



Thayer Street District Management Authority Board of Directors Meeting

Tuesday, March 1, 2022

Via Zoom

MEETING MINUTES

The Thayer Street District Management Authority (TSDMA) board meeting was called to order at 9:15 A.M.

1. Roll Call

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

Lauren Berk

Absent: Paul Griesinger; Richard Dulgarian; Joe Lazzerini

Ex officio: Ed Bishop

Guests: Megan Lewis, Brown University; Audrey McClelland, Tim Shea, City of Providence; Sergeant Kelly Mitchell, MS, Community Policing and Outreach, Brown University Department of Public Safety

2. Social Media Report Presentation by Consultant Audrey McClelland

Ms. McClelland presented her social media monthly report for February 2022. Highlights of the report included an update on social engagement, influencer-related activity in February, and influencers scheduled for March. The focus will continue to be on takeout, curbside pickup, and delivery due to COVID numbers. She also mentioned that she continues to repost events in RI with posts suggesting having lunch or dinner on Thayer. She is also working on connecting with additional Brown students to grow the student influencer base as well as adding diversity into the influencer mix.

3. Thayer Street Marketing Committee Update

Ms. Silberman provided an update from the marketing committee meeting which included a summary of the Taste of Thayer Business Focus Group. The attending businesses were overall positive about the event. Discussions included the following: moving the event into September or October for warmer weather; extending the event hours to four (4) hours instead of three (3); maintaining the event on a Wednesday evening; a scavenger/passport type element to the event was preferred over a competitive King/Queen contest; look for ways for the event to be sustainable/green with plates/silverware; opportunity for marketing materials in gift bags; closing of the street for the event; have the businesses bring more activity out into the street; addition of tables for non-profit organizations; and sponsorship opportunities. Food costs were not a barrier in participation. Ms. Personeus informed the Board of a marketing opportunity in the RI Monthly Summer Guide that should be considered to

promote the TSDMA 2022 Calendar of Events. She mentioned that she would look to receive an additional bonus with the Board's approval to purchase a third of a page advertisement. The Board agreed.

Ms. Personeus provided a summary of the results of the Ice Sculpture Stroll event. Ms. Berks stated that her sales for the day were up 67% over last year. The Board agreed the event had created a successful buzz about the street. All agreed the sunny warm weather ended up being helpful for the event attendance.

4. Discussion and Vote to Approve the Minutes from the Board Meeting on February 1, 2022.

Minutes from the February 1, 2022 Board meeting presented by Ms. Personeus were approved after a motion by Ms. Berk, which was seconded by Mr. Luipold. The vote was unanimous.

5. Discussion and Vote to Approve the Financial Reports as provided on March 1, 2022.

Financial Reports were presented March 1, 2022 by Ms. Personeus, and were approved after a motion by Mr. Luipold, which was seconded by Ms. Silberman. The vote was unanimous.

6. Executive Director Report

Ms. Personeus emailed her Executive Director report on February 28, 2022, to each Board member. There was no further discussion.

7. Review, Discussion and Vote on Angell Street Cell Tower Letter

Ms. Personeus presented the letter written by Ms. Silberman on behalf of TSDMA regarding the AT&T cell tower on the corner of Angell Street and Thayer Street for review and discussion. After discussion, Ms. Silberman made a motion to approved the letter as presented, which was seconded by Ms. Berk. The vote was unanimous.

8. Working Group Euclid One-Way Update

Ms. Personeus updated the Board as to the status of the TSDMA response letter to the City of Providence's request for comment on changing Euclid to a one-way street. She stated she had emailed it to the City after the Board's email vote to approve passed, and had received confirmation of receipt. Ms. Farr mentioned that she had forwarded the letter to Councilwoman Helen Anthony, who would be introducing it to the City Counsel. Ms. Farr stated the City would most likely be moving forward with the proposal to change Euclid to one-way due to the recommendation of the Fire Chief. She updated the Board on the next steps in mapping the district data to be able to proceed with a more holistic approach as the Board had recommended in the letter. Ms. Farr informed the Board that special software was being created in which to input the data collected. She was hoping to have interns begin the data collection process this summer, so that she would have the list of inventory to work with starting in the Fall. Realistically, the process will continue into 2023.

9. Fones Alley Shared Trash Area Update

Ms. Personeus informed the Board that she had received a first draft from Handy Law and will be reviewing it before forwarding the the Executive Board for review.

10. Thayer Holiday Lights Workgroup Update

Ms. Personeus mentioned that she is waiting for approval from Brown University on the engineering plan for 272 Thayer. She has been researching and beginning to reach out to lighting consultants for their recommendations.

11. Thayer Business Update

Ms. Berk stated that business has been tough this past month now that we are in between seasons, weather has been a factor.

12. Other Business

Ms. Silberman asked to have the July 5, 2020 Board meeting moved to July 12, 2020. There were no objections. The meeting date was moved.

Ms. Personeus reported that she had been approached by a Brown student looking to speak with the Board regarding ways to bring more biodiversity to Thayer Street. He had discussed adding wildflowers to the base of the trees along Thayer Street. The Board asked Ms. Personeus to reach out to Doug Stills, City Forrester for his option and recommendations.

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 10:18 A.M.