



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

Tuesday, April 4, 2017

**MEETING MINUTES**

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

**1. Roll Call**

Directors: John Luipold, Interim Chair; Albert Dahlberg; Paul Greisinger; Steve Lewinstein; David Everett; Susan Mardo; Richard Dulgarian; Lauren Berk; Joanna Levitt & Donna Personeus, Executive Director.

Ex officio member: Edward Bishop; David Shwaery

Absent: Steve Lewinstein

**2. Discussion and Vote to Approve Minutes from March 7, 2017**

Minutes from the March 7, 2017 Board meeting, presented by Ms. Personeus, were approved after a motion by Ms. Berk, which was seconded by Mr. Luipold. The vote was unanimous by all attending Board members.

**3. Discussion and Vote on Financial Report as provided on April 4, 2017**

Financial Reports were presented April 4, 2017 by Ms. Personeus, and were approved after a motion by Ms. Mardo, which was seconded by Mr. Luipold. The vote was unanimous by all attending Board members.

Ms. Personeus presented a financial report comparing numbers on the TSDMA tax assessment for “commercial only vs. full property value” for review. After discussion, Mr. Luipold stated he would seek the assistance of the TSDMA attorney on the procedures the TSDMA could take to change the current TSDMA tax assessment to 100% of property tax value. He will report his findings at the May meeting.

**4. Executive Director Report**

Ms. Personeus reported that she emailed her Executive Director report on March 31, 2017 to each Board member. There was not a request to add any items for further discussion to the agenda for today’s meeting.

Ms. Personeus reported on the response to the FY 2016 Audit Request for Proposal from the accounting/auditing firms that she had approached had seen little action due to the time of year. Mr. Luipold recommended that Ms. Personeus open the RFP process to additional firms and report back at the May Board meeting. All attending Board members were in agreement.

**5. TSDMA Projects for Grant Opportunities**

Ms. Personeus presented a list of projects selected by the TSDMA Development committee along with a list potential granting opportunities. She asked the Board to rank the projects by priority. The Board selected the

following two (2) projects in which to focus the TSDMA grant opportunities: 1) Green energy street lighting that could incorporate wayfaring signage, hanging flower planter options, and 2) public art (murals, installations, etc.). Ms. Personeus explained the next step would be to assemble a comprehensive cost and implementation report on each project in order to proceed with the grant applications process. She also explained that a short bio from each TSDMA Board member, as well as a TSDMA narrative, would be necessary to give confidence to the grant provider that the TSDMA would be able to implement a grant award if given. Mr Dahlberg agreed to work with Ms. Personeus on the narrative. Mr. Luipold volunteered to develop the cost and implementation plan for the green energy street lighting project. Ms. Personeus will develop the public art plan.

## **6. Big Belly TSDMA Wayfinding Ad Panel Poster**

Ms. Personeus presented the Big Belly wayfinding ad panel poster created by Ms. Levitt. The poster artwork was approved with edits to include the addition of the parklet location, and addition of a location color coding system by business type. The poster with edits will be provided for review at the May Board meeting.

## **7. TSDMA Video**

After review of the TSDMA video, the Board decided not to approve the additional cost of shooting more video footage at this time, instead deciding to have Ms. Personeus implement the small edits required to finish the project. It was the decision of the Board to revisit updating the video with additional video footage in a year's time.

## **8. Merchants Report**

Ms. Mardo reported that the merchants request to increase temporary outdoor seating in a parklet manner in various additional areas on Thayer Street has not received support from the City of Providence. City representatives had safety and security concerns. An attempt to work through the concerns of the City has received little to no traction.

## **9. Other Business**

The Board discussed the opportunity for positive media coverage based on the new business coming to Thayer in 2017. It was decided that Ms. Personeus, with the guidance of Mr. Dahlberg, would work on an on-going public relations campaign to highlight the positive effects the new businesses coming to Thayer Street are having on the community.

Ms. Personeus recommended that the TSDMA participate in the annual Jane's Walk city-wide event this year. She stated she would be willing to co-lead the walk with help from one of our TSDMA Board members with historical knowledge of the street. Mr. Shwaery volunteered and asked Ms. Personeus to contact him after the meeting to coordinate dates and time so that he could confirm he would be available when needed.

### Construction & New Tenant Updates

Mr. Greisinger reported that the downtown-based business U Melt would be opening a second location on Thayer Street in the former Nice Slice location, and that a Threading business would be opening above on the second floor. He also reported that b.Good would be coming to Thayer, replacing Johnny Rockets. All three businesses are scheduled to open by the end of Summer 2017.

There being no further business, the meeting was adjourned at 10:24 AM.