking study approximately fourteen (14) years ago and would see if he could locate it for her.

9. Fones Alley Shared Trash Area Update

Ms. Personeus reported a second draft from Handy Law was sent to the Executive Board for review.

10. Thayer Street Biodiversity Update

Ms. Personeus requested adding wildflowers to the base of the district trees (within the wells). This was approved by Douglas Still, Providence's City Forester. A link of appropriate flowers for the space was sent to Ms. Personeus.

11. Thayer Business Update

Ms. Berk reported no update at this time.

12. Other Business

Ms. Silberman inquired if there was any interest in a presentation by Jo Lee from PopUp Rhody at a future Board meeting. This was approved by the Board and Ms. Lee's presentation will be scheduled for the May meeting.

Board members were asked to consider possible candidates, who are property owners, to fill the remaining Board position.

There being no further business, the meeting was adjourned at 10:12 A.M.