



Thayer Street District Management Authority Board of Directors Meeting

Tuesday, October 11, 2016

MEETING MINUTES

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

1. Roll Call

Directors: John Luipold, Interim Chair; Paul Greisinger; Albert Dahlberg.; Lauren Berk; Amanda Giessler & Donna Personeus, Executive Director.

Ex officio member: Edward Bishop

Guests: Katie Silberman, Brown University; Richard Dulgarian, Avon Cinema; Josh Eisen, CHNA; Steve Liu and Sheron Zhao, Wow BBQ; Brent Runyon, Executive Director, Providence Preservation Society

Absent: David Everett; Steve Lewinstein; Susan Mardo; David Shwaery

2. Business Proposal Presentation by 183 Angell Street new tenant, Wow BBQ presented by Steve Liu and Sheron Zhao

Mr. Greisinger introduced Mr. Liu and Ms. Zhao of Wow BBQ, soon to be the new tenants of 183 Angell Street. Mr. Liu and Ms. Zhao provided the TSDMA Board and guests with their business backgrounds, information on their two existing restaurants in Massachusetts and their plans for 183 Angell, including floor plans. They explained how they approached Capstone looking for a location in the Thayer Street District because many of their existing Boston customers were traveling from the Thayer/Providence area. They plan on fast casual lunches and more traditional sit down dinners. They are planning on being open 11AM to 11PM weekdays and 11AM-1AM weekends. The restaurant will occupy the first floor of the building and will seat approximately 40 people with liquor sales expected to be less than 10% of total sales. They plan on opening in March 2017 and donating 1% of their profits to the RI Tutorial and Educational Services. Mr. Eisen asked if Wow BBQ could provide more detailed floor plans. Mr. Liu stated he would send them to Ms. Personeus to circulate. Ms. Personeus said she would email them to everyone in attendance as soon as received.

3. College Hill Historic District Expansion Initiative presented by Brent Runyon, Executive Director, Providence Preservation Society

Mr. Runyon presented the Proposal to Expand the College Hill Historic District. He explained that the study was sponsored by the Providence Preservation Society (PPS), and stated the proposal covered building exteriors only. Mr. Runyon stated the PPS would be seeking public feedback/input through three public meetings in October and early November. The plan was to go before the City Planning Committee with the PPS's recommendations in December 2016. He explained the PPS's goals were to gain review

and approval before demolition and exterior changes occur within the expanded area. Mr. Runyon was asked to send Ms. Personeus a copy of his PowerPoint presentation for further review by the Board. Ms. Personeus said she would follow up with Mr. Runyon and email his presentation to the Board once received.

4. Viewing of TSDMA Video presented by Bryan Roberts of the Luminous Agency (*tentative*)

This agenda item was moved the November TSDMA meeting

5. Discussion and Vote on the Board Meeting Minutes from September 6, 2016

Minutes from the September 6, 2016 Board meeting were approved after a motion by Mr. Dahlberg, which was seconded by Ms. Berk. The vote was unanimous by all attending Board members.

6. Discussion and Vote on Financial Report as provided on October 11, 2016

The Financial Reports were presented October 11, 2016, and approved after a motion by Mr. Greisinger, which was seconded by Mr. Dahlberg. The vote was unanimous by all attending Board members.

7. Transition of Chairman's position: Discussion and Vote

Mr. Luipold announced that Mr. Martineau had resigned from the TSDMA Board effective immediately on September 22, 2016. After discussion, Ms. Berk made the motion to nominate Mr. Luipold to take on the additional responsibilities of TSDMA Chairmanship, on an interim basis, until the end of the 2016 year, which was seconded by Mr. Greisinger. The vote was unanimous by all attending Board members. Mr. Luipold accepted the interim position as Chairman.

8. Executive Director Report

Ms. Personeus reported that she emailed her Executive Director report on October 5, 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 reported to the Board that the Fall Festival attendance this year was similar in volume (approx 2000-2500) to last year, but the flow of traffic on the street was more spread out throughout the day. The midday peak was not as intense. The attendees were also older. Ms. Berk, Ms. Mardo and Ms. Giessler stated sales in their businesses were down by 30% from last year. The Board discussed changing the date to June so not to compete with other street traffic in September. Ms. Personeus stated that the vendor might not be interested if Brown is not in session. The Board agreed to discuss options for next year. Ms. Personeus was asked to speak to Spectrum India regarding their booth and store sales this year compared to last year and report back to the Board. Ms. Personeus reported a gust of wind had picked up the weighted TSDMA tent and had thrown it across the street, breaking it. Fortunately no one was hit or injured by it, but the tent was destroyed and would need to be replaced.

Ms. Personeus reported she had received a request from Urban Outfitters regarding information on the Holiday Stroll for 2016. She reported that they were interested in coordinating a special offer with the stroll event. The Board was in agreement that the Holiday Stroll would continue to be the responsibility of the Thayer Merchants Association. Mr. Luipold stated he would make every effort to have the Farview property trees strung with lights for the holiday season. Ms. Personeus stated she would decorate the parklet for the holidays earlier this year, in mid November instead of after the Thanksgiving weekend. Ms. Mardo, Ms. Berk, and Ms. Giessler agreed that the street should look festive and stated they would reach out to the street merchants to suggest each business decorate the exterior/windows. They each stated they were not in favor of a organized Holiday Stroll event.

9. Board Meeting 2017 Calendar dates for discussion and vote

Ms. Personeus presented a list of 2017 Board meeting calendar dates for discussion which were approved after a motion by Mr. Luipold to accept, which was seconded by Ms. Berk. The vote was unanimous by all attending Board members.

10. Big Belly Ad Panel Program

Ms. Berk presented the Big Belly Ad Panel Program Committee's recommendations for the Merchant Ad Panel Marketing Pilot Program, which was accepted by the Board. Ms. Berk and Ms. Mardo reported that they planned to present the program to the merchants at the next Thayer Merchant Association meeting on November 2. They would gauge the level of merchant interest at that time and report back to the Board. Ms. Personeus, when asked, replied that she felt the program could be rolled out in time for the Holiday Shopping Season if artwork was received quickly.

11. Graffiti and Illegal Dumping Enforcement

Ms. Personeus reported that Fones Alley was a growing graffiti and illegal dumping problem area. She stated she had spoken with DPW regarding getting video surveillance help from the city and was told the city only had fake cameras available at this time. Mr. Luipold stated he thought a camera could be added to the Farview property abutting Fones Alley and might be able to be linked into the Brown surveillance system. He asked Mr. Dahlberg if he would research the possibility and cost and report back to the Board.

12. Merchant Report

Ms. Mardo reported the next Thayer Merchant Association meeting would be on November 2, 2016.

13. Other Business

Mr. Luipold reported that redevelopment construction had begun on 307 Thayer Street, and that there was no tenant lease for that property at the time.

Mr. Luipold reported that a new tenant, the Tropical Smoothie Cafe, would be opening at 272 Thayer Street. Construction of the space would begin in December 2016.

Mr. Greisinger reported that there was no update on 249 Thayer. It was still in the appeal process.

Mr. Greisinger reported that the 183 Angell property redevelopment would begin again in November.

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