



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

Tuesday, September 5, 2017

### **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, Chair; Paul Greisinger; Stephen Lewinstein ; David Everett; Susan Mardo; Albert Dahlberg; Richard Dulgarian and Donna Personeus, Executive Director.

Guests: Stephanie Carr, Durk's BBQ; Jonathan Kaufman of UMelt; James Haber, eSquared Hospitality/by Chloe.; Officer Kelly Mitchell

Ex officio members: Edward Bishop

Absent: Laura Berk; Joanna Levitt; David Shwaery

#### **2. Business Presentation by James Haber, CEO of ESquared Hospitality, the majority owner of by Chloe.**

Ms. Personeus introduced Mr. James Haber, CEO of ESquared Hospitality, the majority owner of by Chloe to the Board. Mr. Haber gave a presentation that included background information on ESquared Hospitality, including one of their groups of restaurants, by Chloe., which he described as fast casual vegan. He stated the restaurant began in NYC and currently has seven locations. Mr. Haber explained that their target demographic areas are close to Universities like Brown. He explained that their business plan is to provide a fast, casual full-service dining environment for their customers. He stated they would be applying for a full BV liquor license for the restaurant, with their intention of having table service only; a bar is not included in the restaurant layout. They plan on selling wine and speciality mixed drinks that change seasonally. Mr. Haber stated that the liquor portion of the restaurant's sales is historically, across all by Chloe stores, is less than 2%. He also mentioned the restaurant would be offering a delivery service, and well as an phone application for pre-ordering. The restaurant currently has over 80,000 followers on social media and publishes a weekly blog. They are looking to attract approximately 500 customers per day; 20% lunch traffic, 20% dinner traffic, and 60% spread out without the day. The Thayer location will be offering brunch on the weekends. The current plan is for a soft opening on October 10th. The hours of operation are currently set for 10AM to 10/11PM Monday through Sunday. Mr. Haber asked for a letter of support from the TSDMA. After discussion, Mr. Luipold asked Ms. Personeus to write a letter of support with the oversight of Mr. Dahlberg, and email it to the entire Board for each TSDMA Board member to vote to accept or deny before by chloe's license hearing.

#### **3. Discussion and Vote to Approve Minutes from August 1, 2017 Board of Directors Meeting**

Minutes from the August 1, 2017, presented by Ms. Personeus, were approved with edit after a motion by Mr. Greisinger, which was seconded by Mr. Dahlberg. The vote was unanimous by all attending Board members.

#### **4. Discussion and Vote on Financial Report as provided on September 5, 2017**

Financial Reports were presented September 5, 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.

Ms. Personeus reported late payments, including late fees, had been received from Mortgage Acquisition Associations (285-289 Thayer), Thayer Waterman (212 Thayer) and Walter Bronhard Real Estate (110 Waterman), but payments had not been received as of this date from K&K Dulgarian (252-254 Thayer & 212 Thayer) late fees only, Mario Coletta (205 Meeting), nor SAF Properties/Meeting Street Associates (236 Meeting).

#### **5. TSDMA Board Nominating Committee**

Ms. Personeus introduced Mr. Jonathan Kaufman, co-owner of UMelt on Thayer Street, as the TSDMA Nominating Committee's choice to replace Ms. Mardo, who tendered her resignation and asked that it be accepted as soon as her replacement had been secured. Mr. Kaufman spoke briefly to his experience and his interest in joining the Board. After Mr. Kaufman answered a few questions, a motion was made by Mr. Luipold to accept Mr. Kaufman as the newest TSDMA Board of Director's member, which was seconded by Mr. Greisinger. The vote was unanimous by all attending Board members.

Mr. Luipold then officially accepted Ms. Mardo resignation, thanked her for more than four years of service to the organization, and wished her success in future endeavors. The appreciation for Ms. Mardo's multiple years of service and future well wishes were echoed by each member of the Board.

