



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

Tuesday, October 6, 2015

**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; Edward Bishop; David Shwaery; Steve Lewinstein; Paul Greisinger; Margit Liander & Donna Personeus, Executive Director.  
Guest: Brian Krivitsky; NE Media Marketing

**2. Discussion and Vote on the Board Meeting Minutes from September 1, 2015**

Minutes from the September 1, 2015 board meeting were approved after a motion by Mr. Bishop, which was seconded by Mr. Luipold. The vote was unanimous.

**3. Discussion and Vote on Financial Report as provided on October 6, 2015**

The Financial Reports were presented October 6, 2015, and approved after a motion by Mr. Bishop, which was seconded by Mr. Shwaery. The vote was unanimous. Ms. Personeus referenced an unusual lag in Accounts Payable and she would research the issues and report back to the Board.

**4. Chairman's Market Report on Street Activity**

*Website Design Presentation by Brian Krivitsky of NE Media Marketing recommended by Chair, Mr Martineau*

Mr. Martineau introduced his guest, Mr. Krivitsky of NE Media Marketing. Mr. Krivitsky presented the services that his company could bring to the TSDMA including Website development, SEO, video production, social media and mobile friendly apps. He reported on things his company would do to improve our TSDMA search ranking.

**5. Executive Director Update**

*Fall Festival Fete on Thayer Event Report, TSDMA District Map Update; Audit Update; Tree Wells & Plaque Project Updates; Thayer Window Art Gallery Project Update; Trash Issue; Bicycle Repair Station Update; Winter Storage for Parklet Discussion; 2016 Board Meeting Dates for Review; CHNA East Side Monthly Report*

Ms. Personeus asked the Board for feedback on scheduling the 3rd Annual Fall Artisan Festival. After discussion the Board agreed to sponsor the event for next year. The Board asked to add additional family friendly kid events into next year's event. A date of September 25, 2016 was decided on. Mr. Bishop made a motion to move forward with the TSDMA sponsoring the 3rd Annual Fall Artisan Event on the

date of September 25, 2015, which was seconded by Mr. Dahlberg. The vote was unanimous. Ms. Personeus stated that she has provided a new TSDMA Map in the Board Meeting backup documents for the Board member's convenience. Ms. Personeus stated that she had confirmation from the audit company that they had all the documents and required interviews to move forward to the draft document, which should be available for review after October 16th.

Ms. Personeus reported that the Tree Well & Sidewalk improvement project was complete. She provided before and after photos for the Board review. Ms. Personeus provided a cost and sample of the type of engraving that would be done for approval. The Board had no objections. Ms. Personeus will move forward on creating an actual sample, using Mr. Lewinstein's name, after he had approved his proof.

Ms. Personeus reported the Bike Repair Station had been installed and she would plan a PR Media Photo Op with local Bicycle Community Leaders, our maintenance sponsor, Legend Bicycle and members of the TSDMA Board once signage had been printed and installed.

Ms. Personeus asked for a discussion on possible winter storage locations for the parklet. After a short discussion, Ms. Personeus was asked to ask Orion Red if they would provide the same location as last year for the TSDMA.

Ms. Personeus reported that all the material donations had been received for the Artbeat 249 Thayer Art Gallery Window and the project was moving forward. The students would be creating the Gallery walls and planning the exhibitions for approval.

Ms. Personeus confirmed as had been requested that the DPW trash pickup schedule for the TSDMA had not changed. The schedule was M-F 9-11am, F 7-11pm, Sun 9-11pm, no service on Saturday.

Ms. Personeus provided a list of suggested TSDMA Board Meeting Dates for 2016 for approval. Mr. Dahlberg asked to have both July and October dates to be moved to the next week of the month due to Holiday conflicts. Ms. Personeus said she would update the list for approval at next month's meeting.

Ms. Personeus reported that the CHNA had agreed to include a few short sentences within their CHNA East Side Monthly column each month that would be provided by the TSDMA. Ms. Personeus stated that she would provide the information to the CHNA by their deadline each month.

## **6. Board Member Nominating Committee Report**

### *Discussion & Vote on New Members Recommendations*

Ms. Personeus reported that she had two merchants interested in learning more about becoming a TSDMA Board Member. Mr. Martineau and Mr. Luipold both reported they also each had a candidate interested. Mr. Luipold suggested Ms. Personeus invite each of the four interested candidates to the next Board meeting so that they could experience a meeting or two. The Board agreed with Mr. Luipold's recommendation.

## **7. Parking Initiative (Brown University) Update**

Mr. Luipold reported that there was no new update on the initiative at this time.

## **8. Infrastructure Update**

### *Security Camera Project Surveillance Coverage Update; Big Belly Project Review of Contract & Vote on Approval*

Mr. Dahlberg provided a listing for each security camera on Thayer Street and the area in each covered

for the Board's information..

Mr. Luipold shared updated Bigbelly projects costs with the Board. After a discussion it was agreed that Mr. Luipold and Ms. Personeus would meet with Mr. Greco of Ocean State to discuss possible changes in the services that they provide the TSDMA, with the change to BigBelly containers.. Mr. Lewinstein asked if there was a buyout price option within the contract. Mr. Luipold stated that the City Sports building may be available short term to house the new Bigbelly containers and/or the old existing tippy containers waiting to be sold. Mr. Dahlberg and Ms. Liander agreed to work on finding other districts/location that may be interested in purchasing the old tippy containers. Ms. Personeus stated she would take inventory of them. Mr Luipold stated that his department within Brown University would provide the TSDMA with financial assistance to cover the cost of shipping. After further discussion Mr. Dahlberg made a motion to move forward with the sale of the 34 tippy containers and replacing them with 20 Bigbelly containers. The motion was seconded by Mr. Martineau. The vote was unanimous.

### **9. City Liaison Report**

*Thayer Street Business Guide Update; Merchant Employee Parking Update*

Ms. Liander reported that there have been no additional Thayer employee parking permits issued since her last report. Ms. Liander reported that the Thayer Street Business Guide was complete, she needed to resize for printing. The Board asked Ms. Personeus to provide the digital copy to the Thayer Merchant Association. Ms. Personeus asked the Board how many hard copies they would like to have printed. It was decided to print 75. Mr. Luipold asked Ms. Personeus to work with the Brown Print Shop to get an estimated cost and report the cost to him. He would consider covering the cost of printing based on the estimate.

### **10. Merchant Report**

*Savings Card Project; Holiday Street Lighting Project; Holiday Stroll & CHNA Holiday Party  
Next Merchant Meeting October 7 @ 9:30 AM at Kartabar*

Ms. Mardo reported that the Merchants Association was still moving forward with the "card savings" program. She had sent out information to each merchant via email and was waiting for responses. Ms. Mardo report the Merchants had changed the Holiday Stroll date to December 2 in order to coordinate with the CHNA Holiday Annual Meeting Party on Thayer. She reported that she is reaching out to the restaurants on the street to see which ones would be interested in participating in donating to the event. Ms. Personeus stated she would check with Ms. Silberman to see if Brown's Lot #11 could be available in the evening for off-street parking for the CHNA event. Ms. Mardo reported that she will be testing the Holiday Lights that she had received at night to see how they looked and would be ordering more if her test was successful. Ms. Mardo confirmed the next Thayer Merchant Association meeting would take place tomorrow, October 7, 9:30 am at Kartabar.

### **11. Other Business**

There being no further business, the meeting was adjourned at 10:46 am.