



Thayer Street District Management Authority Board of Directors Meeting

Tuesday, September 6, 2016

MEETING MINUTES

The Thayer Street District Management Authority (TSDMA) board meeting was called to order at 9:05 AM.

1. Roll Call

Directors: Dean Martineau, Chair; Paul Greisinger; Albert Dahlberg, John Luipold; Susan Mardo; Steve Lewinstein; Lauren Berk; David Everett & Donna Personeus, Executive Director.

Ex officio members: David Shwaery; Edward Bishop

Guests: Katie Silberman, Brown University; Kelly Mitchell, Brown University DPS Police;

Richard Dulgarian, Avon Cinema

Absent: Amanda Giessler

2. Discussion and Vote on the Board Meeting Minutes from August 2, 2016

Minutes from the August 2, 2016 Board meeting were approved with an edit on the roll call, after a motion by Mr. Luipold, which was seconded by Mr. Greisinger. The vote was unanimous by all attending Board members.

3. Discussion and Vote on Financial Report as provided on September 6, 2016

The Financial Reports were presented September 6, 2016, and approved after a motion by Mr. Luipold, which was seconded by Mr. Greisinger. The vote was unanimous by all attending Board members.

4. Chairman's Report

Mr. Martineau stated his concern was the increased graffiti on the street, and would speak to the problem during that agenda topic later in the meeting.

5. Executive Director Report

Ms. Personeus reported that she emailed her Executive Director report on September 1, 2016 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 the estimated budget for the Thayer Street Fall Art Festival for Board review. Mr. Luipold requested that the budget for the event not exceed the amount of \$4,600 that the Board had approved during the FY 2017 Budget process. Ms. Personeus assured him that the event cost would not exceed the budget. She asked the Board to contact her directly within the next week if they had non-profit

organizations that they wish to offer pro-bono booth space to during the festival.

Ms. Personeus recommended the TSDMA develop an official Ribbon Cutting Ceremony program for new Thayer Street Businesses as a good means to welcome each new business to Thayer, and provide positive content for the TSDMA social media networks. She explained that she had performed a test ceremony with the leftover ribbon from the parklet & bicycle fix-it station ceremony at the Greycork Grand Opening. She explained the cost could be easily absorbed into her existing marketing budget for FY 2017. The Board unanimously agreed she should develop the program.

Ms. Personeus mentioned it had come to her attention, after her E.D. report had been sent to the Board, that the BigBelly outside Spectrum India had one of its plastic covers on an ad panel stolen. She reported that she had asked BigBelly for an estimate to repair and was waiting to hear back. She also reported that another illegal dumping had occurred at the Fones Alley compactor.

6. TSDMA Social Media Content (Facebook, Twitter, & Instagram)

Ms. Personeus reported she had opened new twitter and instagram accounts for the TSDMA, and that she creates and posts positive Thayer Street content and shares content from Thayer Street Merchants, as well as appropriate news information.

7. Graffiti Enforcement

Ms. Personeus reported that she had filed a report at the Brook Street Police Station with dates and photos in regards to the large amount of graffiti during the month, and was told by the officer in which she reported this to, that without video it was going to be difficult to convict. Ms. Personeus stated the video was reviewed by Officer Kelly. Officer Kelly reported she had reviewed the footage and that the cameras were not pointed in the correct directions in order to capture the taggers. She stated that she would work on correcting the camera angles. Mr. Dahlberg reported that he had met with Lt. Donnelly and walked Thayer Street with him showing him the key locations that get hit with graffiti on a regular basis. Mr. Dahlberg stated that Lt. Donnelly confirmed Ms. Personeus statement regarding the need for video to bring a tagger to court and conviction. The board discussed options to reduce the graffiti, which included video surveillance signage, additional video cameras, and increase police presence and patrols at key times of the day. Ms. Personeus was asked to research signage costs and report back to the board. Mr. Luipold stated that he felt the cost of signage should be the responsibility of the property owners and not the TSDMA. Mr. Dahlberg stated he would be willing to start a graffiti committee to begin to work with Brown officers and the PPD to combat the problem head on. Officer Kelly and Mr. Everett stated they would like to participate on the committee.

