

**Downtown Somerville Alliance
Minutes of the Board of Trustees Meeting
Tuesday, March 14, 2017 - Council Chambers**

Trustees Present: T. Genova, P. Mannion, C. Petrosini, R. Pitts, L. McLachlan, M. Seader, E. Staller, S. Granados (8:05), R. Aulenbach (8:06), B. Burton, J. Kobuta

Trustees Absent: R. St. Pierre, E. Michel

Guests Present: Chip Yannetta, Officer Vito Spadea, Ken Utter, Kristen Harding

Call to Order: DSA Chair, T. Genova called the meeting to order at 8:02 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 Feb. 14, 2017 Meeting

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

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

Treasurer's Report

C. Petrosini - no report.

Executive Director's Report

B. Macdonald - 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.

Board Chairperson Statement

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

Presentations

Chip Yannetta – Supplemental cleaning and maintenance update

Officer Vito Spadea – Unity Tour and challenge coin

Chris Blockus – DSA Brand Ideal (Primary audience: business owners, ideal business owner: “a collaborative, involved, educated optimist with high standards that has unique, creative, fresh ideas and is driven to make good things happen”, Brand ideal: “Celebrating the playful novelty of Downtown Somerville”)

Ken Utter and Kristen Harding- Complete Streets update

Approval of Purchase Orders

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

- Yea: P. Mannion, C. Petrosini, R. Pitts*, L. McLachlan, M. Seader, E. Staller, B. Burton, T. Genova
- Nay: R. Pitts (973)
- Abstain: None
- Recuse: None

New Business

Introduction of Resolution #17-010

RESOLUTION 17-010

APPROVING THE DOWNTOWN SOMERVILLE ALLIANCE 2017 EVENTS CALENDAR

WHEREAS, the Downtown Somerville Alliance recognizes that special events contribute to the local economy and sense of community in Downtown Somerville and

WHEREAS, the Downtown Somerville Alliance Board of Trustees wishes to create and support those events which contribute to the local economy and enhance the business community through their unique nature, strengthen our community partnerships, and support the purpose of the Downtown Somerville Alliance; and

WHEREAS, the Downtown Somerville Alliance has approved the following events:

Girls Night Out, Thursday, May 11th 5-10pm

Friday Night Cruisers, Fridays, Memorial Day to Labor Day, 6-9pm

Starlit Cinema, Thursdays, July 13th-August 17th, 8:30pm-10:30pm

Summer Stage, Saturdays, July 8th – August 26th, 7-9pm

Small Business Saturday, November 25th - All Day

NOW THEREFORE BE IT RESOLVED, that the Board of Trustees of the Downtown Somerville Alliance (DSA) of Somerville Borough hereby approve, adopt and authorize the above events for the 2017 calendar year.

T. Genova introduced the resolution. B. Burton moved to approve. R. Pitts seconded same.

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

Introduction of Resolution #17-011

RESOLUTION 17-011

RESOLUTION OF THE DOWNTOWN SOMERVILLE ALLIANCE TO RETAIN A PUBLIC RELATIONS CONSULTANT

WHEREAS, the Downtown Somerville Alliance recognizes the importance of sustained planning, development and implementation of strategies that will enhance the visibility and awareness of Downtown Somerville; and

WHEREAS, the Downtown Somerville Alliance recognizes the need to help further define Somerville’s identity as it evolves; reinforce the key messages associated with its identity; and

WHEREAS, a comprehensive public relations program will enhance Downtown Somerville’s position within the marketplace and the general public; and

WHEREAS, the Downtown Somerville Alliance requires professional assistance in the area of public relations,

NOW, THEREFORE, BE IT RESOLVED, by the Board of Trustees of the Downtown Somerville Alliance that the firm of Kelly Communications, LLC, of Martinsville, NJ is hereby designated and appointed to act as Public Relations Consultant for the year 2017 and the Board of Trustees of the Downtown Somerville Alliance authorizes the Chairperson to execute an agreement between the Downtown Somerville Alliance and Kelly Communications as a professional consultant for the above-stated purposes.

T. Genova introduced the resolution. P. Mannion moved to approve. R. Pitts seconded same.

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

Communications

None

Open Public Session

Tyrone Conshue: Events on Division St.

Adjournment

R. Pitts motioned to adjourn the meeting and P. Mannion seconded same.

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

Prepared by: C. Blockus

Dated: April 5, 2017