



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

Tuesday, November 4, 2014

MEETING MINUTES

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

1. Roll Call

Directors: Dean Martineau, Chair; Albert Dahlberg; John Luipold; Susan Mardo; Steve Lewinstein; Paul Greisinger; David Shwaery; Edward Bishop; Emily Kish & Donna Personeus, Executive Director. Guests: Katie Silberman (Brown), Heather Rojas (257 Thayer), Andrew Bourne (GD Thayer, LLC)

2. Discussion and Vote on the Board Meeting Minutes from October 7, 2014

Minutes from the October 7, 2014 board meeting were approved after a motion by Mr. Luipold, which was seconded by Mr. Dahlberg. The vote was unanimous.

3. Discussion and Vote on Financial Report

The Financial Reports were presented November 4, 2014 and approved unanimously after a motion by Mr. Luipold, which was seconded by Mr. Bishop. The vote was unanimous.

Ms. Personeus presented the Fall Festival Event Financial Report and reported that she is still waiting for the final invoices from the police and fire details, and would follow up. After review of the event financial report, Mr. Martineau suggested that the amount Ms. Personeus has been required to front with her own credit had reach beyond the scope of what was expected of the Executive Director. He made a suggestion that a business credit card be secured for Ms. Personeus' TSDMA expenses with a limit of \$1,000. Mr. Bishop made the motion based on Mr. Martineau's suggestion, which was seconded by Mr. Luipold. The vote was unanimous.

4. Executive Director Update: *Thayer Street Fall Festival Post Financial Report, TSDMA Storage, Audit, Grant Writer, East Side Monthly and Providence Monthly Group Page, Public Art Policy, Noon Music Program.*

Ms. Personeus reported the need for the TSDMA to secure storage space for marketing materials and old files. She asked the Board for suggestions. Ms. Personeus reported the audit was proceeding on schedule. Ms. Personeus reported on the trash problem with Shark/Bajas, stating she has spoken with the business owner reaching an understanding the problem would be corrected. Ms. Personeus reported

that the Merchants had shown enough interest to secure six months of a one page combo ad in both East Side Monthly and Providence Monthly. Ms. Personeus reported Halloween was celebrated on Thayer Street with a few merchants (257 Thayer, Flatbread, Spectrum India) volunteering their staff to walk Thayer Street as Halloween Ambassador's passing out fun sized candy, provided by the TSDMA, wishing visitors to the street a "Happy Halloween". This interaction was received in a positive manner in person and on social media. Ms. Personeus mentioned that she would be attending a webinar on Public Art Policy.

5. Chairman's Review/Board Positions

Mr. Martineau asked Ms. Personeus to compile a list of TSDMA accomplishments for 2014 to be used in her job performance review. He requested her to also create a list of priorities for 2015 that the Board could use in preparing a strategy plan for 2015. A committee to include: Mr. Dahlberg, Ms. Kish and Mr. Greisinger agreed to meet with Ms. Personeus and review her suggestions and report back to the Board for further discussion at the December Board Meeting.

Ms. Personeus presented a current list of TSDMA Board Members and asked each Board member to review the information and update any missing or outdated information.

6. Transaction Activity within TSDMA

Ms. Personeus presented a list of Thayer Street District properties with transaction activity that had been requested by Mr. Luipold for the Board to review. Ms. Personeus stated she had included properties in which she had received inquiries from title companies. These title companies were requesting if the properties were located in the TSDMA and if back tax assessments were due.

7. Discussion and Vote on Capital Investments for FY 2015:

Capital Investments for Consideration: Grant Writer, Holiday/Winter Lighting of Thayer (Nov-Mar), Ambassador Program Expansion, Business Improvement Matching Grant Fund, Website Development, Gum Removal/Power Wash Sidewalks

Ms. Personeus provided the Board with an updated list of possible capital investment ideas for FY 2015 for discussion. The list included the following projects: Thayer Street Security Camera Project; Holiday/Winter (Nov-Mar) Festive Lighting of Thayer Street; Expansion of the Ambassador Program; Budget for Executive Director to work with Grant Writer; Tree Maintenance, Sidewalk Powerwashing, New Website Development; Business Improvement Matching Grants; and Hold in Reserve.

