



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

Tuesday, August 1, 2017

MEETING MINUTES

The Thayer Street District Management Authority (TSDMA) board meeting was called to order at 9:07 AM.

1. Roll Call

Directors: John Luipold, Chair; Paul Greisinger; Susan Mardo; Albert Dahlberg; Lauren Berk; Richard Dulgarian; Stephen Lewinstein and Donna Personeus, Executive Director.

Guests: Officer Kelly Mitchell; Katie Silberman

Ex officio members: David Shwaery; Edward Bishop

Absent: Laura Berk; David Everett; Joanna Levitt

2. Discussion and Vote to Approve Minutes from June 6, 2017 FY 2018 Budget Public Hearing and Board of Directors Meeting

Minutes from the June 6, 2017, FY 2018 Budget Public Hearing and Board meeting, presented by Ms. Personeus, were approved after a motion by Mr. Greisinger, 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 August 1, 2017

Financial Reports for both FY 2017 End of Year and FY 2018 August 2017, were presented August 1, 2017 by Ms. Personeus, and were approved after a motion by Mr. Greisinger, which was seconded by Mr. Dahlberg. The votes for each were unanimous by all attending Board members.

4. Tax Assessment Revision to Include Residential Update

Mr. Luipold reported on his meeting with Attorney Seth Handy, stating the TSDMA does not have the ability to assess residential square footage within the district without petitioning the district, which is not recommended at this time. Other options include expanding the boundaries of the district. Expansion could be done on a voluntary basis or by petitioning the district. Another option is to reach out to the private schools surrounding Thayer Street and ask them to donate contributions to continue to provide a clean and safe community for their students. The Board discussed ways in which to reach out to the schools. The following options were offered for discussion: an appeal letter campaign offering a Big Belly Ad panel as a thank you for a donation, or the direct personal call approach. Mr. Dahlberg and Ms. Silberman offered to reach out personally to Moses Brown, Wheeler and 257 Thayer to discuss the possibility of securing voluntary contributions.

5. Executive Director Report

Update on the FY 2016 and FY 2017 Audit, Bios for Grant process, Bear Bargains

Ms. Personeus reported that she emailed her Executive Director report on July 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 she had secured a two-year audit for FY 2016 and FY 2017 in the amount of \$6,200, which was \$200 more than the estimated cost for the single year audit for FY 2016. She recommended that the Board review and vote to change the bylaws to reflect a bi-annual audit instead of the current annual audit to save money in future budgets. The Board agreed to review and make a decision whether or not to update the bylaws to reflect her recommendation.

Ms. Personeus stated she was still missing Board member bios for the grant process. The members with outstanding bios, Mr. Griesinger, Ms. Mardo, Mr. Bishop and Mr. Shwaery, agreed to get the information to her immediately.

Ms. Personeus announced that she worked in coordination with Steve Iannuccilli, Assistant Director of Athletics - Marketing & Ticketing, Brown University, to implement a cross-marketing program for the Thayer Street Businesses. Attendees of Brown Athletic Events will now be able to receive special discounts when presenting their sporting event ticket stubs on the day of the event to participating businesses on Thayer Street. This is an opt-in program for Thayer Businesses.

6. Matt Murray Retirement - Replacement of TSDMA Graffiti Removal Vendor

Ms. Personeus reported that Matt Murray, our graffiti removal vendor notified her that he would no longer be able to service the account starting immediately due to a health condition. She stated he said he would be contacting her with potential replacement vendors. Mr. Lewinstein called Mr. Bilodeau to ask on Mr. Murray's condition and to see if he could recommend another vendor. Mr. Bilodeau stated that Mr. Murray would be going to a specialist in Boston and may be able to continue in the near future. Ms. Personeus stated she would follow up with Mr. Murray to assess if a new vendor would be necessary.

7. June 2018 Thayer Street Art Festival (June 10 or June 17)

Ms. Personeus presented a first draft Thayer Street Art Festival proposal with estimated income (vendor booths, entry fees and sponsorships) and estimated costs. Mr. Luipold asked Ms. Personeus to continue and report back with a list of potential sponsors and more details at the next board meeting. Ms. Personeus recommended the Board consider the date of June 17 over June 10 in order to have two weeks before the PVD fest and the Thayer Festival. She also mentioned it was recommended that the application to apply to be a vendor in the festival be opened in the end of October or early November by festival artists in order to be ahead of the other festivals that post their applications in November and December.

8. Big Belly TSDMA Wayfinding Ad Panel Poster

Review, Discussion and Vote on Revised Poster Rough Layout

Ms. Personeus announced she had not received the artwork files from Ms. Levitt before she went on maternity leave. This agenda item will be moved to a future Board meeting.

9. Greenworks Lending - Commercial Property Assessed Clean Energy (CSPACE)

Ms. Personeus presented the marketing materials provided by Greenworks to the Board. She was asked to email the information to the other property owners so they can contact Greenworks directly if they are interested.

10. Merchants Report

It was reported activity on Thayer Street had been good this past month. It was suggested that a survey be sent out

to the Thayer Businesses to gather information on the following: 1) Sales by percentage up or down September 2016 to August 2017; 2) Is the parking lot considered a benefit; and 3) Was the employee parking program helpful.

11. Other Business

Ms. Personeus told the Board she had been notified that “by chloe.” would be seeking a liquor license. Ms. Personeus reported that she had recommended “by chloe.” send a representative to make a presentation during today’s Board meeting. Unfortunately, they were unable attend with short notice. Ms. Personeus was asked to follow up with them and recommend they schedule their license hearing after the next TSDMA so they can send a representative to our TSDMA September 5, Board meeting to make a presentation and answer questions. She was told to let them know the TSDMA Board would be sending a letter stating they would not be in support of the liquor license because the business had not presented their intentions to the Board. Ms. Personeus stated she would update the Board via email after speaking with the “by chloe.” representative.

Mr. Luipold reported an increase of homeless sleeping on Thayer Street. He mentioned that he had seen a man sleeping on the parklet this morning. Ms. Personeus said she would reach out to Lt. Donnelly to discuss the situation.

There being no further business, the meeting was adjourned at 10:17 AM.