#### **6. Executive Director Report**

Ms. Personeus reported that she emailed her Executive Director report on September 4, 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 presented a draft of the TSDMA Board of Director's 2018 Calendar meeting dates, asking each Board member to review the dates before the October meeting for conflicts. Ms. Personeus briefly described both of the cross-marketing TSDMA sponsored opt-in marketing programs for Thayer Street District businesses: Bear Bargains and Bicycle Benefits programs, presenting one-sheets on each program. Ms. Personeus asked any Board member that was interested in being nominated for an Executive Board position (Chair, Vice Chair, Treasurer, or Secretary) to contact her before the next meeting in November. Ms. Personeus asked for confirmation that the Board would like to have the parklet removed from Thayer Street before Thanksgiving this year. The Board members in attendance confirmed their wish for an earlier removal in November, instead of the typical December removal. Ms. Personeus updated the Board on her search for a new graffiti removal vendor stating she had not been given the referrals from Mr. Murray as of this date, and she would be proceeding on her own to locate new vendor for that service. Ms. Personeus mentioned that she had been contacted by a Barrington High School senior that was interested in creating a Thayer Street app, and that she planned on helping the student.

#### **7. Review, Discussion & Vote to Approve FY 2017 Annual Report**

The agenda item was moved to the October agenda.

#### **8. June 2018 Thayer Street Art Festival (June 10 or June 17)**

Ms. Personeus presented a second draft of the Thayer Street Art Festival proposal, which included new sponsorship details. Ms. Personeus recommended the date of June 17th based upon the research she had done. She asked Board members to let her know if they were aware of any conflicts on that date. Mr. Luipold expressed

concern regarding covering the full cost of the event. He asked for guarantees of sponsorships being secured before giving this approval to move forward. Mr. Luipold mentioned that he would support Farview being a sponsor at \$1,000. After a discussion regarding the suggested sponsorship levels and costs, Ms. Personeus was asked to work with Mr. Kaufman to come to an agreement on less aggressive sponsorship cost levels and report back to the Board.

#### **9. Merchants Report**

It was reported that Green Side Up Gallery had closed and ViVi Bubble Tea would be moving into the location.

#### **10. Other Business**

Ms. Personeus stated that she had been contacted by Stephanie Carr, Marketing and Catering manager for Durk's BBQ, informing her that Durk's BBQ would be at a Providence City Board of Licensing Hearing requesting entertainment licenses for live music for a special event on September 25, and then one for a weekly weekend evening live entertainment. Ms. Personeus introduced Ms. Carr and explained that she had asked her to attend today's Board meeting to answer any questions the Board might have. Ms. Carr explained that the special live music event was to raise money for Houston hurricane victims. The restaurant was planning on having a two person acoustic guitar band playing country music in the front of the restaurant near the windows. She explained the restaurant hours would not change for this event. Ms. Carr then explained that business had been slow this summer and they were looking for unique ways of increasing traffic into the restaurant. They were interested in trying a once a week, weekend evening of live country music with a small two person acoustic guitar band and that is why they had applied for the second entertainment licence. Members of the TSDMA Board questioned the late notice of the restaurants informing the Board with the hearing just hours from this meeting, and requested more time be allocated in the future if the restaurant was going to be looking for support from the TSDMA. Ms. Carr apologized, stating that partner Steve Durkee would be taking some personal time for a medical procedure, and that was why the hearing had been rushed with short notice to the TSDMA Board. After discussion, members of the TSDMA Board stated no issue with supporting the special event license application. However, the Board stated concerns over setting the precedent of approving on-going live entertainment without a TSDMA agreed upon position currently in place. Mr. Luipold asked Mr. Dahlberg to draft a letter of support for the special one time event but not for the ongoing license, and asked Ms. Personeus to email it to the Board of Licensing in time for the hearing, if possible. The members of the TSDMA Board were all in agreement. Ms. Personeus stated she would review the Thayer Street Business Guide for needed updates to help better instruct businesses with licensing and zoning applications. Mr. Dahlberg asked Ms. Personeus to send her recommendations to him for review.

There being no further business, the meeting was adjourned at 10:25 AM.