



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

Tuesday, May 4, 2021

Meeting was held via Zoom.us

<https://zoom.us/j/95775639328?PWD=mw15aDBpcW9UTkd3ZkFPMW5rWUZSZz09>

DRAFT

MEETING MINUTES

The Thayer Street District Management Authority (TSDMA) board meeting was called to order at 9:01 A.M.

1. Roll Call

Directors: Paul Griesinger, Chair; John Luipold; Albert Dahlberg; Lauren Berk; Richard Dulgarian; Jason Sweeney; Alexis Kievning; and Donna Personeus, Executive Director.

Ex officio: Ed Bishop

Absent: Joe Thibodeau; Joe Mardo

Guests: Audrey McClelland; Chris Marsella; Megan Lewis; Katherine Roberts

2. Social Media Report from Audrey McClelland

Ms. McClelland presented her social media monthly report to the Board. Highlights of her report included the results of a giveaway, influencer meetup event sponsored by the TSDMA, the influencers for the month, future influencer activation, and the planning of the next social media training session, via Zoom, for Thayer businesses in June 2021 (date to be determined).

3. Thayer Street Marketing Committee Update

Ms. Berk presented the marketing committee's recommendations to the Board. The recommendations included the creation of a new website focused on Thayer Street businesses, with four (4) key purchased domain names pointing to the site. One of those domain names would be used as the primary website address in marketing efforts. The website will contain an interactive map of all the businesses within the district, along with other key landmarks. In addition to the interactive map, businesses with Instagram social media accounts would have an interactive link or live feed to their page. The work will be attempted in-house. After discussion, the Board asked the committee to implement the recommendations that were presented.

4. Discussion and Vote to Approve the Minutes from April 6, 2021

Minutes from the April 6, 2021 meeting, presented by Ms. Personeus, were approved with a typo edit after a motion by Mr. Dahlberg, which was seconded by Ms. Berk. The vote was unanimous.

5. Discussion and Vote to Approve the Financial Reports as provided on May 4, 2021

Financial Reports were presented May 4, 2021 by Ms. Personeus, and were approved after a motion by Mr. Griesinger, which was seconded by Mr. Luipold. The vote was unanimous.

6. Chairman Report

Mr. Griesinger informed the Board that B.GOOD had left Thayer Street and had sublet their space, with approval of the property owners, to Ayame Hibachi Express. A new food concept for Thayer Street, fresh hibachi, and sushi to go. The new business is currently making changes to the interior and plans to open in six (6) to eight (8) weeks. Mr. Sweeney, owner of the Thayer B.GOOD, informed the Board that he would be resigning immediately following this meeting, sending a formal letter to Ms. Personeus, since he no longer had a business located in the TSDMA. He thanked everyone for the experience.

7. Executive Director Report

Ms. Personeus emailed her Executive Director report on May 3, 2021, to each Board member.

Ms. Personeus provided the idea of planting wildflowers within each tree well in the district. Board members asked her to research flower options within the current landscaping budget with the goal of implementation early this summer. Ms. Personeus stated she would reach out to her friend who is the founder of What Cheer Flower Farm, Rhode Island's #1 Flower Charity, to discuss best planting options.

Ms. Personeus mentioned she had been dealing with consistent illegal dumping at both the trash compactor and cardboard recycle center in the past few weeks by several Thayer Street businesses. She had both notified the businesses as well as the property owners in order to get it under control using photographs taken at the site of labels on boxes and receipts from the trash bags.

8. Presentation of Second Draft TSDMA FY 2022 Budget for Discussion

Ms. Personeus presented the second draft of the FY 2022 TSDMA budget for discussion. She informed the Board that the figures that remained highlighted in yellow required decisions by the Board. After review, Mr. Griesinger asked Ms. Personeus to schedule a meeting with the Executive Board members to discuss the line items in question.

9. Discussion on TSDMA Executive Board Nominations for FY 2022

Ms. Personeus reminded Board members that nominations for the FY 2022 TSDMA Executive Board will be voted on at the June 2021 Board meeting.

10. Thayer Street Infrastructure Plan Update

Mr. Dahlberg reported that he had met with the City of Providence's Bonnie Nickerson, Director of Dept of Planning and Development; and Leo Perrotta, Director of Public Works; and Craig Hockman, Deputy Chief Engineer, regarding infrastructure projects in the Thayer Street District area. Mr. Dahlberg reported beginning conversations regarding sewer backups and other infrastructure issues, including how to improve communications from National Grid. He informed the Board that National Grid is now posting street closings on the DPW website.

11. Thayer Business Update

Ms. Berk reported to the Board that last weekend was Brown's graduation, and that sales were below normal levels. She shared that sales numbers were much better the weekend before.

12. Other Business

Mr. Griesinger reported that the new tenant for the former CBD space is still moving forward. He also reported that Kind Connection had moved to another location on Thayer Street, to the second floor of 267 Thayer, above Caliente Mexican Grill. Their former location above Chipotle has been changed to residential.

There being no further business, the meeting was adjourned at 10:23 A.M.

EMAIL VOTE - BL Licensing Application Hearing for Beyond Teas LLC dba Ceremony

Preamble:

Ceremony is moving to the corner of Brook and Euclid Street. Given their desire to pursue the Japanese cultural presentation of Saki and Japanese beer we feel this narrow focus of on-premises consumption and limited operating hours (closing by 10:00 or 10:30 pm at the latest) would be conducive to their unique cultural offering.

Stephanie from City of PVD Licensing confirmed the BL license is not transferable, can not be used for off premises or converted to a bar in the future. Expanded permit for outdoor seating may be requested with a special use permit (like Andreas)

Motion:

Mr. Dahlberg has made a motion to support Beyond Teas LLC dba Ceremony, for their application for a new BL (beer and wine only) at 21 Euclid Street on the condition that it is non-transferable and that service of alcohol does not extend past 10:00 pm., which was seconded by Mr. Griesinger.

Motion passed 8-0.