

**Downtown Somerville Alliance
Minutes of the Board of Trustees Meeting
Tuesday, August 8, 2017 - Council Chambers**

Trustees Present: B. Burton, E. Staller, M. Seader, L. McLachlan, R. Aulenbach, R. St. Pierre, R. Pitts, C. Petrosini, P. Mannion, T. Genova, J. Kobuta

Trustees Absent: E. Michel

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.

Board Chairperson Statement

T. Genova commented on the mid-year update provided to council on the changes taking place at DSA, including updated bylaws, and the effort to update the DSA enabling ordinance to match them.

Approval of Consent Agenda

- Approval of July 11, 2017 Minutes
- Acceptance of reports
 - Executive Director

C. Petrosini made a motion to approve. E. Staller seconded same.

- Yea: B. Burton, E. Staller, M. Seader, L. McLachlan, R. Aulenbach, R. St. Pierre, R. Pitts, C. Petrosini, P. Mannion, T. Genova
- Nay: None
- Abstain: None
- Recuse: None

Approval of Purchase Orders

P. Mannion made a motion to approve. L. McLaughlin seconded same.

- Yea: B. Burton, E. Staller, M. Seader, L. McLachlan, R. Aulenbach, R. St. Pierre, R. Pitts, C. Petrosini, P. Mannion, T. Genova
- Nay: None
- Abstain: None
- Recuse: None

Executive Director's Remarks

B. Macdonald compared Downtown Somerville to other top-tier New Jersey Downtowns in terms of budget, population, and attractive assets.

Guest Reports

None

Treasurer's Report

None

Liaison Reports

- J. Kobuta – Updating DSA ordinance will be on the council agenda in September

New Business

Celebration: Facebook growth and engagement

Organic reach improvement year over year, raw follower count and percent growth vs. top-tier downtowns mentioned earlier

Strategic Discussion: Out-of-district vendors at events

Agreement that outside vendors should not be allowed to sell at DSA events, regulating outside vendors at non-DSA events should be subject to the existing municipal ordinance, and events that are supported by the DSA shall encourage the participation of district businesses first

Old Business

Small Business Saturday

Agreement that support for Small Business Saturday will be limited to social media for 2017.

Communications

None

Open Public Session

None

Adjournment

C. Petrosini motioned to adjourn the meeting and P. Mannion seconded same.

- Yea: B. Burton, E. Staller, M. Seader, L. McLachlan, R. Aulenbach, R. St. Pierre, R. Pitts, C. Petrosini, P. Mannion, T. Genova
- Nay: None
- Abstain: None
- Recuse: None

Prepared by: C. Blockus

Dated: September 6, 2017