

**Downtown Somerville Alliance
Minutes of the Board of Trustees Meeting
Tuesday, April 11, 2017 - Council Chambers**

Trustees Present: B. Burton, E. Michel, S. Granados, E. Staller, M. Seader, R. Aulenbach, R. St. Pierre, R. Pitts, C. Petrosini, J. Kobuta, T. Genova

Trustees Absent: L. McLachlan, P. Mannion

Guests Present: None

Call to Order: DSA Chair, T. Genova called the meeting to order at 8:00 am

Notice of Meeting

Adequate notice of this meeting as required by the Open Public Meeting Act has been provided. A copy of the notice for this meeting, specifying the date, time and location was sent to the media and to the Clerk Administrator of the Borough of Somerville. If anyone present believes this meeting is being held in violation of the Open Public Meeting Act, please state your objections why this meeting is in violation. No objections were heard.

Pledge of Allegiance

T. Genova led the Pledge of Allegiance.

Approval of Minutes of the Board of Trustees March 14, 2017 Meeting

R. Pitts made a motion to approve. E. Michel seconded same.

- Yea: B. Burton, E. Michel, S. Granados, E. Staller, M. Seader, R. Aulenbach, R. Pitts, R. St. Pierre, C. Petrosini, T. Genova
- Nay: None
- Abstain: None
- Recuse: None

Board Chairperson Statement

T. Genova commented on governance, teamwork in adaptive work, event transformation, and brand ideal.

adapting to change, reflecting on essential purpose, brand ideal, governance and strategic planning initiatives.

Treasurer's Report

C. Petrosini – Quarter 1 spend vs. total budget

Executive Director's Report

B. Macdonald - Seal coating site visit for Division St. scheduled, DBIZ loan deposit noted, light pole bulbs replaced, holiday decorations purchased, Spring cleanup and pedestrian amenities, tourism blogger, financial disclosure forms

New lease signee and interest from another business into locating Downtown, Executive Director invited to sit on IDA panel for best practices project awards, streetscape DBIZ moving forward.

Program Coordinator's Report

C. Blockus – Analysis of Small Business Saturday and Holiday Jubilee data collection addressing concerns from retailers in 2015 and 2016 about holding the events on the same day. Collected data suggested that sales did drop off significantly after 4 pm in 2016.

Board discussed and advised that Holiday Jubilee remain on Thanksgiving weekend. Trustee suggestions for handling Small Business Saturday included gathering more data, further surveying business owners, and allowing American Express's efforts to be the entirety of promotion. No ultimate decision was reached.

Liaison Reports

J. Kobuta – Permit parking vote, Cruise night parking

Approval of Purchase Orders

R. Aulenbach made a motion to approve. C. Petrosini seconded same.

- Yea: B. Burton, E. Michel, S. Granados, E. Staller, M. Seader, R. Aulenbach, R. Pitts, R. St. Pierre, C. Petrosini, T. Genova
- Nay: R. St. Pierre*
- Abstain: None
- Recuse: None

*764 Only

New Business

Introduction of Resolution #17-012

RESOLUTION 17-012

RESOLUTION OF THE DOWNTOWN SOMERVILLE ALLIANCE TO ACCEPT BRAND IDEAL STATEMENT

FACTUAL BACKGROUND AND REASONS FOR ACTION

In recognizing that it is critical to understand and have consensus as to the fundamental “why” behind what the Downtown Somerville Alliance does before engaging in governance and strategic planning, the Downtown Somerville Alliance Board of Trustees and staff conducted a brand discovery process.

The agreed upon brand ideal was presented at the March 2017 Board of Trustees meeting and subsequently distributed to all board members.

The Downtown Somerville Alliance Board of Trustees have fully reviewed the brand ideal materials and

WHEREAS, the Downtown Somerville Alliance recognizes its primary responsibility is as an advocate for the Downtown Somerville business community; and

WHEREAS, the purpose of the Downtown Somerville Alliance is to celebrate the spirit of that community; and

WHEREAS, the spirit of the downtown community is defined by the components of novelty and playfulness;

NOW, THEREFORE, BE IT RESOLVED, by the Board of Trustees of the Downtown Somerville Alliance that the brand ideal of the Downtown Somerville Alliance is:

Celebrate the playful novelty of Downtown Somerville.

T. Genova introduced the resolution. R. Pitts moved to table until June. R. St. Pierre seconded same.

- Yea: B. Burton, E. Michel, S. Granados, E. Staller, M. Seader, R. Aulenbach, R. Pitts, R. St. Pierre, C. Petrosini, T. Genova
- Nay: None
- Abstain: None
- Recuse: None

Introduction of Resolution #17-013

RESOLUTION 17-013

RESOLUTION OF THE DOWNTOWN SOMERVILLE ALLIANCE TO MAKE A DOWN PAYMENT ON MUNICIPAL BOND ORDINANCE FOR SIDEWALK IMPROVMENTS

WHEREAS, the Downtown Somerville Alliance (DSA), the district management corporation organized pursuant to N.J.S.A. 40:56-65 et seq. and Borough of Somerville Municipal Code Chapter 148, is responsible for the management and operation of the Downtown Somerville Special Improvement District; and

WHEREAS, the Downtown Somerville Alliance desires to implement improvements and repairs to the downtown Main Street corridor in order to enhance the character of downtown Somerville and improve the pedestrian flow within the downtown to attract businesses, residents and tourists;

NOW, THEREFORE, BE IT RESOLVED, by the Board of Trustees of the Downtown Somerville Alliance that a deposit in the amount of \$13,238.00 shall be made available to the Borough of Somerville on behalf of the DSA from the Trust Fund as a down payment for the issuance of a municipal bond in the amount of \$251,517 for the purpose of completing Phase 1 of sidewalk improvements.

T. Genova introduced the resolution. R. St. Pierre moved to approve. R. Pitts seconded same.

- Yea: B. Burton, E. Michel, S. Granados, E. Staller, M. Seader, R. Aulenbach, R. Pitts, R. St. Pierre, C. Petrosini, T. Genova
- Nay: None
- Abstain: None
- Recuse: None

Communications

Submitted

Open Public Session

Mike Calamusa: Aardvark Brigade new to the downtown.

Adjournment

R. Aulenbach motioned to adjourn the meeting and R. Pitts seconded same.

- Yea: B. Burton, E. Michel, S. Granados, E. Staller, M. Seader, R. Aulenbach, R. Pitts, R. St. Pierre, C. Petrosini, T. Genova
- Nay: None
- Abstain: None
- Recuse: None

Prepared by: C. Blockus

Dated: May 3, 2017