



Thayer Street District Management Authority
Board of Directors Meeting
Tuesday, November 12, 2024
118 Waterman Street, 2nd floor, Providence, RI

MEETING MINUTES

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

1. Roll Call

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

Absent: Melanie Jewett; Richard Dulgarian; Paul Griesinger;

Guest: Joseph Sadak

2. Discussion and Vote to Approve the Minutes from the Board Meeting on October 1, 2024.

Minutes from the October 1, 2024 meetings were presented by Ms. Personeus. The minutes were approved after a motion by Mr. Luipold, which was seconded by Ms. Berk. The vote taken was unanimous by all attending.

3. Discussion and Vote to Approve the Financial Reports as provided on November 12, 2024.

Financial Reports were presented November 12, 2024 by Ms. Personeus. The reports were approved after a motion by Mr. Luipold, which was seconded by Ms. Berk. The vote was unanimous.

4. Audit Update

Mr. Griesinger has been speaking with potential firms. The scope of the work has been sent. He is waiting for a response/estimate of cost.

5. Executive Director Report

Ms. Personeus provided her Executive Director report on November 11, 2024 to Board members. There was no further discussion.

Ms. Personeus provided information on the status of the district's holiday decorating and the state of the small planter container trees that did not survive the summer needing replacement. She also asked the members if they would like to have Santa make an appearance on Thayer Street this season. The Board members agreed to the additional budget expense, approximately \$400 for dates with Santa.

6. Discussion on Next Steps for the District with Providence City Planner Joe Mulligan

Mr. Mardo stated that he and Mr. Griesigner would reach out to Mr. Mulligan, on behalf of the Board, for an update on the action items discussed during his site visit.

7. Thayer Street Marketing - Taste of Thayer Update

Ms. Personeus updated the Board on the number of attendees/ticket purchases to the 2024 Taste of Thayer and provided a draft budget versus actual cost report. She is still waiting for all the final expense invoices to be received. Her event summary noted a slight increase in attendance to the event over last year. She stated that the event appears to have broken even, with a slight surplus, that would be used towards having Santa on Thayer for two dates.

8. 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 solid viewership for the month, with four (4) of the top six (6) posts Taste of Thayer posts. She was pleased to report a strong group of influencers attended the Taste of Thayer creating a total of 5 posts, 31 stories, and 3 FB posts. She mentioned that several of the influencers were new to Thayer Street. Ms. McClelland also mentioned she was pleased with the amount of district businesses that participated in sharing content regarding the event. She spoke to the Rhode Show segment in which Ms. Personeus and Jordan Malcom, manager of Flatbread, were guests promoting the event as well.

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

There was not an update provided by the developer. Board members mentioned that the sidewalk had been replaced in front of the location.

10. Thayer Business Update

Ms. Personeus informed Board members that she had been asked to cancel the Yum's Grand Opening & Ribbon Cutting on November 6 between 5-6p event by the business owner due to an urgent family matter overseas. She reached out to the Mayor of Providence's office to let them know.

11. Other Business

There was no other business reported

There being no further business, the meeting was adjourned at 9:33 A.M.