The Board discussed and voted on the following possible capital investments:

The Board approved funding for the Thayer Street Security Camera (257 Thayer) Project via email (see attachment for details) after a motion by Mr. Dahlberg, which was seconded by Mr. Luipold. The vote was unanimous.

Ms. Personeus presented resume/correspondence from two candidates for the TSDMA Grant Writing project. After discussion, a motion was made by Mr. Bishop, which was seconded by Mr. Luipold, that a scope of work agreement would be presented to Barbara N. Slover by Ms. Personeus which would include: research, presentation of grant options, followed by application submitted for the equivalent of

hours of work, approx \$35/hr not to exceed \$3,000 from December 2014 - June 2015). The vote was unanimous.

A discussion on the approval of the \$6,000-\$13,000 budget for Holiday/Winter Lighting project concluded with the Board deciding to table this project, at this time, but was willing to revisit it in the future.

Due to time constraints, it was decided to continue discussions on the remainder of the other potential TSDMA Capital Investments to the December 2 meeting.

8. Infrastructure Update: *Cameras, Trash Compactor, Final Parklet Storage and Removal Plan*

Mr. Dahlberg stated that since the Paolino dumpster in Fones Alley has been removed, trash has been left next to the compactor, and boxes are not being broken down. Ms. Personeus stated she would ask James from Ocean State to include a clean up of that area in his daily schedule. Mr. Dahlberg suggested that he would schedule a meeting with WM, himself and Ms. Personeus to discuss procedures going forward.

Mr. Dahlberg reported that a memo of agreement was currently being worked on for the Thayer Street Security Camera project, and asked Ms. Personeus to be prepared to send the agreement to Mr. Handy for legal review on behalf of the TSDMA's interests.

Ms. Personeus reported that she was working on securing a winter storage location at 257 Thayer in their underground parking area and working on reducing the cost of transportation. It was decided that the parklet would be removed shortly after December 2nd, based on weather conditions at the time. Ms. Personeus is also securing annual parklet landscaping and off-site insurance costs.

Ms. Kish reported that new signs will be installed on Thayer within the month and meters have been delayed until Spring 2015.

9. Merchant Report

Ms. Mardo reported that business is down on Thayer Street and food trucks are cutting into restaurants business at night by approx. 30%. Ms. Personeus and Ms. Mardo reported on the Merchants meeting and moving forward on the Holiday Stroll on Thayer event for December 14th. It was decided to close Thayer from Cushing to Angell from 11am to 4pm with the event running 12noon to 4pm. A committee to include: Ms. Mardo, Ms. Rojas and Mr. Bishop was formed to assist Ms. Personeus in implementing the event. The following activities were decided to be weaved into the event: Santa and Elves, Strolling Carolers, Strolling Musicians, Recycled Tree Sculpture Contest, and Merchant Holiday Window Decoration Contest.

Ms. Personeus also reported that the Merchants liked the idea of the Noon Music Series using the following locations: City Sports, Blue State Coffee, and in front of parklet. Ms. Personeus stated that she would like to run a test of the program on three separate days before looking to roll out to program with sponsorship in the spring of 2015.

10. Other Business

Ms. Silberman was introduced by Mr. Dahlberg as the Community Liaison, Office of Government Relations and Community Affairs for Brown University. Ms. Silberman reported that she will be coordinating a merchant opportunity called "Brown Shops Small". Ms. Personeus stated that she would help her get the word out to the Thayer Street Merchants.

There being no further business, the meeting was adjourned at 10:31 am.

Attachment:

Amendment: Motion to Vote - D. Personeus Bonus email correspondence details

Amendment: Motion to Vote - Thayer Street Security Camera (257 Thayer) project email correspondence details.