

Downtown Somerville Alliance
Minutes of the Board of Trustees Meeting
Tuesday, December 12, 2017 - Council Chambers

Trustees Present: B. Burton, E. Michel, E. Staller, M. Seader, L. McLachlan, R. Aulenbach, R. St. Pierre (8:27), R. Pitts (8:34), P. Mannion, T. Genova, J. Kobuta

Trustees Absent: C. Petrosini

Guests Present: None

Call to Order: DSA Chair, T. Genova called the meeting to order at 8:03 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.

Board Chairperson Statement

T. Genova briefly discussed the speed at which the year passed, and the work that has been undertaken.

Approval of Consent Agenda

- Approval of November 14, 2017 Minutes

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

- Yea: B. Burton, E. Michel, E. Staller, M. Seader, L. McLachlan, P. Mannion, T. Genova
- Nay: None
- Abstain: R. Aulenbach
- Recuse: None

Approval of Purchase Orders

R. St. Pierre asked about presentations from Yannetta's Services and Kelly Communications. Chip Yannetta had pre-existing plans and will be presenting in January. Kelly Communications work rescheduled for next month due to this month's full agenda. Her work was summarized. Yannetta's Services was briefly discussed and T. Genova commented that many of the maintenance issues being brought up fall outside of Yannetta's Services responsibilities. He suggested people go to council meetings and ask about the accountability of Public Works. J. Kobuta commented she would bring the issue up at the next finance committee meeting. B. Macdonald commented she has written about this issue and its detrimental effects on the DSA multiple times. E. Michel expressed that the council had not kept up with the pace of growth of the town. J. Kobuta responded that the DPW was down to a very small number of crew members due to illness, injury, and retirement.

R. Pitts made a motion to approve. P. Mannion seconded same.

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

Additional Reports

- Governance committee -
 - Chairperson E. Michel: Time was taken to interview each existing board member and potential board members.
 - B. Burton: The committee uncovered that trustees should speak up more often and more openly.
- DBIZ Streetscape
 - T. Genova – Council is going to make a decision on the project at the next meeting. It is important that commercial property owners know that if someone is hurt by the sidewalk, the property owner is held responsible.
 - J. Kobuta – Nothing is going to happen with the project until everyone is notified what steps are going to be taken.
- Municipal liaison J. Kobuta – Parking rates will be brought up at council. BOOM organization has issues with DSA social media, holiday decorations, and feel that the streets are not kept clean. They would like music on Main Street. They feel that Yannetta's Services needs better supervision.

Executive Director's Comments

B. Macdonald commented on:

- Holiday Jubilee was successful and attendance was very solid. There was more involvement of community partners. Lines for carriage rides were reduced through call-back times. Thank you to L. McLaughlin for helping with the event. The event has grown so large that sound capacity must be increased next year. Positioning the Triangle Dancers on the stage would be better for visibility, but is a serious safety concern.
- Lure Lash, Bodhi Breath, Kuay Tiew, and House of Blooms updated signage.
- Year-end expenditures were in line with the budget.

Old Business

T. Genova brought up the idea of moving the time of meetings. This has been discussed previously but come up again lately as a concern. He suggested that it was important to formally decide future meeting times so they can be properly noticed after the reorganization meeting. B. Macdonald suggested that Tuesday was the best day based on council chambers availability. B. Burton commented that if meetings were moved to the evening, they would have to be at 8 or 9 pm. L. McLachlan commented she preferred 8 am. T. Genova preferred 8 am. P. Mannion preferred 7 pm. R. Pitts preferred 7 pm. J. Kobuta had no preference. R. St. Pierre preferred 6:30 or 7 pm. M. Seader preferred 7 pm. E. Staller preferred 7 pm. E. Michel preferred 8 am. R. Aulenbach preferred evening. The final schedule will be determined at the reorganization meeting and then noticed.

New Business

Budget

B. Macdonald distributed copies of the budget priorities survey completed by the board in an earlier session, the 2017 year to date final, an unbalanced budget worksheet that includes many of the “wishlist” items that the board has discussed throughout the year, and a document comparing pedestrian traffic during events. Projections, necessary allocations, and flexible allocations were reviewed.

R. St. Pierre asked about estimating the 2018 assessment. B. Macdonald and J. Kobuta responded that those estimations could not be calculated until the county strikes the rate in June or July.

R. St. Pierre commented that the strategic plan mentioned a goal of \$700,000 assessment revenue. B. Macdonald responded that that number included the potential for parking revenue that wasn't realized, and T. Genova added that it also included the idea of the SID increasing its boundaries.

B. Burton commented that she agreed with the priorities.

E. Michel brought up that Yannetta's services should be reviewed.

Communications

None

Open Public Session

Tony Brokenborough (Carol's Creative Chocolatez) – Appreciated J. Kobuta's taking responsibility for parking. General concern about amount of money being spent vs. direct benefit for businesses.

Rinaldo Linares (Martino's Cuban Restaurant) - Asked about snow removal and questioned how vocal board member are and their commitment. Asked about Chip Yannetta's work schedule and accountability. Asked for pictures and time sheets. Suggested that merchants should be shown in town videos.

Penny Millagin (The Hungry Hound) - Stated she believes that Chip Yannetta is not doing his job.

Tyrone Conshue (Pinoy Restaurant) – Questions on PO approval process.

Adjournment

E. Michel motioned to adjourn the meeting and L. McLachlan seconded same.

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

Prepared by: C. Blockus

Dated: Jan. 4, 2017