



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

Tuesday, October 4, 2022

118 Waterman Street, 2nd floor, Providence, RI

MEETING MINUTES

The Thayer Street District Management Authority (TSDMA) board meeting was called to order at 9:07 A.M.

1. Roll Call

Directors: Joe Mardo, Chair; John Luipold; Richard Dulgarian; Liza Farr; Lauren Berk; Katie Silberman; and Donna Personeus, Executive Director.

Asbent: Paul Griesinger

Guests: Megan Megan Lewis, Brown University; Audrey McClellan, Social Media Consultant; Grant Dulgarian

2. Discussion and Vote to Approve the Minutes from the Board Meeting on September 21, 2022.

Minutes from the September 21, 2022 Board meeting presented by Ms. Personeus were approved after a motion by Mr. Luipold, which was seconded by Ms. Silberman. The vote was unanimous.

3. Discussion and Vote to Approve the Financial Report as provided on October 4, 2022.

The Financial Reports for the October 4, 2022 Board meeting were presented by Ms. Personeus. After discussion, a vote to approve the reports was approved after a motion by Mr. Luipold, which was seconded by Ms. Berk. The vote was unanimous.

4. Social Media Report Presentation by Consultant Audrey McClelland

Ms. McClelland presented her social media monthly report for September 2022. Highlights of the report included an update on social engagement, influencer-related activity in September, and influencers scheduled for October. She mentioned that on Instagram she has been sharing the Thayer businesses' content. She reported a good month on Facebook engagement due to a higher level of sharing business specials, as well as the students being back on campus. She confirmed that she continues to use twitter as a news distribution tool, and that the Brown Athletic departments were among the top followers for the month. She also informed the members that Ms. Personeus has been invited to be a guest on a segment of The Rhode Show to promote the Taste of Thayer the day before the event.

5. Thayer Street Marketing Committee Update

Ms. Silberman provided updates from the marketing committee meeting on the upcoming Taste of Thayer event. Ms. Personeus shared the list of participating businesses and sponsors. Ms. Silberman recommended the Board use the sponsorship money collected for stipends to be given to event participating businesses. After discussion, the

members agreed to a participation stipend of \$200 for dry goods businesses and \$400 for restaurants. Ms. Personeus and Ms. McClelland agreed to share this updated information with the businesses immediately to encourage additional participation. Ms. Personeus shared that she was having difficulties confirming the holiday event dates with our Thayer Street Santa. She stated she was starting to work on a Plan B for a new Santa vendor. She asked the members to contact her directly, if they had a Santa vendor contact.

6. Executive Director Report

Ms. Personeus provided her Executive Director report on October 3, 2022, to Board members. There was no further discussion.

Ms. Personeus presented a second draft of 2023 Board meeting dates for member review which was accepted by the Board.

Ms. Personeus informed Board members that the Mayor's appointee to the TSDMA Board, Joe Lasserini was no longer with the City of Providence and that the Mayor had not notified her of his appointed replacement.

Ms. Personeus presented a request from Jo Lee from PopUp Rhody to allow for her clients to have free space on the street during the Taste of Thayer event. After a brief discussion, the members concluded that it was not appropriate to provide her with free space. However, it was suggested that she should work out a rental agreement with either an existing business or property owner to participate. Ms. Personeus stated she would reply to Ms. Lee with the Board's decision.

7. Redevelopment Update on 279 Thayer (Two Cousin LLC) and 235 Meeting (Boutros Salo & Boghos)

Ms. Personeus provided the Board with an update provided by Rouben Balagian, project manager on the redevelopments of 279 Thayer (Two Cousin LLC) or 235 Meeting (Boutros Salo & Boghos). He stated that at the 279 Thayer Street project, they have completed one side of the shoring for 235 Meeting St and are working with the engineers for the other adjacent sides before proceeding. Job is currently on hold as we are finalizing engineering options. We hope to resume work next week. On the 235 Meeting Street project, they had received the demo permit for 279 Thayer st Monday and posted the 7 day notice. They would be closing off that portion of the sidewalk and beginning demolition on Monday, October 3rd.

8. Follow up Discussion on RIPTA Tunnel Presentation

Mr. Mardo began the follow up discussion on the RIPTA Tunnel Presentation from September 21, 2022 with a review of the PowerPoint presentation. After discussion, Board members agreed that a letter should be sent to RIPTA requesting that RIPTA support the mission of the TSDMA Business District with an annual contribution of \$10,000 for the TSDMA to provide the following maintenance services in the area surrounding the RIPTA Fones Tunnel area: trash clean up and financial support of the Big Belly Solar Trash Units in the tunnel area, graffiti removal on the entrance of the tunnel walls (that area to be defined), and planting of trees/flowers in containers at entrance. It was agreed that Ms. Personeus would write a draft to be sent to Ms. Silberman for review, then presented to the Board for a vote of approval.

9. Thayer Street District Curbside Study Update

Ms. Farr informed the members that she did not have an update at this time.

10. Working Group Thayer Holiday Lights Update

Ms. Personeus shared the Holiday Light presentation provided by Evelyn Audet of Audet Lighting with the members. She also updated the members on the estimates received from both electrician Scott Collard of Collard

Enterprises, and Structural Engineer Scott Bogel. She is currently working on coordinating a date for the structural engineering at 272 Thayer to take place. The members asked the working group to review the lighting options presented by Ms. Audet in order to move forward on the project.

11. Thayer Business Update

There were no updates at this time.

13. Other Business

Board members were asked to consider possible candidates, who are property owners, to fill the remaining Board position.

There being no further business, the meeting was adjourned at 10:00 A.M.