

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

Trustees Present: B. Burton, E. Michel, E. Staller, L. McLachlan, R. Aulenbach (departed at 9am), R. Pitts, C. Petrosini, P. Mannion, T. Genova, J. Kobuta

Trustees Absent: M. Seader, R. St. Pierre

Guests Present: C. Yannetta, K. Van Nasse

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 listening, advocacy, and ground-up collaboration

Approval of Consent Agenda

- Approval of June 13, 2017 Minutes
- Acceptance of reports
 - Economic Vitality
 - Executive Director

C. Petrosini made a motion to approve. P. Mannion seconded same.

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

Approval of Purchase Orders

P. Mannion made a motion to approve. E. Michel seconded same.

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

Guest Reports

- C. Yanetta (Yanetta's Services) – Review of responsibilities, flag recommendations
- K. Van Nasse (Kelly Communications) – PR activities update, PR future strategy

- V. Spadea (Somerville PD) – National Night Out

Treasurer's Report

C. Petrosini – Budget is on track. Watering line item will have to be increased next year. Seal coating quote for Division Street is too expensive to move forward with in 2017. New assessment dollars will come in this year, final assessment numbers expected by end of summer.

Executive Director's Report

B. Macdonald - Salad House's significant investment in its Somerville location, music on Division Street.

Celebration

Streetscape flower pots (425% increase in quantity since 2011, without taking increase in pot size into consideration)

Liaison Reports

J. Kobuta – Parking lot 1A and permit parking, and parking rates in general.

Old Business

None

New Business

None

Strategic Discussions

To allow for the board to have more informed, deliberate discussions, trustees should submit topics for strategic discussion ahead of time and the office will prepare and send out reading materials to support the discussion as part of the board packet.

Communications

None

Open Public Session

Adjournment

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

- Yea: B. Burton, E. Michel, E. Staller, L. McLachlan, R. Pitts, C. Petrosini, P. Mannion, T. Genova
- Nay: None
- Abstain: None
- Recuse: None

Prepared by: C. Blockus

Dated: July 2, 2017