



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

Tuesday, October 1, 2024

118 Waterman Street, 2nd floor, Providence, RI

MEETING MINUTES

The Thayer Street District Management Authority (TSDMA) board meeting was called to order at 9:04 A.M.

1. Roll Call

Directors: Joe Mardo, Chair; Paul Griesinger; John Luipold; Lauren Berk; Harry Bilodeau; Luis Gonzalez and Donna Personeus, Executive Director.

Absent: Melanie Jewett; Richard Dulgarian; Anthony Aquino

Guest: Joseph Sadak; Clay Westbrook via zoom

2. Discussion Presented by Clay Westbrook of Flatbread Company on Alley Walkway for Flatbread

Mr. Clay Westbrook of Flatbread Co. gave a presentation which included the company's history and its vision for the future. He stated that Flatbread has been in a rebuilding phase since COVID. The company has a vision of creating an art installation, an urban park creative experience on Thayer Street that would draw visitors from Providence to Thayer and Flatbread. He presented the possibility of updating the currently unused alley from Thayer Street to Flatbread between the CVS building and Urban Outfitters. He explained that it could contain a light display and murals. He showed images of how it might look. Mr. Westbrook estimated the cost of the project to be between \$10,000 and \$15,000. He suggested that events could be planned around the space. Board members offered a possible alternative option of lighting the Street on the Meeting Street side of the restaurant, stringing lights from the buildings on each side of Meeting Street heading towards Flatbread for consideration. After discussion, Mr. Westbrook expressed interest in both options. The Board invited Mr. Westbrook to return, to present an update once he had secured additional information on the potential project.

3. Discussion and Vote to Approve the Minutes from the Board Meeting on September 3, 2024.

Minutes from the September 3, 2024 meetings were presented by Ms. Personeus. The minutes were approved after a motion by Mr. Luipold, which was seconded by Mr. Griesinger. The vote taken was unanimous by all attending.

4. Discussion and Vote to Approve the Financial Reports as provided on October 1, 2024.

Financial Reports were presented October 1, 2024 by Ms. Personeus. The reports were approved after a motion by Mr. Luipold, which was seconded by Ms. Berk. The vote was unanimous. Ms. Personeus has asked our bookkeeper to update the description on the financials that reads Event Sponsorship 2022 to Event Sponsorship 2024 - Taste of Thayer.

5. Audit Update

Mr. Luipold stated there was no update at this time.

6. Executive Director Report

Ms. Personeus provided her Executive Director report on September 31, 2024 to Board members. There was no further discussion.

Ms. Personeus updated the Board on the 3-1-1 notifications that she had sent to the City through the app which included holes in the pavement between 272 and 271 Thayer, missing trees in the district and potholes on Fones Alley. She also mentioned that she had the TSDMA clean crew clean up around the dumpster at 215 Thayer. Ms. Personeus explained that she would be updating the planter containers with mums before the Taste of Thayer event. She also informed members that the parking meters when updated had changed the metering time to extend from 6pm to 9pm now.

7. Discussion on District Tour with Providence City Planner Joe Mulligan

Mr. Mardo updated members on the Executive Board's tour of the district with Providence City Planner Joe Mulligan, including the zoning update for 279 Thayer which was conditionally approved. They discussed the need for infrastructure updates to support development in the area, pedestrian safety concerns, construction trucks blocking large areas of parking for months with no accountability during pauses in construction and RIPTA tunnel repairs, along with other issues of concern. Mr. Griesinger recommended a follow up with Mr. Mulligan, requesting an update on the status of concerns that were discussed from the team that met with him.

8. Thayer Street Marketing - Taste of Thayer Update

Ms. Personeus updated the Board on the progress of the City of Providence event application for the 2024 Taste of Thayer. She stated that she uploaded all the requested documents and was still waiting for the final permit to be issued, after many documented requests. Mr. Mardo asked her to notify him of the progress on receiving the permit within 24 hours. Ms. Personeus stated that she would contact Mr. Aquino directly after the meeting ended. She had hoped she would be able to speak with him in person during today's meeting, making him aware of the situation.

9. Social Media Report Presentation by Consultant Audrey McClelland

Ms. McClelland provided her social media report in hard copy and a pre-recorded video update for the Board to watch. Highlights of the report included that 45 IG posts were made (18 original/27 shared). The Taste of Thayer was the top post of the month and 2,300 accounts were reached (a drop of 30% over last month), and current followers number 4,671 on Instagram. Facebook had 71 postings, the reach was up 37.9%. Ms. McClelland included posts from influencers and her social post focuses for October. She stated her focus would be on promoting the Taste of Thayer event. September. She noted that Ms. Personeus and Ms. Malcolm from Flatbread has been booked for a guest segment on the Rhode Show to promote the event.

10. Updates on Redevelopment of 279 Thayer (Two Cousin LLC)

There was an update given by Mr. Mardo regarding the public hearing for 279 Thayer rezoning, stating the zoning was conditional approved. During the hearing there were no objections.

11. Thayer Business Update

Ms. Personeus informed Board members that she had secured the Mayor of Providence to be in attendance for Yum's Grand Opening & Ribbon Cutting on November 6 between 5-6p.

12. Other Business

There was no other business reported

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