



Thayer Street District Management Authority Board of Directors Meeting

Tuesday, September 4, 2018

MEETING MINUTES

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

1. Roll Call

Directors: John Luipold; Stephen Lewinstein; Albert Dahlberg; Lauren Berk; Richard Dulgarian; David Everett; Joe Mardo; Jason Sweeney; and Donna Personeus, Executive Director

Ex officio members: Edward Bishop; David Shwaery

Absent: Paul Greisinger, Chair

Guests: Lidia Pierce, Brown University; Jeff Michaelson Esq, Shake Shack; and William Hofrichter, Shake Shack; Sarah Abeles, Reliable Gold Ltd.

2. Presentation by William Hofrichter, General Manager of Shake Shack's Boston Seaport location and Shake Shack's Attorney, Jeff Michaelson

Mr. Hofrichter, General Manager of Shake Shack's Boston Seaport location, addressed the Board to provide background history on Shake Shack and stating Thayer Street will be the first location in the Providence area. He mentioned Shake Shack is a family restaurant with a small portion of the sales coming from beer and wine sales. The company focuses on fitting into the community with its goal of becoming a community gathering location. Mr. Michaelson noted the restaurant is not a bar; liquor sales are to provide a full dining experience to their customers. We plan on coming before the Board to request formal support of their application for beer and wine sales. The plan to is duplicate the "by chloe" model currently being used on Thayer. Mr. Hofrichter provided the Board with the restaurant's menu. Mr. Dahlberg asked if they plan to have an opening marketing plan. Mr. Hofrichter explained they are planning a large Grand Opening awareness campaign with pop up taster locations. The opening is planned for Feb 2019. He also mentioned that the store will employ about 50 staff members with hours of operation open until 9 or 10PM. This location is not planned to be a late night location.

3. Presentation by Tara Winterhalter, owner of Ritual Sweat Society (286 Thayer - 2nd floor)

Ms. Personeus introduced Tara Winterhalter, owner of Ritual Sweat Society. Ms Winterhalter provided the Board with background on her business stating it combined cardio, hip hop with yoga to great music. She stated Ritual Sweat Society is the only business that can print their logo on lululemon sportswear and offers free lululemon pants for referring a new member. Her goal is to have 300 members within the year, adding 50 memberships a month. She is currently on track to meet that goal. She mentioned she had introduced herself to every manager on Thayer Street and offered each of them three months for free, and she has scheduled an event in September at Brown. She is interested in participating in all Thayer Street future event activities. Studio hours are 530A to 11A and 5P to 730P with max of 27 people per class. Ms. Winterhalter also mentioned that they have raised over \$7,000 for non-profit organizations through special events.

4. Presentation by Sarah Abeles, owner of Reliable Gold Ltd. on the Providence Neighborhood Shopping Shuttle Project

Ms. Personeus introduced Ms. Abeles, owner of Reliable Gold Ltd. Ms. Abeles updated the Board on a pilot Providence Neighborhood Shopping Shuttle project she is trying to get off the ground. The neighborhoods to be included are Thayer Street, Wayland Sq., Hope Street, Federal Hill, the Jewelry District, and Wickenden. Ms. Abeles explained that she has spoken with representatives of the PWCVB to secure a grant to foster tourism in the neighborhoods. She received their support and will be applying for the grant in 2019. The goal will be to use the existing hotel shuttle services, adding regularly timed routes to key neighborhoods for shopping and dining. The pilot program will include hotels that provide current shuttle services to their customers. Three hotels, Marriott, Hilton and Hampton Inn are interested in participating. There would be possible advertising opportunities on the shuttles to help pay for the program. Each shuttle will be able to transport 20-24 people. Ms. Abeles explained the next step would be to form a committee. She asked the TSDMA for their level of interest in participating on a committee. Several TSDMA Board members, Mr. Lewinstein, Mr. Mardo, Mr. Everett and Executive Director, Ms. Personeus expressed interest in participating. Mr. Lewinstein stated that he thought a link to downtown with a constant transit loop would be an asset to Thayer. He stated he had approached Viking Tours in the past and found the cost of providing this service to be expensive.

5. Discussion and Vote to Approve Minutes from July 31, 2018

Minutes from the July 31, 2018 meeting, presented by Ms. Personeus, were approved after a motion by Mr. Dahlberg, which was seconded by Ms. Berk. The vote was unanimous by all attending Board members.

6. Discussion and Vote to Approve Financial Reports as provided on September 4, 2018.

Financial Reports were presented September 4, 2018 by Ms. Personeus, and were approved after a motion by Mr. Mardo, which was seconded by Mr. Luipold. The vote was unanimous by all attending Board members.

7. Chairman Report

Mr. Greisinger was not in attendance. No report was given at this time.

8. Discussion and vote to approve Jason Sweeney as TSDMA Board Member

After brief discussion, Mr. Lewinstein made a motion to accept the nomination of Mr. Sweeney to the TSDMA Board of Directors, which was seconded by Mr. Dahlberg. The vote to approve was unanimous by all attending Board members. Mr. Sweeney was welcomed as the newest Director to the TSDMA Board

9. Executive Director Report

Ms. Personeus reported that she emailed her Executive Director report on September 3, 2018 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 that the Big Belly unit located at CVS had been vandalized for the third time. She stated she would like to move the unit to the corner of Cushing and Thayer. The Board had no objections. Ms. Personeus said she would work with Capstone to determine the best spot at that location in which to relocate it.

Mr. Luipold mentioned several issues with dangerous conditions with sharp, broken or leaning signage posts on Thayer. Ms. Personeus stated she had reported them to the city using the 311 app and would follow up. Mr. Everett said he would also speak to DWP.

10. Update from Thayer Street Planning Study Committee

Mr. Everett provide an update to the Board. He stated that he had participated in a meeting in which he presented outstanding issues to the Planning PVD group. He will schedule a phone conference call with Mr. Greisinger and Mr. Paul Azara to discuss long-term planning to put utilities underground. Mr. Everett is also following up on ownership of the RIPTA Tunnel lights on who has ownership and why they are not working.

11. Thayer Street Public Art Plan Update

Ms. Personeus reported that she had met with Lauren Allen, RISD Project Open Door (POD), to develop a working plan to move forward with the project.

12. Lighttower Fiber Contract Continuation Update

The Board decided to hold a vote on cancellation of the contract at the October 2018 Board meeting.

13. Merchants Report

The Board discussed steps in which to help the Thayer Merchant Association reactivate. General opinion was one or two merchants would need to take the lead and that it would be important that the merchants lead themselves. Mr. Mardo and Mr. Sweeney both expressed interest in participating. Mr. Bishop stated that the charter Thayer Merchant Association was created as a non-profit organization and still had funds of about \$1,000 left.

14. Other Business

Mr. Dahlberg reported that his office at Brown would be working with Councilwoman Nirva LaFortune to help her plan and project manage the MLK playground project.

Construction & New Tenant Updates

Ms. Personeus reported that the Vape Shop had closed.

There being no further business, the meeting was adjourned at 10:18 AM.