

Downtown Somerville Alliance
Minutes of the Board of Trustees Meeting
Tuesday, January 23, 2018 - Council Chambers

Trustees Present: A. Monetti, G. Stravic, R. Linares, B. Burton, E. Staller, M. Seader, L. McLachlan, R. Aulenbach, R. St. Pierre, C. Petrosini, R. Pitts

Trustees Absent: None

Guests Present: K. Vanasse

Call to Order: DSA Treasurer, C. Petrosini, called the meeting to order at 8:01 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

C. Petrosini welcomed new board members.

Election of Officers

- Chairperson
 - R. Linares nominated R. St. Pierre. R. St. Pierre accepted.
 - Yea: E. Staller, M. Seader, L. McLachlan, R. Aulenbach, G. Stravic, C. Petrosini, R. Linares
 - Nay: B. Burton
 - Abstain: R. St. Pierre, A. Monetti
 - Recuse: None
- Vice Chairperson
 - R. St. Pierre nominated E. Staller. E. Staller accepted.
 - Yea: B. Burton, M. Seader, L. McLachlan, R. Aulenbach, E. Staller, G. Stravic, C. Petrosini
 - Nay: None
 - Abstain: A. Monetti, R. Linares
 - Recuse: None
- Treasurer
 - R. Linares nominated G. Stravic. G. Stravic declined. L. McLachlan nominated B. Burton. B. Burton declined.

Approval of Consent Agenda

- Approval of December 12, 2017 Minutes

L. McLachlan made a motion to approve. E. Staller seconded same.

- Yea: A. Monetti, R. Linares, B. Burton, E. Staller, M. Seader, L. McLachlan, R. Aulenbach, R. St. Pierre, C. Petrosini

- Nay: None
- Abstain: G. Stravic
- Recuse: None

Approval of Purchase Orders

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

- Yea: A. Monetti, G. Stravic, R. Linares, B. Burton, E. Staller, M. Seader, L. McLachlan, R. Aulenbach, R. St. Pierre, C. Petrosini
- Nay: None
- Abstain: None
- Recuse: None

Additional Reports

- PR representative Kelly Vanasse – Summary of public relations, including key highlights Only in NJ, Huffington Post, Getaway Mavens, Best of NJ, Restaurant Hunters, News 12, and NJ Monthly. Industry Magazine is featuring Downtown Somerville currently. 2018 recommendation includes creation of a media tool kit.
- Municipal liaison R. Pitts – Borough council has selected a new mayor. The farmers' market will be Thursdays in June, July and August.

Executive Director's Comments

B. Macdonald commented on:

- Salad House has had a soft opening and the grand opening will be next week.
- Meadows Frozen Custard is moving through the approval process.
- Lure Lash is now open.
- Teylev is closed and Cheech's Own cold brew is taking over the lease.
- Grumpy Bobas is moving into the former E-Shine.
- The new residential property on Doughty is now open and will be paying assessment.
- A&T nails is expanding into the building next door.

Old Business

2018 budget priorities – B. Macdonald explained the “wish list” concept of the 2018 budget list distributed to the board. The list also includes the 2017 budget, the 2017 expenditures. R. St. Pierre expressed a need to micromanage the budget and asked what the deadline for submission is. B. Macdonald replied that the budget needed to be submitted by March. G. Stravic asked about the fiscal year. B. Macdonald explained the fiscal year and the operating budget. R. St. Pierre explained the required debt service and other things that don't change, and his view of the budget as big movements with small things decided by the board. He suggested further that for the interest of time, just a brief overview of the budget should be provided. B. Macdonald provided that overview.

Marketing RFP – B. Macdonald explained that advertising agency Spitball has changed roles for the organization over time and it is appropriate to reassess. Spitball's contract terminated at the end of 2017, so we do not currently have an advertising agency. We have the option to keep Spitball on retainer for advertising collateral creation and purchasing event material (print, Girls' Night Out giveaways, etc.) in 2018 while the strategic planning process is undertaken but Spitball is not interested in reducing their contract. Writing an RFP Hiring a new agency will take 2-3 months. The board has to decide what elements they would like in it, an RFP has to be written, publically noticed for bidding, and then interview agencies. Those agencies submitting bids must also have the appropriate licensing to do work with government agencies. Ad buys and event materials must also

be purchased through the agency. The bid threshold is \$40,000. Estimating cost is impossible until the board decides what they want included in the RFP. One and two year contracts can be awarded. R. Linares suggested that advertising and PR be combined into one agency. R. St. Pierre stated that he and E. Staller would be meeting with B. Macdonald to discuss this further and R. Linares asked if there would be a report generated from that meeting. R. St. Pierre assured him there would be and that the whole board would be able to provide input. A discussion on reestablishing committees ensued.

New Business

Finalizing meeting times –

- Approval of Resolution #18-001

R. St. Pierre made a motion to approve. R. Linares seconded same.

- Yea: A. Monetti, R. Linares, G. Stravic, B. Burton, E. Staller, M. Seader, L. McLachlan, R. Aulenbach, R. St. Pierre, C. Petrosini
- Nay: None
- Abstain: None
- Recuse: None

DOWNTOWN SOMERVILLE ALLIANCE

RESOLUTION #18-001

BE IT RESOLVED that all 2018 Executive Session meetings followed by the Regular meetings of the Downtown Somerville Alliance will be held at Council Chambers, located at 24 South Bridge Street, Somerville at 7:00pm prevailing time, for the executive session and the public portion immediately followed on the following dates in 2018 with exception to the Annual Reorganization meeting which is held at 8am on January 23, 2018 at Council Chambers.

Tuesday, January 23
Monday, February 12
Monday, March 12
Monday, April 9
Monday, May 7
Monday, June 11
Monday, July 9
Monday, August 13
Monday, September 10
Monday, October 8
Monday, November 12
Monday, December 10

BE IT FURTHER RESOLVED that it shall be unlawful for any person to disturb any meeting of the Downtown Somerville Alliance and any person violating the provisions of this rule may be summarily ejected from the Council Chambers and from Police Headquarters by order of the Chairman or majority.

Stakeholder Meeting – L. McLaughlin proposed a stakeholder meeting early in the year to keep everyone informed and so that they can voice opinions.

Communications

None

Open Public Session

Bonnie Allen (Back Home Again) – Congratulated new board members and wished them luck on a busy year.

R. St. Pierre recognized the 30 combined years of leadership from Tom Genova and Pat Mannion.

Adjournment

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

- Yea: A. Monetti, R. Linares, G. Stravic, B. Burton, E. Staller, M. Seader, L. McLachlan, R. Aulenbach, R. St. Pierre, C. Petrosini
- Nay: None
- Abstain: None
- Recuse: None

Prepared by: C. Blockus

Dated: Feb. 7, 2017