



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

Tuesday, August 2, 2022
118 Waterman Street, 2nd floor

MEETING MINUTES

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

1. Roll Call

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

Asbent: Liza Farr; Joe Lasserini

Absent: Ex officio: Ed Bishop

Guests: Megan Lewis, Brown University; Kelly Mitchell, Brown University; Audrey McClelland, Social Media Consultant.

2. Discussion and Vote to Approve the Minutes from the Board Meeting on July 12, 2022.

Minutes from the July 12, 2022 Board meeting presented by Ms. Personeus were approved after a motion by Mr. Luipold, which was seconded by Ms. Silberman. The vote was unanimous.

3. Discussion and Vote to Approve the Financial Reports as provided on August 2, 2022.

Financial Reports were presented August 2, 2022 by Ms. Personeus. After discussion, a vote to approve the reports was tabled for corrections to be made to the budget by the bookkeeper after a motion by Mr. Luipold, which was seconded by Mr. Griesinger. The vote was unanimous.

4. Fones Alley Shared Trash Area Update and Vote to Accept Reimbursement from E.F. Bishop.

Ms. Personeus reported that the Bishop Family had made an offer to reimburse the TSDMA one thousand dollars for attorney fees, since their lawyer had advised against moving forward with the project. The Board respectfully declined to accept the offer, in the hope that the project could be revisited in the future. Ms. Personeus stated she would reach out to the Bishop family to inform them of the Board's decision. Mr. Luipold, Mr. Mardo and Mr. Griesinger agreed to continue discussions on possible alternative shared space trash solutions for the lower Thayer Street District retail businesses.

5. Social Media Report Presentation by Consultant Audrey McClelland

Ms. McClelland presented her social media monthly report for July 2022. Highlights of the report included an update on social engagement, influencer-related activity in July, and influencers scheduled for August. She mentioned the TSDMA IG account had experienced a strong month due to Thayer Summer Music Series, Mighty Mike's Pizza opening, and East Side Pockets 25th Anniversary posts. She reported that Facebook engagement

was down, with the most popular posts being the Thayer Summer Music Series and Mighty Mike's Pizza opening. Ms. McClelland confirmed that she continues to use twitter as a news distribution tool. She also informed the members of The Rhode Show segment in which Ms. Personeus was invited to be a segment guest to promote the events happening on Thayer. She stated the August social focus will be on Back-to-School.

6. Thayer Street Marketing Committee Update

Ms. Silberman provided updates from the marketing committee meeting. She informed the members of a new google folder for the Taste of Thayer, which contains the sponsorship description one-sheet, event flier and event logo, along with other event marketing materials in one easily accessible location. Ms. Silberman and Ms. Personeus provided an update on the Summer Music Series and mentioned the focus of the committee was now focused on the Taste of Thayer and Holiday Lighting/Events. She mentioned that the Board had started strong out of the gate with sponsorships, however, there had been little activity in the past two months. The Board discussed ways to increase sponsors which included reaching out to the Thayer Street businesses, vendors of property owners and businesses. Ms. Personeus was asked to contact Thayer businesses and resend the sponsorship information to Board members. Ms. Personeus was also asked to create a flier for the event that could be shared by Board members and sent to each business owner. Ms. Personeus mentioned she had emailed Mr. Mardo the drink ticket reimbursement given to Flatbread Co. from last year's event that he had requested.

7. Executive Director Report

Ms. Personeus emailed her Executive Director report on August 1, 2022, to each Board member. There was no further discussion.

8. Update on 279 Thayer/Two Cousin LLC Development

Ms. Personeus informed the Board that she had not received the requested update on the redevelopments of 279 Thayer (Two Cousin LLC) or 235 Meeting (Boutros Salo & Boghos) from project manager Rouben Balagian. Mr. Mardo mentioned that the project manager should be communicating updates regularly and asked Ms. Personeus to reach out to the City's Planning Department for help if the information was not received in a timely manner.

9. Thayer Street District Curbside Study Update

Ms. Personeus presented the information Ms. Farr had provided, in lieu of her not being able to attend. Members decided to postpone the review until the next Board meeting in which Ms. Farr could be present and discuss the information.

10. Working Group Thayer Holiday Lights Update

Ms. Personeus stated she had reached back out to electrician Scott Collard of Collard Enterprises, and Structural Engineer Scott Bogel, once again to restart the holiday lighting project. She had heard back from Mr. Collard, and had a meeting scheduled with him the following week. She also mentioned she had not heard back from Mr. Bogel after multiple attempts. Ms. Berk stated she was unhappy with the lack of progress and was concerned time was running out to make updates to this coming year's lighting display. Ms. Personeus stated she would schedule a holiday lighting committee meeting as soon as possible and would move the project to among her top properties.

11. Thayer Street Biodiversity & Tree Update

Ms. Personeus updated the Board on the results of the District tree wells wildflower seeds pilot test (Bowen to Cushing) and stated due to the poor results she had recommended not continuing the project. The Board was in agreement.

12. Thayer Business Update

Mr. Luipold informed the members of possible tenants for both the former Tropical Smoothie location at 272 Thayer Street and the former Shiru Cafe (above Heng Thia) at 165 Angell Street. Mr. Griesinger notified the Board of a possible tenant for the former BGood/Sushi location on the corner of Meeting Street and Thayer Street

13. Other Business

Ms. Silberman informed the members that all students would be returning before or on Labor Day Weekend for the Fall semester.

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 10:03 A.M.