



Thayer Street District Management Authority
Board of Directors Meeting
Tuesday, February 1, 2022
Via Zoom

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

Lauren Berk

Ex officio: Ed Bishop

Guests: Megan Lewis, Brown University; Audrey McClelland

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

Mr. Lazzerini was introduced to the TSDMA Board members. He proceeded to provide the Board information on his background and his four (4) years of service to the City and Mayor. A motion was made Mr. Mardo to officially accept the Mayor's appointee to the TSDMA Board of Directors, which was seconded by Ms. Berk. The vote was unanimous.

3. Social Media Report Presentation by Consultant Audrey McClelland

Ms. McClelland presented her social media monthly report for January 2022, including three (3) month recaps going forward and social media terminology. Highlights of the report included an update on Influencer-related activity in January, influencers scheduled for February that focused on takeout, curbside pickup and delivery due to current high COVID numbers. She also mentioned supporting events in RI with posts suggesting having lunch or dinner on Thayer to get more engagement. She is also working on connecting with additional Brown students to grow the student influencer base.

4. Thayer Street Marketing Committee Update

Ms. Silberman provided an update from the marketing committee meeting. She reviewed the updated 2022 Calendar of Events with the members. She provided a summary of the conversation regarding the planning for the 2022 Taste of Thayer event mentioning the idea of seeking sponsorship support for the event. She mentioned scheduling a focus group of Thayer Street businesses to get their feedback on last year's event and their thoughts on how to make the event better in 2022. Members requested a draft sponsorship one-sheet to review at the next Board meeting.

5. Discussion and Vote to Approve the Minutes from the Board Meeting on January 4, 2022.

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

6. Discussion and Vote to Approve the Financial Reports as provided on February 1, 2022.

Financial Reports were presented February 1, 2022 by Ms. Personeus, and were approved after a motion by Mr. Griesinger, which was seconded by Ms. Berk. The vote was unanimous.

7. Executive Director Report

Ms. Personeus emailed her Executive Director report on January 31, 2022, to each Board member. There was no further discussion.

8. Thayer Holiday Lights Workgroup Update

Ms. Berk informed the Board that the workgroup had met on January 28, 2022 via zoom. The workgroup reviewed the TSDMA inventory, walked Thayer Street via Google maps looking for possible lighting locations. We reviewed the current official swag location, possible new location from 271 to 272 Thayer and the four single snowflake locations noting the two locations at Angell and Thayer still required power connections from the City. She noted that two new locations are necessary to use all our current lighting inventory. The workgroup recommends reaching out to lighting consultants for their recommendations.

9. Euclid One-Way Workgroup Update

Mr. Mardo updated the Board on the Euclid workgroup meetings. The key concerns that needed to be addressed in responding to the City's letter are safety, loading zones, and parking loss. The group considered all these concerns to be connected, just looking at Euclid does not solve the issue, the whole district needs to be looked at holistically. After discussion, the Board decided to respond in writing addressing these concerns. Ms. Personeus was asking to draft a letter in response and email it to the Board members for approval before the next Board meeting.

10. Fones Alley Shared Trash Area Update

Ms. Personeus updated the Board on the current status of the draft agreement. She had contacted Handy Law and was waiting for a draft agreement to review.

11. 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, however had offered an alternative meeting time via zoom. A meeting was scheduled with him later in the afternoon at 3 p.m. for all who would like to attend. The members attending will report back to the Board at the next meeting.

12. Thayer Business Update

Ms. Berk stated that business had improved and was ahead of last year.

13. Other Business

Mr. Luipold stated Tropical Smoothie Cafe had permanently closed on Friday. 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 10:23 A.M.

TSDMA VOTE: Euclid Response to City Letter via email

Motion:

Mr. Griesinger has made a motion to approve the attached Euclid response to the City letter to be sent to Leo Perrotta, Department of Public Works, City of Providence, 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 passed. 7 Yes (Luipold, Silberman, Lazzerini, Berk, Griesinger, Mardo, Dulgarian)

1 Abstain (Farr)

0 No

Letter was sent to Leo Perrotta