



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

Tuesday, November 2, 2021  
118 Waterman Street, 2nd floor

**MEETING MINUTES**

The Thayer Street District Management Authority (TSDMA) board meeting was called to order at 9:04 A.M.

**1. Roll Call**

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

Absent: Paul Griesinger; Richard Dulgarian

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 October 2021. Highlights of the report included an update on Influencer-related activity in October and influencers that are scheduled to be activated in November. She noted that each influencer in October focused on the Taste of Thayer event. Ms. McClelland noted it was a strong month due to the Taste of Thayer event engagement. Instagram engagement remained high with targeted event ticket giveaways. She mentioned that she is continuing to post three times per day on Facebook, even with current interaction levels. Twitter improved this month due to the Taste of Thayer event. She mentioned holding a social media training that was attended by five Thayer businesses.

**3. Thayer Street Marketing Committee Update**

Ms. Personeus reviewed Taste of Thayer event documents, ticket sales, and business involvement with the Board, outlining how the event would work. She updated the Board regarding additional holiday events currently scheduled for November and December, which included Santa with a Rudolph the Red Nosed Reindeer ice sculpture on both Sunday, November 28 and Friday, December 3 from 12 noon to 2 pm. Ms. Personeus also mentioned that she was working on a Holiday Winter Ice Sculpture Stroll on Thayer Street tentatively scheduled for Saturday, December 11 from 11:00 a.m. to 5:00 p.m.

**4. Discussion and Vote to Approve the Minutes from the Board Meeting on October 5, 2021.**

Minutes from the October 5, 2021 Board meeting presented by Ms. Personeus were approved after a motion by Mr. Luipold, which was seconded by Ms. Silberman. The vote was unanimous.

## **5. Discussion and Vote to Approve the Financial Reports as provided on November 2, 2021.**

Financial Reports were presented November 2, 2021 by Ms. Personeus, and were approved after a motion by Mr. Luipold, which was seconded by Ms. Berk. The vote was unanimous.

## **6. Executive Director Report**

Ms. Personeus emailed her Executive Director report on November 1, 2021, to each Board member. There was no further discussion.

## **7. Review and Discussion Board Meeting Dates of 2022**

Ms. Personeus provided a list of tentative dates for the 2022 Board meetings for Board member review. She asked members to let her know of any dates needed to be changed before the next meeting in December. She noted members would vote at the December meeting to accept the proposed dates.

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

Ms. Personeus reported that the Mayor had not yet offered his appointment choice for consideration. At that time, Ms. Kievning informed the Board that she had accepted a new job in Boston and would be leaving her position with the City. She updated the Board that she had passed Mr. Griesigner's suggestions for the Mayor's appointment to be a member of the City's senior management team, perhaps a person in senior leadership and operations to her superiors, and that someone from the City would be in touch with Ms. Personeus shortly.

## **9. Update on Fones Alley Shared Trash Area**

Ms. Personeus updated the Board on the current situation of illegal dumping at the former Fones Alley shared trash area on Brown property. Mr. Luipold stated that he had submitted a request for Brown Security to secure the location with overnight details to stop and warn anyone that attempted to dump illegally. Ms. Personeus updated the Board on her meeting with Brian Bishop regarding the possible new location for a TSDMA commercial business shared trash area on the E.F. Bishop Agency property off Fones Alley. She mentioned that she was working on terms of an agreement with the Bishop's that could be sent to our TSDMA attorney to have agreements written. Ms. Personeus also mentioned that she had met with ABC Disposal as a possible trash removal vendor for the site.

## **10. Update on Thayer Holiday Lighting**

Ms. Personeus presented a new recap of the holiday light attachment locations to the Board. She informed the Board that Mr. Bogel, structural engineer from GG Engineering, would be meeting her on Thayer Street this Thursday, November 4, to review the following attachment locations in person. He would then provide his recommendations and structural plans for attachment at the following locations:

- 272 Thayer rooftop (opposite to existing structural engineering attachments from last year at 271 Thayer)
- 286 Thayer (opposite to existing structural engineering attachments from last year at Urban Outfitters)
- 212-215 Thayer rooftop (Metro Mart to Pokeworks)

## **11. Thayer Business Update**

Ms. Berk's stated that business had been OK and that rain on Halloween had slowed sales. Mr. Luipold mentioned that Brown's tenants on the street had seen an increase in sales. He also mentioned that Bank of America, at 271 Thayer, is tentatively scheduled to open in January of 2022.

## **12. Other Business**

Mr. Luipold recommended the TSDMA go paperless and project documents onto the screen at the future meetings. There was no objection from current members. Ms. Personeus stated she would bring a couple of copies

to have on hand for guests in attendance to comply with open meeting rules.

There being no further business, the meeting was adjourned at 9:45 A.M.