



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

Tuesday, October 5, 2021  
118 Waterman Street, 2nd floor

**MEETING MINUTES**

The Thayer Street District Management Authority (TSDMA) board meeting was called to order at 9:00 A.M.

**1. Roll Call**

Directors: Joe Mardo, Chair; Paul Griesinger; Richard Dulgarian; John Luipold; Lauren Berk; Katie Silberman; Alexis Kievning; and Donna Personeus, Executive Director.

Ex officio: Ed Bishop

Guests: Megan Lewis, Brown University; Audrey McClelland

**2. Social Media Report by Consultant Audrey McClelland**

Ms. McClelland presented to the Board her social media monthly report for the month of September 2021.

Highlights of the report included an update on Influencer related activity in September and influencers that are scheduled to be activated in October. Each influencer in October will be focused on the Taste of Thayer event. Instagram engagement remained high with targeted giveaways. Facebook interaction was the highest from nostalgia posts targeted to an older demographic. Twitter is mainly being used as a media distribution outlet for Thayer Street. Ms. McClelland reported that she continues to follow new appropriate media people/reporters when located. She mentioned planning for her next social media training in the 3rd week of October. Ms. McClelland mentioned an article about Aroma Joe's opening on Thayer Street receiving positive feedback. Mr. Griesinger asked Ms. McClelland where the TSDMA social media currently was in comparison to last year. Ms. Clelland replied, followers and engagement continue to grow with Instagram receiving the most growth.

**3. Thayer Street Marketing Committee Update**

Ms. Personeus updated the Board that the new TSDMA Merchant website had gone live with both the interactive map and ticket purchase links functioning correctly. She reported many hours were spent working with support technicians for all the applications to be functional. The Taste of Thayer was moved from October to November 3 to ensure the ticket purchase application and mapme.com interactive map were functional.

**4. Discussion and Vote to Reinstate Katie Silberman to the TSDMA Board of Directors.**

After a short discussion, a motion was made by Mr. Giesinger to reinstate Ms. Silberman to the TSDMA Board of Directors, which was seconded by Mr. Luipold. The vote was unanimous.

## **5. Discussion and Vote to Approve the Minutes from the Board Meeting on September 7, 2021.**

Minutes from the September 7, 2021 Board meeting presented by Ms. Personeus were approved after a motion by Ms. Berk, which was seconded by Mr. Luipold. The vote was unanimous.

## **6. Discussion and Vote to Approve the Financial Reports as provided on October 5, 2021.**

End of FY 2021 and FY October 2022 Financial Reports were presented October 5, 2021 by Ms. Personeus, and were approved after a motion by Mr. Luipold, which was seconded by Mr. Giesinger. The vote was unanimous.

## **7. Executive Director Report**

Ms. Personeus emailed her Executive Director report on October 4, 2021, to each Board member.

## **8. Discussion and Vote on Nomination of TSDMA Board Members**

Ms. Personeus explained to the Board that she had spoken to Mike Boutros, and although he would like to be considered for nomination to the TSDMA Board of Directors, at this time he did not have the time to commit. He would appreciate a future consideration for him or a family member once their redevelopment projects are completed. It was reported that the Mayor had not yet offered his appointment choice for consideration. Ms. Kievning recommended considering a manager from DPW. Mr. Griesinger mentioned he would like the Mayor's appointment to be a member of the City's senior management team, perhaps a person in senior leadership and operations.

## **9. Discussion on Options for Thayer Holiday Lighting**

Ms. Personeus presented a recap of the possible attachment locations to the Board. After discussion, the Board asked Ms. Personeus to have Mr. Bogel, structural engineer from GG Engineering, review the following attachment locations to provide his recommendations and structural plans for attachment.

- 272 Thayer rooftop (to be attached to existing structural engineering attachments from last year)
- CVS to Sneaker Junkies (both locations would required structural engineering)
- 284 Thayer (to be attached to existing structural engineering attachments from last year)
- 215 rooftop (requires two new structural engineering attachment)

## **10. Thayer Business Update**

No update was presented

## **11. Other Business**

Ms. Personeus mentioned that she had included the exterior plans for the 279 Thayer Street redevelopment project that had been shown at the September meeting, but wasn't included in the original plan package the group had provided for the meeting presentation. Several Board members mentioned concerns regarding the design, which included safety issues and that the building lacked transparency. Mr. Luipold stated he felt the building, being a major development, lacked a unique exterior design that would make it an asset to the district. Ms. Keiving was asked to get feedback from Mr. Azar on the exterior design. Many Board members restated their concerns regarding balconies and rooftop amenities being a major safety concern with students. Ms. Silberman offered to draft a letter to send ahead of the CPC November meeting that the Board could review listing the concerns discussed. Ms. Personeus said she would send the letter by email for Board members to review, and then vote to approve or deny by email. The Board was in agreement to have the letter drafted for review.

There being no further business, the meeting was adjourned at 10:28 A.M.

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**Motion:**

Ms. Silberman has made a motion to approve the attached 297 Thayer Street Proposed Development letter to be sent to Christine West, Chair of City Plan Commission, Department of Planning & Development which was seconded by Mr. Luipold.

Please vote to approve or deny with no discussion on this email thread

YES to approve - 6 (Silberman, Luipold, Kievning, Berk, Dulgarian, Mardo)

NO to deny - 0

Did not vote - 1 (Griesiner)

Motion passed

Letter was emailed to the CPC, Two Cousins LLC