

**Downtown Somerville Alliance
Minutes of the Board of Trustees Meeting
Monday, June 11, 2018 - Council Chambers**

Trustees Present: L. DeLuca, L. Mclachlan, M. DeSapio, G. Storms, R. Linares, G. Stravic, B. Burton, E. Staller, R. St. Pierre, R. Pitts

Trustees Absent: M. Seader

Guests Present: None

Call to Order: DSA Chairperson R. St. Pierre called the meeting to order at 7:03 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 shared that the DSA budget was approved and recognized hard work done by committees and staff.

Approval of Consent Agenda

- Approval of May 14, 2018 Minutes

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

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

Approval of Purchase Orders

G. Stravic made a motion to approve. G. Storms seconded same.

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

Additional Reports

- Municipal liaison R. Pitts- Noel Santiago is the new parking enforcement officer. The “Park Smarter” app is active on Main Street and each meter pole has an explanatory sticker. Residents inquiring about parking in lot 1A should contact Mike Halpern or Kevin Sluka at borough hall.
- Marketing committee co-chairs R. Linares/E. Staller- The marketing committee, staff, and Aardvark Brigade met to discuss advertising parking changes and parking app. A Downtown Somerville social media kit is in development. The marketing RFP is largely finished.
- Events committee co-chair B. Burton/L. DeLuca- Girls’ Night Out event costs were reduced by 40%. \$2000 in sponsorship was secured. Ticket sales were acceptable. \$5000 in sponsorship was secured for Cruise Nights and advertising has begun. T-shirts have been distributed. \$500 in sponsorship was secured for Summer Stage. The Starlit Cinema movie poll is open and voting closes on June 15. \$2,250 in sponsorship has been secured. Movies start June 12. Staff and the committee are meeting June 14 to discuss Small Business Saturday. The recreation department is taking over the Halloween Spooktacular, and DSA will support them in that effort.
- Parking liaison R. St. Pierre- Lots are \$0.50 an hour and enforcement time is 9:00 am – 7:00 pm. Two employees have been hired to enforce.
- Streetscape
 - B. Macdonald- B. Macdonald and R. St. Pierre have been meeting with borough staff to try to solve maintenance issues. Yannetta’s is beginning the summer cleaning schedule. An effort is being made to coordinate between the garbage collection contractor, Yannetta’s, and borough services. DSA is picking up street sweeping services. The value of doing so will be evaluated. Music speakers on Main St. will remain where they are. Trash cans have been added on Division and Main streets. New tables and chairs have been added to Division St. Borough staff and R. St. Pierre met with vendors about Division St. repairs. Costs look to be about equivalent to earlier estimates. R. St. Pierre coordinated the repair of the banner brackets over Main St. Residential dumping in Main St. trash cans is a major issue. Borough staff is working with the community development office to try to address it with large property owners.
 - R. St. Pierre- Blue recycling cans are being filled with trash.
 - G. Stravic- New Jersey Tree Foundation is not an appropriate group to work with on our Main St. Tree replacement program. The environmental commission has met with a landscape architecture firm, and Councilman Brady has received a study report as well. Planting seasons also need to be taken into account. G. Storms noted that there must be flexibility in the plans as there is no way to know exactly what’s under the sidewalk.

Executive Director’s Comments

B. Macdonald commented on:

- The new digital music system is implemented.
- Meadows Frozen Custard will have a grand opening on June 21.
- Grumpy Bobas was so successful that they had to close to restock.
- King Tut 2 and Cheech’s Own Coffee will be opening before the end of the summer.
- Stickley Furniture will be opening next month.
- Cruisers T-shirts have been distributed for first round.
- The Flag Day Festival will be held on June 15.
- Somerville Beer Festival will be held on the 23 and 24.
- With the high volume of events, event emails are being sent out more frequently.

Old Business

None

New Business

None

Communications

None

Open Public Session

Adjournment

R. Linares motioned to adjourn the meeting. G. Storms seconded same.

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

Prepared by: C. Blockus

Dated: July 3, 2018