

Downtown Somerville Alliance
Minutes of the Board of Trustees Meeting
Tuesday, February 27, 2018 - Council Chambers

Trustees Present: A. Monetti, R. Linares, B. Burton (7:00), E. Staller, M. Seader, R. Aulenbach, R. St. Pierre, Greg Storms (7:04)

Trustees Absent: G. Stravic, L. McLachlan, C. Petrosini, R. Pitts, M. DeSapio

Guests Present:

Call to Order: R. St. Pierre called the meeting to order at 6:58 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.

Pledge of Allegiance

Chairman's Remarks. R. St. Pierre stated that the purpose of the meeting is to review the proposed 2018 budget.

2018 budget priorities – R. St. Pierre stated that there are 3 categories that are fixed: capital, debt service and staff/office support. The budget has reviewed a “wishlist” of \$680,000.00 and the executive committee is presenting a budget of \$550,000.00. The 3 categories with the most impact moving forward are: events, marketing and maintenance.

R. St. Pierre stated that the 10 people in attendance at the BOOM meeting on Monday, February 26th liked the DSA budget allocations as presented to them by the executive committee.

B. Burton stated that the board should discuss the addition of a street sweeper into the budget. R. St. Pierre and M. Seader clarified that the line items are currently placeholders and that committees would be implemented to determine line by line spending for discussion with the board.

The executive committee (R.S., M. S. and E. S) confirmed that the intent is for committees to meet before the March DSA board meeting with recommendations on spending for approval by the DSA board.

R. Linares asked if Division Street will be repaired this year. R. St. Pierre stated that quotes obtained by the town have come back very high but that with creative board members he is hopeful a more reasonable price can be obtained.

R. St. Pierre asked staff to explain the DBIZ loan components and status.

M. Seader presented the board with the executive committee decision to move into a primarily sponsorship driven organization for events. M. Seader explained that the event choices were made by listening to the community. R. Linares and R. St. Pierre reviewed plans for a restaurant week with no allocation of funding from the DSA.

R. St. Pierre expressed a desire to support other non-profits with DSA funding and spread monies around. M. Seader stated she would send a line by line report to the entire board on GNO. B. Macdonald stated that the Board should carefully consider potential ethical conflicts in moving towards a granting model of event support. R. Linares stated that the change will bring more people to town. R. St. Pierre stated Music on Division will extend from May to October. B. Macdonald stated Cruiser allocations need to be accounted for in the budget. B. Macdonald stated that SBS has not been included in the proposed budget. M. Seader and R. Linares stated that the event is sponsored by American Express, marketing material is provided to small businesses for this by AMEX and small businesses can promote themselves individually.

M. Seader stated that marketing will be handled by one firm to save money and be more efficient. Also stated that better data collection can be obtained from Google Analytics, the new parking app, Open Table and other.

E. Staller stated that the executive committee will be implementing committees to be more efficient and supportive and to coordinate with the community. The executive committee would like to have 2 sub-committees of the executive committee: HR and Governance. HR to bring more accountability to the staff. Plus 3 major committees: Marketing, Events and Streetscape. The committees will be responsible for taking the budget as proposed by the executive committee and tweaking it.

R. St. Pierre iterated that the committees will bring their decisions back to the board for discussion.

R. St. Pierre opened the meeting up to public comment.

Ann Spolarich, Somerville resident. Expressed support for GNO that it showcased Main Street. Stated that other events receiving funding do not showcase Main Street in the same way.

A. Monetti inquired as to what Mrs. Spolarich loved about the event and what value did it create for her. A. Spolarich stated it made her feel special. The other events do not.

Kristin Reed (Saffire Salon). Stated that she gained customers from GNO by establishing a relationship with visitors. JazzFest, Farmers Market and Starlit Cinema do not bring her customers.

Lorenzo DeLuca (Café Picasso). Inquired about the maintenance costs and daily cleaning for Division Street. L. DeLuca expressed concern that a lot of money is spent on Division Street and not Main Street. He expressed support for GNO and the ability for business owners to work together to make the event stronger.

Bonnie Allen (BOOM). Stated vents should bring traffic to everyone.

Adjournment

R. Aulenbach motioned to adjourn the meeting and G. Storms seconded same.

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