

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

**Trustees Present:** B. Burton, E. Michel, E. Staller, M. Seader, L. McLachlan, R. St. Pierre, R. Pitts (8:38), C. Petrosini, P. Mannion, T. Genova, J. Kobuta

**Trustees Absent:** R. Aulenbach

**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.

**Board Chairperson Statement**

T. Genova acknowledged the growing involvement of board members and expressed gratitude for the hours invested. Budget discussions are up coming. A new strategic plan will be undertaken next year.

**Approval of Consent Agenda**

- Approval of October 10, 2017 Minutes

R. St. Pierre made a motion to approve. L. McLachlan seconded same.

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

**Approval of Purchase Orders**

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

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

\*R. St. Pierre recused himself for 02353 (Arts on Division)

**Additional Reports**

- Governance committee -
  - Chairperson E. Michel: Time was taken to interview each existing board member. Interviews are also being conducted for potential board members. Anyone interested in a board position can send a resume to E. Michel. 2 property owner and 1 business owner spots are available next year.

- B. Burton: Once everything is compiled, the information can be discussed further.
- Municipal liaison J. Kobuta – Comments on the proposed JSM projects and openings on council.

### **Executive Director's Comments**

B. Macdonald commented on:

- Arts on Division asked to borrow A-Frames and B. Macdonald offered smaller A-Frames that we no longer use. She suggested allowing Arts on Division to keep them. B. Burton suggested we reframe that as a long-term loan. R. St. Pierre spoke on behalf of Arts on Division that they didn't ask for a long term loan, just to borrow the A-frames for an event.
- Playa Bowl, Stickley Furniture, and Village Brewing Company will be opening on Main Street
- Fall cleanup and decoration switching begins at the end of the week. Street sweeper will not be utilized until after Thanksgiving due to staffing.
- Holiday tree and stage are all on schedule
- Holiday Jubilee takes place next Saturday.
  - Children's Dental will be on hand to participate
  - A local Girl Scout troupe is participating
  - Village brewing company is participating
- JSM has submitted a new application for a 5-story project that will be reviewed on December 13 at the planning board meeting.
- Budget priorities indicated last month will be used in preparing several budget scenarios.
- C. Blockus was invited as a featured guest on the "Driving Participation" podcast for work done marketing Girls' Night Out.

### **Old Business**

None

### **New Business**

#### **Social Media**

R. Pitts – After discussion with a committee of volunteers and staff, it was determined that an Instagram channel poses unique challenges and requires more work than anticipated.

B. Macdonald – The borough has been contacted so that our social media policies are in concert with those of the borough as each are developed.

E. Michel – It is important that the office is involved in the process.

#### **Strategic Discussion: Parking**

B. Burton – Street meter signage is inconsistent; signs read 2 hour parking while meters allow 3 hour parking.

The board agreed that the staff should write an official request to council to ensure the signs are properly updated. J. Kobuta stated she would speak to the borough administrator about the issue directly after the meeting.

B. Burton – Proposal to suggest free lot parking from Black Friday through New Year's Day.

The board agreed unanimously to the proposal.

B. Burton – Businesses need to take responsibility for advertising the free parking.

B. Macdonald – DSA will have a graphic ready to distribute if and when council approves the proposal.

### **Communications**

None

### **Open Public Session**

Ronaldo Linares (Martino's Restaurant) – Foot traffic and cleanup issues, social media suggestions, employee parking discount, parking app rollout, need to do more for veterans

Tyrone Conshue (Pinoy Restaurant) – Music on Division, lines for carriage rides

Bonnie Allen (Back Home Again) – Business owners have a hard time making early meetings. Board is invited to BOOM meetings.

### **Adjournment**

R. Pitts motioned to adjourn the meeting and C. Petrosini seconded same.

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

**Prepared by:** C. Blockus

**Dated:** Dec. 7, 2017