



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

Tuesday, August 3, 2021
118 Waterman Street, 2nd floor

MEETING MINUTES

The Thayer Street District Management Authority (TSDMA) board meeting was called to order at 9:03 A.M.

1. Roll Call

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

Absent: Katie Silberman

Ex officio: Ed Bishop

Guests: Megan Lewis, Brown University; Audrey McClelland; Grant Dulgarian; Katherine Roberts, E.F. Bishop Agency

2. Update from Katherine Roberts, VP of E.F. Bishop Agency on TSDMA Insurance Policies

Ms. Roberts from E.F. Bishop Agency updated the Board on the FY 2022 insurance policies, going over the details of coverage. She also updated the Board on the current status of a 2019 claim.

3. Social Media Report from Audrey McClelland

Ms. McClelland presented to the Board her social media monthly report for the month of July 2021. Highlights of the report included an update on Influencer related activity and influencers that are scheduled to be activated in August. Ms. McClelland stated she has been looking for different types of influencers to expand Thayer Street's appeal to unique demographics. She is also looking to work with Brown students with public accounts. On Twitter, goprovidence (PWCVB) has been extremely supportive with the highest level of engagement, sharing, commenting and like tweets. Instagram engagement was higher than June. Facebook interaction is highest when posts include questions to spur on engagement.

4. Thayer Street Marketing Committee Update

Ms. Personeus updated the Board on the progress of our new TSDMA Merchant website and the October 6th, new event called "Taste of Thayer". Ms. Personeus is working with Ms. McClelland to contact each business to receive their key information that will be included on the website. Ms. Personeus will have the website live before mid-September in order to take Taste of Thayer ticket sales.

5. Discussion and Vote to Approve the Minutes from Public Hearing and Board Meeting on June 2, 2021 and July 6, 2021.

Minutes from the June 2, 2021 Public Hearing and Board meetings, and the July 6, 2021 Board meeting presented by Ms. Personeus, were approved after a motion by Mr. Luipold, which was seconded by Ms. Berk. The vote was unanimous.

6. Discussion and Vote to Approve the Financial Reports as provided on July 6, 2021 and August 3, 2021.

Financial Reports were presented June 1, 2021 by Ms. Personeus, and were approved after a motion by Mr. Luipold, which was seconded by Ms. Berk. The vote was unanimous.

7. Discussion and Vote on Nomination of TSDMA Executive Board Members

Board members discussed the need to fill the current two (2) open positions on the Board. Ms. Personeus informed members that per the TSDMA by-laws, one position needs to be appointed by the Mayor and the other by a property owner. Mr. Griesinger stated that he had reached out to the Mayor personally for his Board member recommendation and was waiting to hear back. During discussion, members spoke to the qualifications required in selecting a district property nominee to fill the open position. The consensus was that the property owner must be willing and able to commit their expertise and time to the Board. Ms. Personeus was asked to reach out to Paul Boutros to see if he would be interested in being nominated, and report back to the Board next month.

8. Executive Director Report

Ms. Personeus emailed her Executive Director report on August 2, 2021, to each Board member.

Ms. Personeus asked Ms. Kievning if she would please follow-up on the status of two (2) dangerous sidewalk issues on Thayer, one in front of Pleasant Surprise (297 Thayer) around the tree well, and the other in front of Chinatown/Baja's (277-273 Thayer) where work had been done under the sidewalk and roughly patched and not made level to existing sidewalk.

9. Update on Flower Container Purchase

Ms. Personeus informed members that when she went to order the flower containers she received a "on backorder until October" notification. She asked the members if she should wait until the Spring of 2022 to order them. The Board decided to hold off ordering them until the Spring, unless key sites meant to hold small landscaping trees could be purchased for key locations, like in front of the RIPTA tunnel.

10. Thayer Business Update

Ms. Berk reported that Andreas was under renovation with a new bar being added. She noted her concern for the lack of current options to have a table waitstaff serve lunch. Andreas is still closed and Flatbread's and others have reduced their operating hours. She is hoping key restaurants with that level service will increase their hours to include lunch service once the Brown students return in late August.

11. Other Business

Mr. Luipold reported that approximately 7,000 undergrads will be on campus for the Fall 2021 semester.

There being no further business, the meeting was adjourned at 9:57 A.M.