



Downtown Somerville Alliance, Inc.  
August 12, 2019 Meeting Minutes  
6:00 PM - Council Chambers

Jane Kobuta called the meeting to order at 6:00 pm on August 19, 2019. Kevin Sluka conducted roll call. The following Board Members were present:

Present: Iris Frank, Mark Aziz, Jenn Pearson, Tony Brokenborough, Kevin Sluka, Mike Kerwin, Jane Kobuta, Rick St. Pierre

Absent: John Flores

The assembly joined the dais in a salute to the flag.

Executive Director Report

Old Business

Natalie Pineiro introduced new DSA Program Coordinator, Samantha Shaw, who will handle marketing/ events for the DSA and work alongside Natalie.

Natalie reported that Summer Stage is going very well. There is some feedback in regards to vetting bands and maintaining a standard for performers, DSA will work with Gallery on Main and Arts on Division through this.

Starlit Cinema has had a great turnout, despite the weather. Pre-movie family friendly entertainment is being received extremely well and has brought people out earlier (face painters, TapSnap photobooth, Fresh Tiki Bar snacks, pirate ship)

Cruise Night: Natalie, Tony Brokenborough & Kevin Sluka went out and made contact with many cruisers 1 on 1. Thank-you letters and reiterations of the rules were handed out. DSA hopes to keep in touch with cruisers during the off-season and come up with plans for the future to make this event better. Tony suggested rotating classic cars through center of town for more exposure, Natalie brought up idea of registration for premier spots.

A request for approval of quote on Brackets and Banners on Main Street was made. Decisions are still to be made between side by side, or standalone street-facing banners, all double-sided.

Mark Aziz made a motion to approve the quote on Brackets and Banners.

Yea: Iris Frank, Mark Aziz, Jenn Pearson, Tony Brokenborough, Jane Kobuta, Kevin Sluka, Mike Kerwin  
Nay: None

Abstain: None  
Recuse: None

### New Business

Natalie brought up issues with garbage at the end of Division Street - AM pickups are scheduled, but by noon, new garbage appears. A notice will be sent to business owners about trash placement times, and overall cleanliness of Division Street.

Several tables and chairs have also disappeared from Division Street.

Conversations have started about the investment in cameras along Division Street. The board agreed new technology is in place. Mark Aziz and Jenn Pearson noted the importance for cameras for safety reasons. They suggested adding new, quality cameras onto Main Street in addition to Division Street. Natalie will scope out key target locations on Main Street (i.e. alleyways), and begin searching for quotes. Kevin Sluka suggested partnering with Borough on this, and considering rental of "eye in the sky" for large-scale events. The board agreed to move forward with quotes and maintenance costs for vendors regarding cameras.

Natalie informed the board about plans to "powerwash" Division Street. All agree that the term "powerwash" is used loosely, and will be more of a cosmetic cleanup with an industrial outdoor buffer. Kevin Sluka noted potential water work to be done on Division Street at the old Pinoy location between now and Spring 2020. Natalie will push this until further information is given on the water work.

Mike Kerwin made a motion to approve the project to "powerwash" Division Street, without approving cost.

Yea: Iris Frank, Mark Aziz, Jenn Pearson, Tony Brokenborough, Jane Kobuta, Kevin Sluka, Mike Kerwin  
Nay: None  
Abstain: None  
Recuse: None

Natalie reported that the DSA is working on rebuilding a relationship with Arts On Division, and a meeting will be held in September. The DSA hopes to set a tone and creative vision for the arts within Downtown Somerville.

Iris Frank added that the 1st annual film Fest with Steve at Cheech's Own was a great success, and will be a great beginning to a new annual downtown tradition. Mike Kerwin agrees that arts and diversity should be a focus within the new strategic plan. Natalie will continue to work with Kevin Sluka, Borough Hall, Arts on Division and key stakeholders on the topic of art in Downtown Somerville.

Natalie brought up hosting pop up shops in vacant storefronts, similar to a model Montclair's BID has started. Independent designers/ artists/ makers will "try before they buy" and see what it is like to try out a retail space in Downtown Somerville. The DSA will cover a portion of the rent for this movement. The board highly supported this idea, and Natalie will reach out to Montclair's BID for more information.

There has been a request for sponsorship for the Resale Event. Brittany from Revive is requesting the DSA's support, specifically in regards to sponsorship of marketing materials.

A motion has been made to approve DSA sponsorship of Revive's Resale Event including 8 additional antique/ consignment shops within Downtown Somerville

Yea: Iris Frank, Mark Aziz, Rick St. Pierre, Jenn Pearson, Tony Brokenborough, Jane Kobuta, Kevin Sluka, Mike Kerwin  
Nay: None  
Abstain: None  
Recuse: None

### Committee Reports

The DSA received scope of work from Oxford - the marketing committee discussed, and has agreed changes need to be requested in regards to execution of website media buys and social media plans.

Infrastructure Committee recommended the landscaping of Giardina Walkway should consist of a clean-up to get past Labor Day. Heading into the Fall, Iris Frank suggested planting mums. Perennials will be for spring. The board also agreed to address Main St. planters and get them on a bi-weekly or once a month maintenance schedule.

Mike Kerwin made a motion that the focus for the Giardina Walkway is a clean up of overgrowth within the next few weeks, and future plans will be solidified regarding further landscaping.

Yea: Iris Frank, Mark Aziz, Rick St. Pierre, Jenn Pearson, Tony Brokenborough, Jane Kobuta, Kevin Sluka, Mike Kerwin  
Nay: None  
Abstain: None  
Recuse: None

### Payment Authorizations and Finance Reports

Iris Frank made a motion to approve and Jenn Pearson seconded same.

Yea: Iris Frank, Mark Aziz, Rick St. Pierre, Jenn Pearson, Tony Brokenborough, Jane Kobuta, Kevin Sluka, Mike Kerwin  
Nay: None  
Abstain: None  
Recuse: None

Jane Kobuta made a motion to open the public. Brittany from Revive thanked the DSA for their support with the Resale Event.

Jane Kobuta made a motion to adjourn.

Prepared by:  
Sam Shaw  
Sept. 3, 2019