



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

Tuesday, August 4, 2020

**Our TSDMA Meeting was held via Zoom.us**

<https://zoom.us/j/91559689719?pwd=Z1JBZUNRYUpmOjBNak9wa0NpclpLZz09>

**MEETING MINUTES**

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

**1. Roll Call**

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

Guests: Megan Lewis, Brown University; Kelly Mitchell, Brown University Security

**2. Discussion and Vote to Approve the Minutes from July 7, 2020**

Minutes from the July 7, 2020 meeting, presented by Ms. Personeus, were approved after a motion by Mr. Greisinger, which was seconded by Mr. Mardo. The vote was unanimous.

**3. Discussion and Vote to Approve the Financial Reports as provided on August 4, 2020**

FY 2020 final reports and monthly FY 2021 Financial Reports were presented August 4, 2020 by Ms. Personeus, and both sets of reports were approved after a motion by Mr. Greisinger, which was seconded by Ms. Berk. The vote was unanimous. Mr. Luipold asked for both the Parklet and Trash receptacles to come off the books with the completion of the audit and move the Holiday Lights purchase to fixed assets. He would like to see that purchase come off the books faster.

**4. Chairman Report**

Mr. Griesinger spoke of an increase in homeless people sleeping on Thayer Street. Officer Mitchell from Brown University's Department of Public Safety stated she had not seen an increase of homeless on Thayer Street. She did mention an increase of bicycle thefts in the area. Mr. Griesinger mentioned a concern regarding an increase in customers coming to Thayer Street after midnight and the impact that could have. He also spoke to a concern of how Thayer business would handle a second wave of COVID in the Fall/Winter. He mentioned businesses that offered takeout food seemed to have fared better during the crisis. Mr. Griesinger stated he would like to hire an expert in marketing with success in marketing locations like Thayer Street. He mentioned that the street's retail shops require some additional help due to COVID. They were hit harder than the quick food establishments. Mr. Mardo stated he would also like to hire a marketing company to work on both a short-term plan and a long-term marketing plan to drive traffic to the district.

**5. Executive Director Report**

Ms. Personeus emailed her Executive Director report on August 3, 2020 to each Board member.

Ms. Personeus stated that she had a conflict with the scheduled date of the next Board meeting and asked members if moving the meeting to September 1st would be acceptable. Board members unanimously approved the meeting date change to September 1, 2020.

#### **6. Discussion on New Board Member Nomination**

Mr. Griesinger asked Board members to submit nominations to Ms. Personeus to fill the open Board seat before the next meeting for consideration at the September 1, 2020 meeting.

#### **7. Update on Status of Thayer Street Businesses during Coronavirus Crisis/Merchant Report**

Ms. Personeus stated that she continues to provide emailed updates to TSDMA businesses, summaries of the Governor's press conferences, as well as additional COVID-19 related information. She is also updating the TSDMA website as TSDMA businesses statuses change. Mr. Mardo stated that full service, sit down restaurants had seen a significant decrease in business. Mr. Dahlberg stated that Brown University would be addressing concerns about student returning to campus from neighbors with an online forum August 20.

#### **8. Update on Thayer Marketing Program**

Ms. Personeus updated the Board with the dates and locations for the limited Thayer Street Music Series. She also presented the current ad running in the Providence Monthly for August 2020. She also mentioned that she had been researching local social media influencers and would report back to the Board with recommendations. Ms. Personeus stated the Holiday season was fast approaching, in order to have the Holiday lighting in place for November we would have to secure locations and power sources in the next two months. She stated the project had been in the City's hands for over a year at this point with no solution. Mr. Dahlberg mentioned he would be meeting with Bonnie Nickerson this week and would ask for an update from the City on where they stand on their part of the Holiday Lighting Project.

#### **9. Presentation of Final Big Belly Extension Contract**

Ms. Personeus presented the final extended Big Belly 5-yr contract to the Board. After a brief discussion, Ms. Personeus was asked to get an estimate to upgrade the 18 units to include foot pedals.

#### **10. Update on City of Providence Trash Pick Up Services**

Ms. Personeus explained that she was now working with Leo Perrotta and trash pickup had greatly improved. She had set Mr. Perrotta and one of his staff up with on-demand access to our Big Belly online status reporting.

#### **11. Discussion on District Infrastructure**

Mr. Dahlberg stated he would be meeting with Bonnie Nickerson this Thursday and would report back at the next meeting.

#### **12. Other Business**

Mr. Griesinger reported that Wow Barbecue would not be reopening and that there was a possible new tenant for 288 Thayer.

There being no further business, the meeting was adjourned at 10:03 AM.