



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

Tuesday, January 4, 2022  
118 Waterman Street, 2nd floor

**MEETING MINUTES**

The Thayer Street District Management Authority (TSDMA) board meeting was called to order at 9:01 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.

Via Zoom: Lauren Berk; Audrey McClelland

Absent: Ex officio: Ed Bishop

Guests: Megan Lewis, Brown University; Kelly Mitchell, MS, Sergeant, Community Policing and Outreach  
Brown University Department of Public Safety

**2. Introduction and Vote to Accept Mayoral Appointee Joe Lazzarini to TSDMA Board Appointee**

Mr. Lazzarini was unable to attend due to a prior commitment. This agenda item will be moved to the February 1, 2022 Board meeting.

**3. Social Media Report Presentation by Consultant Audrey McClelland**

Ms. McClelland presented her social media monthly report for December 2021 and included a breakdown on social media terminology. She reported a great month of engagement across all platforms even coming off November's high engagement numbers. Highlights of the report included an update on Influencer-related activity in December, influencers scheduled for January 2022, and the "12 Days of Thayer Holiday Giveaway" promotion. Twelve (12) Thayer Street businesses participated, each providing a minimum of a \$25 gift card or product of value.

**4. Thayer Street Marketing Committee Update**

Ms. Personeus provided the Board with a tentative calendar of events for 2022 for review. Due to current covid infection rates, she recommended that the Winter Ice Sculpture Stroll be rescheduled to February 12, and the influencer event be moved into March. She mentioned she would need to confirm that the ice sculpture vendor and Andreas could accommodate the date changes. The Board agreed that the events should be moved. Ms. Personeus informed the Board that four (4) sculptures had been sponsored by Thayer businesses. Mr. Luipold stated that Brown University would like to sponsor two (2). Ms. Personeus asked the Board to continue to sponsor the two (2) sculptures they had agreed to last month in order to have eight (8) sculptures lining the street. The Board agreed to sponsor them both. Ms. Personeus described the Spring into Thayer event and suggested dates.

Mr. Luipold suggested the event be held on Earth Day, Friday April 22, 2022. The Board agreed. Ms. Silberman suggested that we find a way to tie our events to charities. Ms. Personeus asked the Board to decide if they would prefer a Summer Lunchtime Music Series of two (2) times a week (TH & SA), or a three (3) times a week (T, TH & SA) schedule, as the TSDMA had sponsored the summer before covid. The Board selected three (3) a week.

#### **5. Taste of Thayer Report and Discussion**

Ms. Personeus presented her Taste of Thayer report to the Board. After a summary of the report and discussion on ways to improve upon the first year's results, several Board members questioned what the financial goal of the event should be going forward. Ms. Silberman stated that she would prefer a model where all the businesses participating would benefit, with the end result being a more consistent food offering and participation. She stated she would like to discuss a different financial model for the event. The Board decided more discussion would be necessary, and details of the event would be worked out during marketing committee meetings, reporting back to members during the monthly Board meetings.

#### **6. Discussion and Vote to Approve the Minutes from the Board Meeting on December 7, 2021.**

Minutes from the December 7, 2021 Board meeting presented by Ms. Personeus were approved after a motion by Mr. Luipold, which was seconded by Mr. Griesinger. The vote was unanimous.

#### **7. Discussion and Vote to Approve the Financial Reports as provided on January 4, 2022.**

Financial Reports were presented January 4, 2022 by Ms. Personeus, and were approved after a motion by Mr. Luipold, which was seconded by Ms. Berk. The vote was unanimous.

#### **8. Executive Director Report**

Ms. Personeus emailed her Executive Director report on January 3, 2021, to each Board member. There was no further discussion.

#### **9. Thayer Holiday Lights Workgroup Update**

The members of the workgroup were unable to meet due to the holidays. The group will meet in January and report back to the Board at the February meeting.

#### **10. Euclid One-Way Workgroup Update**

The members of the workgroup were unable to meet due to the holidays. The group will meet directly following the Board meeting and report back to the Board at the February meeting.

#### **11. Fones Alley Shared Trash Area Update**

Ms. Personeus updated the Board on the current status, stating she had sent a draft to Katherine Bishop at E.F. Bishop Agency and was still waiting to hear back from her. Ms. Personeus asked the Board if it would be best to move forward by contacting Handy Law to draft a completed document for the Executive Board to review and then send to the Bishop's. The Board agreed. Ms. Personeus said she would reach out to Handy Law.

#### **12. Angell Street Cell Tower Update**

Ms. Personeus updated the Board that Mr. Hochman had been invited, but was not available to attend the Board meeting. She asked if the Board would like her to extend an invitation to him to attend the February meeting. The Board asked Ms. Personeus to extend the invitation. Mr. Luipold stated that he would create a Google document to collect questions to ask him, and would invite Board members to contribute to it.

### **13. Thayer Business Update**

Ms. Berk stated that the street was very quiet with the students gone for winter break.

### **14. Other Business**

Mr. Griesinger stated that Tiger Sugar at 289 Thayer South should be opening within thirty (30) days.

Mr. Luipold stated Bank America at 271 Thayer North should be opening January 30th.

There being no further business, the meeting was adjourned at 10:30 A.M.