



Thayer Street District Management Authority
Board of Directors Meeting
Tuesday, November 1, 2022
118 Waterman Street, 2nd floor, Providence, RI

MEETING MINUTES

The Thayer Street District Management Authority (TSDMA) board meeting was called to order at 9:02 A.M.

1. Roll Call

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

Asbent: John Luipold

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 October 4, 2022.

Minutes from the October 4, 2022 Board meeting presented by Ms. Personeus were approved after a motion by Ms. Berk, which was seconded by Ms. Silberman. The vote was unanimous.

3. Discussion and Vote to Approve the Financial Report as provided on November 1, 2022.

Financial Reports were presented November 1, 2022 by Ms. Personeus. She informed Board members that she had located several expenses that were entered into the wrong budget categories. After discussion, a vote to approve the reports was tabled for corrections to be made by the bookkeeper.

4. Social Media Report Presentation by Consultant Audrey McClelland

Ms. McClelland presented her social media monthly report for October 2022. Highlights of the report included an update on social engagement, influencer-related activity in October, and influencers scheduled for November. She mentioned that she had posted (51) fifty-one stories on Instagram (IG), and IG engagement was up and was positive in nature, however reach had dropped. She reported a good month on Facebook with better reach than the last month. She confirmed that the audience on Facebook is definitely an older demographic. Ms. McClelland stated that she continues to use twitter as a traditional news distribution tool.

5. Thayer Street Marketing Committee Update

Ms. Berk provided updates from the marketing committee meeting. After discussion, Board members agreed that more participation from additional restaurants should be a focus, the street should be closed again, additional picnic tables should be added on the street, add new outreach to students with on campus ticket sale opportunities, continue offering event sponsorships, and look for additional payment options for ticket sales. Ms. Personeus

notified the members that she had secured a new Santa for the TSDMA Holiday events at the same rate as previous years.

6. Working Group Thayer Holiday Lights Update

Ms. Berk updated Board members on the holiday decorations that the working group had selected. The decorations include (3) three sets of columns on both sides of Thayer Street at the top of the street (300 Thayer & 297 Thayer) to be wrapped in garland with lights (with each location having agreed to provide electricity), solar lighting for the small trees and decorative poinsettia for each plant container, wreaths with red bows on street poles, (4) four lit snowflakes, (2) street crossing snowflake banners as well as (4) larger trees that would be lit with solar lights to test a solar option for future years. Ms. Personeus confirmed that both the 272 Thayer structural engineering and the electricity to the (2) two individual snowflakes at the southern corners of Angell and Thayer would be complete and part of this year's decorations. She also updated the members on the group's decision to hold a holiday window decoration contest for the TSDMA businesses.

7. Executive Director Report

Ms. Personeus provided her Executive Director report on October 31, 2022, to Board members. There was no further discussion.

8. Review, Discuss and Vote on Letter to RIPTA Tunnel Presentation

The Board reviewed the RIPTA presentation and discussed the objective of a letter to be sent to RIPTA regarding the proposed changes and construction options to the interior and exterior of the tunnel. Board members were in favor of improvements in general, however members felt it is extremely important for the TSDMA to be involved in the on-going process, as well as part of the decision making for the success of the district and the businesses the TSDMA represents and manages. The Board asked Ms. Personeus to invite representatives from RIPTA to attend the December 13 Board meeting and draft a letter to RIPTA and email it to members for approval.

9. 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 has completed the demo of the army navy store and is currently demoing the Dojo building and rear multi family roofs by hand to prevent damage to the nearby buildings. They hope to have the demolition and shoring engineering completed and excavation started by the end of November. On the 235 Meeting Street project, they have completed shoring of (3) three sides of the property and plan to start working on shoring the Meeting St side of the site. They expect this process to take about (2) two weeks, at which point they are going to survey and plan the next stages of the project with the architect and engineers. They hope to be above grade by the end of November, granted all engineering, architectural and inspections/approvals are in place.

9. Thayer Street District Curbside Study Update

Ms. Farr informed Board members that she is working to secure a USDOT SMART Grant that would help fund her curbside study, stating that Thayer Street would be included in the study, if the grant funding is secured. She asked for a letter of support from the TSDMA. After discussion, the Board asked Ms. Farr to send a draft of the letter to Ms. Personeus, who would circulate it to the Board members for review and online vote of approval.

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 10:20 A.M.

RIPTA Tunnel Letter

Motion: Mr. Griesinger has made a motion to approve the attached letter to be sent to Julia Evelyn, Planner, Long Range Planning, RI Public Transit Authority, which was seconded by Mr. Mardo.

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

YES to approve

NO to deny

The motion passes. 7-0

Yes: 7 (Silberman, Berk, Luipold, Farr, Mardo, Griesinger, Dulgarian)

No: 0

USDOT SMART Grant Letter

Motion:

Mr. Mardo has made a motion to approve the attached USDOT SMART Grant letter of support to be sent to Liza Farr, Curbside Administrator, Department of Public Works, City of Providence, which was seconded by Mr. Griesinger.

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

YES to approve

NO to deny

The motion passes. 6-1

Yes: 6 (Silberman, Berk, Luipold, Farr, Mardo, Griesinger)

No: 1 (Dulgarian)