

**Downtown Somerville Alliance  
Minutes of the Board of Trustees Meeting  
Monday, May 14, 2018 - Council Chambers**

**Trustees Present:** L. DeLuca, M. DeSapio, G. Storms, R. Linares, G. Stravic (7:07), B. Burton, R. Aulenbach, M. Seader, E. Staller, R. St. Pierre, R. Pitts

**Trustees Absent:** L. McLachlan

**Guests Present:** None

**Call to Order:** DSA Chairperson R. St. Pierre called the meeting to order at 7:00 pm

**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.

**Salute to the Flag**

**Board Chairperson Statement**

R. St. Pierre recognized the contribution of mothers in the community and promoted Girls' Night Out.

**Election of Board Secretary**

M. Seader made nominated L. McLachlan. R. St. Pierre accepted on her behalf.

- Yea: L. DeLuca, M. DeSapio, G. Storms, R. Linares, B. Burton, R. Aulenbach, M. Seader, E. Staller, R. St. Pierre
- Nay: None
- Abstain: None
- Recuse: None

**Approval of Consent Agenda**

- Approval of April 9, 2018 Minutes

G. Storms made a motion to approve. E. Staller seconded same.

- Yea: L. DeLuca, M. DeSapio, G. Storms, R. Linares, B. Burton, R. Aulenbach, M. Seader, E. Staller, R. St. Pierre
- Nay: None
- Abstain: None
- Recuse: None

**Approval of Purchase Orders**

G. Stravic made a motion to approve. R. Aulenbach seconded same.

- Yea: L. DeLuca, M. DeSapio, G. Storms, R. Linares, G. Stravic, B. Burton, R. Aulenbach, M. Seader, E. Staller, R. St. Pierre \*

- Nay: None
- Abstain: \*R. St. Pierre (#1207)
- Recuse: None

### **Additional Reports**

- Municipal liaison R. Pitts- Main St. trees are going to be inspected by an arborist. The NJ tree foundation will hopefully become a new resource for help with the tree project. The fall planting season will likely be the best window to plant trees. Stickers will be placed on meter poles to reflect the new parking structure on June 1. There will also be new signage for the parking lots, and issues with pay stations have been solved to make for a smoother experience. The parking app will be rolled out in the very near future. The introduction of the DSA budget was approved.
- Marketing committee co-chairs R. Linares/E. Staller- None
- Events committee chair Brittany Burton- Scope, theme, and process of Girls' Night Out. Summer stage, cruise nights, and Starlit Cinema schedules. Small Business Saturday and Jubilee plans will be shared after summer events.
- Parking liaison R. St. Pierre- Review of new parking rates and emphasis on consistent messaging. Timing of enforcement has decreased by an hour.

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

B. Macdonald commented on:

- Additional tables and chairs have been ordered for Division Street
- 7 garbage cans have been ordered and arrived
- The music system has been installed but scheduling is still an issue
  - Changing the angle of speakers was considered
- Bistro tables/chairs will be delivered to Division St. Wed.
- Stage will be delivered on May 23
- EAP has been submitted for Summer Stage
- Movie screen for Starlit Cinema will not move this year
- Spring planting will be installed on the 23rd
- Safety barricades have been installed on Division St. and options to soften the visual effect are being explored
- Events
  - Immaculata concert on Division St.
  - Cruisers sponsorship is in discussion
  - Several EAPs still need to be completed
  - Tour of Somerville has added several additional events, one of which involves a Main St. road closure
  - Farmers' Market has been cancelled
- Aardvark Brigade has been helping as an interim agency as the marketing RFP is being completed
- Don Crocker of The Support Center cannot schedule a strategic plan, but other advisors there might be able to. Heritage consulting has also been contacted.

### **Old Business**

None

### **New Business**

- Discussion and approval of the AOD summer stage management contract (Resolution #18-006)

## RESOLUTION 18-006

### AUTHORIZING THE EXECUTION OF A CONTRACT BETWEEN THE DOWNTOWN SOMERVILLE ALLIANCE AND THE ARTS ON DIVISION FOR MANAGING PERFORMANCES OF SUMMER STAGE 2018

**WHEREAS**, the Downtown Somerville Alliance has determined that musical concerts play a role in accomplishing the mission of the Downtown Somerville Alliance; and

**WHEREAS**, The Downtown Somerville Alliance has created, facilitated and funded the Summer Stage Event held on Division Street; and

**WHEREAS**, Arts on Division will be contracted to manage Summer Stage for 2018; and

**WHEREAS**, the Downtown Somerville Alliance will provide funds to Arts on Division in the amount of \$4,500.00 in 2018; and

**NOW, THEREFORE, BE IT RESOLVED**, by the Board of Trustees of the Downtown Somerville Alliance authorize the Chairperson to execute an agreement between the Downtown Somerville Alliance and the Arts on Division for the management of Summer Stage for the year 2018 in the amount of \$4,500.00.

R. Aulenbach made a motion to approve. G. Stravic seconded same.

- Yea: L. DeLuca, M. DeSapio, G. Storms, R. Linares, G. Stravic, B. Burton, R. Aulenbach, M. Seader, E. Staller
- Nay: None
- Abstain: R. St. Pierre
- Recuse: None

#### **Communications**

None

#### **Open Public Session**

#### **Adjournment**

R. Aulenbach motioned to adjourn the meeting. E. Staller seconded same.

- Yea: L. DeLuca, M. DeSapio, G. Storms, G. Stravic, B. Burton, R. Aulenbach, M. Seader, E. Staller, R. St. Pierre

- Nay: None
- Abstain: None
- Recuse: None

**Prepared by:** C. Blockus

**Dated:** June 6, 2018