



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

Tuesday, December 7, 2021
118 Waterman Street, 2nd floor

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; John Luipold; Paul Griesinger; Richard Dulgarian; Lauren Berk; Katie Silberman; Liza Farr, and Donna Personeus, Executive Director.

Absent: Ex officio: Ed Bishop

Guests: Megan Lewis, Brown University; Audrey McClelland

2. Presentation by Liza Farr on behalf of Nate Urso on Turing Euclid into a One-Way Street, Discussion and Vote on Support of Proposal

Ms. Personeus provided a copy of Nate Urso's letter proposing making Euclid Avenue one-way permanently. Ms. Farr, on behalf of Nate Urso, updated the Board on why the permanent change to one-way going East-bound was being considered. The change would also include changing parking from two-sided to one-sided (on the north-side) for fire truck access due to the narrow width of the road. Ms. Berk stated she didn't have a problem with making the street permanently one-way, but she was concerned with the reduction of parking spaces, with parking at a premium in the district. Ms. Personeus voiced her concern that there might be less parking on the North side of the street due to the 257 Thayer Street building garage doors and would recommend review to maintain the most amount of parking spaces possible. Board members agreed that further discussion was required on the matter before a decision to support the proposal could be made. Ms. Personeus was asked to schedule a working group to discuss further and report back to the Board at a future meeting. Ms. Farr stated that she would be conducting a curbside study for the entire City to assess inventory data and that Thayer Street would be included in the study. Ms. Personeus mentioned that she had received complaints from some of the merchants that the Bowen Street parking was always full. Ms. Farr said she would look into the matter and report back to Ms. Personeus her findings.

3. Introduction of Mayoral Appointee, Liza Farr to TSDMA Board and Vote to Accept

After Ms. Farr's introduction, Ms. Silberman made a motion to accept Ms. Farr as the Mayoral appointee to the TSDMA Board of Directors, which was seconded by Ms. Berk. The vote was unanimous.

4. Discussion and Vote to Approve the Minutes from the Board Meeting on November 2, 2021.

Minutes from the November 2, 2021 Board meeting presented by Ms. Personeus were approved after a motion by Mr. Griesinger, which was seconded by Mr. Luipold. The vote was unanimous.

5. Discussion and Vote to Approve the Financial Reports as provided on December 7, 2021.

Financial Reports were presented December 7, 2021 by Ms. Personeus, and were approved after a motion by Mr. Luipold, which was seconded by Ms. Berk. The vote was unanimous. Mr. Luipold asked Ms. Personeus why the parklet, which was sold, was still showing on the financials as an asset. Ms. Personeus stated she would confirm with the accountant and get back to him.

6. Social Media Report Presentation by Consultant Audrey McClelland

Ms. McClelland presented her social media monthly report for November 2021. She reported a great month of engagement across all platforms due to the Taste of Thayer event. She mentioned it was the best month for Facebook and Twitter yet and that Thayer businesses go into the event. They were engaged and shared posts. Highlights of the report included an update on Influencer-related activity in November with ten (10) influencers participating in pre-promotion and the day of Taste of Thayer. She also updated the Board on the influencers that are scheduled to be activated in December. Ms. McClelland informed the Board that fourteen (14) businesses had opted-in to participate in our 12 Days of Thayer holiday social media promotion.

7. Thayer Street Marketing Committee Update

Ms. Personeus provided the Board with a brief overview of the Taste of Thayer event stating that all the financial data was not yet in. She was waiting for the next Bank Statement. She let the Board know that feedback from attendees and businesses that were surveyed was extremely positive. Ms. Silberman stated that she would like to look at the financial model of the event, look at ways to make the event green and go paperless. Ms. Personeus mentioned that a few retail businesses had requested looking at ways to better tie the retail shops into the event. Several board members mentioned the potential of having a Spring Event that had a retail focus. Ms. Personeus was asked to provide a wrap-up report on the event with recommendations at the next meeting, and to schedule a meeting of the Marketing Committee to review and make recommendations to the Board on ways to improve the event for 2022.

8. Executive Director Report

Ms. Personeus emailed her Executive Director report on December 6, 2021, to each Board member. There was no further discussion.

9. Review and Discussion Board Meeting Dates of 2022

Ms. Personeus provided a list of tentative dates for the 2022 Board meetings for Board member discussion. Ms. Silberman confirmed that there were not any conflicts with Jewish holidays. Mr. Mardo mentioned there might be a conflict with a convention that he and Mr. Griesinger attended annually and asked the December date of the sixth (6th) be moved to the thirteenth (13th). Mr. Griesinger made a motion to accept the proposed 2022 TSDMA Board meeting dates with a change in December from the 6th to the 13th, which was seconded by Mr. Luipold. The vote was unanimously approved.

10. Update on Thayer Holiday Lighting

Ms. Personeus presented an updated recap of the holiday light attachment locations to the Board. She informed the Board that Mr. Bogel, structural engineer from GG Engineering, had met her on Thayer Street this Thursday,

November 4, to review the following structural attachment locations in person. He had provided his recommendations and structural plans for attachment at the following locations:

- 286 Thayer (opposite to existing structural engineering attachments from last year at Urban Outfitters)
- 212-215 Thayer rooftop (Metro Mart to Pokeworks)
- 272 Thayer rooftop (opposite to existing structural engineering attachments from last year at 271 Thayer)
- full plan was not provided, only a visual indication for approval to move forward has been received.

Mr. Griesinger stated that the 212-215 Thayer location was no longer going to work based upon the requirements stated by the engineering plans. Mr. Luipold stated that the extension to support the lights would need to be able to be removed when not in use for the lighting support and reinstalled annually in order for Brown to consider moving forward. Ms. Personeus stated she would inform Mr. Bogel of the requirements and would ask for structural plans based upon that information. Ms. Personeus informed the Board that one holiday light across the street swag (Urban Outfitters to 286 Thayer) and four independent snowflakes (2 at Angell and Thayer and 2 at Waterman and Thayer) would be installed this year, with the possibility of additional street swag between 271 Thayer and 272 Thayer depending on when the completed structural plans for 272 Thayer were received.

11. Update on Fones Alley Shared Trash Area

Ms. Personeus updated the Board on the current status of the new location for a TSDMA commercial business shared trash area on the E.F. Bishop Agency property off Fones Alley. Ms. Personeus stated that she had sent an outline for the agreement to Katherine Bishop at the E.F. Bishop Agency and was waiting for a response. Once she has received their feedback on the terms, the information will be sent to the TSDMA to draw up the agreements.

12. Thayer Business Update

Ms. Berk stated that sales were up over last year at this time, but not great, still slow.

13. Other Business

Ms. Personeus mentioned that Ms. Sibleman had asked about the white tower at the corner of Angell and Thayer, on the north-west side of the street. She asked if anyone knew what it was or who had permission to place it there. Ms. Parr said she would investigate and get back to Ms. Personeus.

There being no further business, the meeting was adjourned at 10:32 A.M.