

Downtown Somerville Alliance
Minutes of the Board of Trustees Meeting
Tuesday, October 10, 2017 - Council Chambers

Trustees Present: B. Burton, E. Michel, E. Staller, M. Seader (8:09), L. McLachlan, R. Aulenbach (8:09), R. St. Pierre, R. Pitts (8:38), C. Petrosini, P. Mannion, T. Genova, J. Kobuta

Trustees Absent: None

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

None

Approval of Consent Agenda

- Approval of September 12, 2017 Minutes

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

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

Approval of Purchase Orders

E. Michel made a motion to approve. M. Seader seconded same.

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

Additional Reports

- Treasurer C. Petrosini – Q3 treasurer's report. All lines are in budget. \$2,900 or \$5,000 discretionary funds have been used.
- Governance committee chair E. Michel – beginning handbook revisions, board member debriefs and assessments, creating an advisory committee of departing board members (added by C. Petrosini) committee has contact with advisor Don Crocker (J. Kobuta) Governance committee practices fall in line with YMCA best practice training and experience

- Municipal liaison J. Kobuta – the borough is beginning the budget process. The capital side is very tight. Complements to B. Macdonald on her presentation at the Governor’s conference. E. Michel added that the town is definitely moving forward and he has a large stack of new customer cards. J. Kobuta commented that collecting metrics is extremely important.

Executive Director’s Comments

B. Macdonald commented on:

- Attendance at the International Downtown Association conference (the changing nature of retail and minimizing risk impact), speaking engagement at the Governor’s Conference about placemaking and programming (well received and in talks to move forward with additional local engagements)
- Salad House and moving forward with permits
- One Touch Massage grand opening
- Imminent restart of the district newsletter
- Completion of Fall planting
- Working with Don Crocker and the governance committee on a downtown score card for constituent feedback
- Meeting with Times Square Alliance to discuss social media practices
- E. Michel added that a meeting is being held on the 18th to discuss social media usage as well

Old Business

Celebration: Occupancy Rate

B. Macdonald provided statistics on Downtown Somerville’s occupancy rate vs. average Downtowns in NJ and the USA.

New Business

Strategic Discussion: Preparation for 2018 budget

Core program area worksheet with major budget lines was distributed to each board member, explained (increase, stay the same, decrease), and filled out. R. St. Pierre commented on the difference between “Streetscape” (included) and “Infrastructure” (not included). T. Genova and B. Macdonald clarified that infrastructure improvements involve bonding and are not part of the operating budget. L. McLaughlin asked about the status of the pedestrian tracking report. B. Macdonald answered that an introduction and the report would be released within the next week. R. St. Pierre asked if RFPs will be written for the coming year, and B. Macdonald answered that they would be for those services that require them.

Communications

None

Open Public Session

- E. Michel asked Patrolman Vito Spadea how security is ensured at Downtown events. Patrolman Spadea replied that often the PD is unaware of these events or learn of them the day of. B. Macdonald clarified that DSA has a clear process for informing PD and OEM regarding events and no concerns have been received from the Chief of Police or OEM Director.
- B. Burton asked if there would be more in-depth discussion of the budget. T. Genova and B. Macdonald explained that the worksheet was a place to start and that more in-depth

conversations would occur at future meetings. C. Petrosini agreed and added that he'd like to see more from Don Crocker on governance.

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. Aulenbach, R. St. Pierre, R. Pitts, P. Mannion, T. Genova
- Nay: None
- Abstain: None
- Recuse: None

Prepared by: C. Blockus

Dated: Nov. 9, 2017

DOWNTOWN SOMERVILLE ALLIANCE

RESOLUTION 17-019

**RESOLUTION OF THE DOWNTOWN SOMERVILLE ALLIANCE
DSA POLICY ON EVENT VENDORS**

WHEREAS, the Downtown Somerville Alliance (DSA), is the district management corporation organized pursuant to N.J.S.A. 40:56-65 et seq. and Borough of Somerville Municipal Code Chapter 148; and

WHEREAS, the purpose of the Downtown Somerville Alliance is to support the development, improvement, education and promotion of the Downtown Somerville Business District; and

WHEREAS, consensus was reached by the Board of Trustees to establish a vendor policy to ensure the organizations' support of the downtown Somerville businesses

NOW, THEREFORE, BE IT RESOLVED by the Downtown Somerville Alliance Board of Trustees that events managed by the Downtown Somerville Alliance will not invite the participation of non-district vendors at said events.

BE IT FURTHER RESOLVED by the Downtown Somerville Alliance Board of Trustees that non-DSA events taking place within the District shall be governed by the current ordinance found in Chapter 124 of the Somerville Municipal Code.