8. Discussion on Branding & PR Proposal Presentation by Nickerson PR and CM Communications

After discussion, it was the general consensus of the Board that the cost of the services that would be provided by Nickerson PR and CM Communications were too high to be considered by the TSDMA at this time. The Board was in consensus that a strategy session, professionally facilitated to determine the definition of what the TSDMA wanted to accomplish, should be the next step. Ms. Personeus suggested that she contact Mr. LaTorre at the Providence DID and Joanna Levitt, TSDMA property member, and ask for possible recommendations for a facilitator. The Board agreed and asked Ms. Personeus to reach out to those contacts for referrals.

9. Merchant Report

Ms. Mardo reported that Mr. Smiley left his position at the Providence City Hall, and she was still waiting for his replacement to be announced. She will follow up on both the food truck and summer temporary in-street seating issues once the City personnel transition has taken place.

10. Other Business

Mr. Luipold reported the application for a 3:00 am closing for Insomnia Cookies had been denied. He reported the building at this location will be going into redevelopment with or without Insomnia Cookies as a tenant. He also stated that Farview was still in talks with Insomnia Cookies.

Mr. Luipold reported the Brook Street Commercial Parking lot would open in September and would be managed by Marsella.

Mr. Greisinger reported that 249 Thayer was in an appeal period due to Mr. Bronhard filing an appeal against the current building design.

Mr. Greisinger reported that the 183 Angell property redevelopment would begin again soon. He announced that WOW BBQ would be the tenant and was expected to open in January of 2017. Mr. Greisinger reported that the business owners would be presenting their business plan to the Board at the October Board meeting. He asked Ms. Personeus to invite a representative from the CHNA to the October Board Meeting.

There being no further business, the meeting was adjourned at 10:21 AM.

Record of online voting that took place between the TSDMA September 6, 2016 meeting and the October 11, 2016 meeting:

TSDMA - Online vote for Storage Unit

Ms. Personeus reported to the Board via email that it had come to her attention that the current location in which the TSDMA stores its non confidential materials/items is no longer going to be available for the TSDMA to use. She recommended to both the Chair, Mr. Martineau and Treasurer, Mr. Luipold that the TSDMA rent a small storage unit. The TSDMA has confidential materials that include bank statements and copies of TSDMA property owner member's checks. She stated currently these documents are being stored at her personal office and with the auditor. Soon the TSDMA will have official records from the newest audit (5 large file boxes) that will need to be stored in a secure location other than her personal office. Ms. Personeus stated the amount of confidential material with the last audit has exceeded the capability of her office to continue to store the materials. Ms. Personeus also stated she has concerns over the future security of the TSDMA confidential items being continually moved and stored in temporary unsecured locations. The proposed storage unit would also be used to store non confidential materials/items such as TSDMA marketing materials, 10x10 festival tent, 3 folding tables, signage and parklet poinsettias. Mr. Personeus stated she will continue to store the current past FY 2016 documents until they are delivered to the auditor as well as the current FY 2017 records and some marketing materials at her office.

Ms. Personeus suggested renting a small storage unit. She reported that she had located a 5x5 unit at Space Station Storage at 111 Dexter just over the red bridge in East Providence with a \$15 start up admin fee and a monthly fee of \$55. The storage facility has a current special of 25% off the first 3 mos. She reported there would be additional expenses to purchase a lock and approx. \$100 in shelving to keep the records/materials off the floor which would total an approx cost of \$775 (Annual storage cost: \$660). Ms. Personeus stated copies of the storage unit keys would be held by both herself (Executive Director) and Mr. Luipold's office (Treasurer).

Mr. Luipold made a motion via email to approve a 5x5 storage unit (details noted above), which was seconded by Mr. Martineau. The motion to secure a 5x5 storage unit passed with 6 of the 9 possible votes (Mr. Luipold, Mr. Martineau, Mr. Greisinger, Mr. Dahlberg, Ms. Berk, Ms. Mardo recorded yes), approving the motion. There was quorum with 6 responses. Mr. Everett, Ms. Giessler and Mr. Lewinstein did not respond to the online vote request.