



Thayer Street District Management Authority Board of Directors Meeting

Tuesday, May 3, 2016

MEETING MINUTES

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

1. Roll Call

Directors: Dean Martineau, Chair; John Luipold; Paul Greisinger; Laura Berk; Susan Mardo; Steve Lewinstein; David Everett & Donna Personeus, Executive Director.

Ex officio members: David Shwaery; Edward Bishop

Guests: Katie Silberman, Brown University; Lori Moretti, CM Communications; Bridget Kelly, Nickerson PR; Dave Lasus, Insomnia Cookie; Lauren Ladd, Insomnia Cookie

Absent: Al Dahlberg, Amanda Giessler

2. Presentation by Dave Lasus, COO of Insomnia Cookie

Mr. Luipold gave a brief history of the property at 307 Thayer Street owned by Farview/Brown University, then introduced Dave Lasus, COO of Insomnia Cookie and tentative tenant for the property. A presentation on the history and mission of Insomnia Cookie was given by Mr. Lasus. The presentation included background information about the company, brand positioning, redevelopment of the building, and selection of Thayer Street for a new location. After the presentation, Mr. Luipold asked for the support of the Board for the tentative tenant. There were no objections stated by attending Board members, however an official vote of support was not taken at this time.

3. Presentation by Lori Moretti of CM Communications and Bridget Kelly, of Nickerson PR

Mr. Greisinger introduced Ms. Moretti of CM Communications and Ms. Kelly of Nickerson PR to the Board. A presentation on the background and services that CM Communications and Nickerson PR provides was given by Ms. Moretti and Ms. Kelly. They proposed a multi-tiered custom program (local, regional and national) for TSDMA that included brand messaging and an integrated marketing plan. Due to time restrictions, Ms. Kelly and Ms. Moretti were asked to return at a future date for additional discussion.

4. Discussion and Vote on the Board Meeting Minutes from April 5, 2016

Minutes from the April 5, 2016 Board meeting were approved after a motion by Mr. Luipold, which was seconded by Mr. Greisinger. The vote was unanimous by all attending Board members.

5. Discussion and Vote on Financial Report as provided on May 3, 2016

The Financial Reports were presented May 3, 2016, and approved after a motion by Mr. Luipold which

was seconded by Mr. Greisinger. The vote was unanimous by all attending Board members.

6. Chairman's Report

No report was given by Mr. Martineau due to time restrictions.

7. Executive Director Update

Ms. Personeus reported that she email her Executive Director report on April 28, 2016 to each Board member. There was not a request to add any items for further discussion to the agenda for today's meeting.

8. Review and Discussion on FY 2017 Budget Draft

Ms. Personeus presented a FY 2017 budget draft which included up-to-date City of Providence tax assessments for discussion. Ms. Personeus was asked to make adjustments resulting from the discussion, balance the budget draft within \$10,000, and then email the revised budget draft to the Board for review within the next week. It was agreed, after the revised budget draft had been received, further discussion would continue via email, if necessary.

9. Board Leadership Nominations and Discussion

Mr. Luipold reported that Board Leadership Nominations would take place at the June Board Meeting. Members interested in holding a Board Leadership position should notify him directly before the next meeting.

10. Fones Alley Improvement Discussion

Due to time restrictions, this discussion will be moved to a future date.

11. Interaction with Tenants Violating City Ordinances

Due to time restrictions, this discussion will be moved to a future date.

12. BigBelly Ad Panel Project Update and Vote on Cost

Due to time restrictions, this discussion will be moved to a future date.

13. Tree Well Plaque Project Update

Due to time restrictions, this discussion will be moved to a future date.

14. Parking Initiative (Brown University) Update *Brook St Surface Lot and Lot #11*

Due to time restrictions, this discussion will be moved to a future date.

15. Merchant Report

Due to time restrictions, this discussion will be moved to a future date.

16. Other Business

There is no additional business at this time

There being no further business, the meeting was adjourned at 10:31 AM.