



**Downtown Somerville Alliance, Inc.**  
**February 11, 2019 Meeting Minutes**  
**6:00 PM - Council Chambers**

Jane Kobuta called the meeting to order at 6:00 pm on February 11, 2019. Kevin Sluka conducted roll call. The following Board Members were present:

Present: John Flores, Iris Frank, Mike Kerwin, Kevin Sluka, Rick St. Pierre, Mark Aziz, Jane Kobuta

Absent: Jenn Pearson

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

Approval of Consent Agenda

Approval of January 28, 2019 minutes

R. St. Pierre made a motion to approve. K. Sluka seconded same.

Yea: John Flores, Iris Frank, Mike Kerwin, Kevin Sluka, Rick St. Pierre, Mark Aziz, Jane Kobuta

Nay: None

Abstain: None

Recuse: None

Chairperson Statement

Jane Kobuta commented that her and Natalie Pineiro met for lunch and discussed bringing on someone to help with a Board orientation for all the new Board Members elected this year. It was also discussed to hold a meet and greet sometime in March.

Executive Director Report

Natalie Pineiro stated that she has met with about 90% of the business owners so far and that they were incredibly appreciative about the face to face meetings. She also commented that she contacted Aardvark to discuss putting together a proposal for a sponsorship package for Girl's Night Out to solicit sponsorships for the event. She will pass along the proposal to the Board for approval as soon as she receives it. Natalie also recommended possibly creating a Men's Lounge somewhere in the downtown during Girl's Night Out to give them a space to enjoy during the event.

Old Business

Jane Kobuta asked if the second Monday of the month is acceptable as the standard DSA, Inc. board meeting date going forward. The dates are 2/11, 3/11, 4/8, 5/13, 6/10, 7/8, 8/12, 9/9, 10/14, 11/11, 12/9. All approved the meeting time and dates.

Jane Kobuta and Kevin Sluka gave a brief history of the trees that were selected to be removed in the downtown. Initially 19 trees were to be removed in the downtown. The project went out to

bid. and after reviewing the Environmental Commission's study, it was decided that only 3 trees would be removed. The initial bids were not considered as the project was going to be re-evaluated after reviewing the study. After the re-evaluation, and at this point, it was discussed to do 3 trees a year and have the Borough fund the trees, the DSA fund the sidewalk projects and the DBiz Loan would not be fully utilized.

? made a motion to approve to discontinue using the DBiz Loan and R. St. Pierre seconded same.

Yea: John Flores, Iris Frank, Mike Kerwin, Kevin Sluka, Rick St. Pierre, Mark Aziz, Tony Brokenborough, Jane Kobuta

Nay: None

Abstain: None

Recuse: None

Natalie Piniero advised the Board that she received an estimate of \$2,100 for the Executive Board orientation. It was decided that an 8 am to 11 am time during the week would work for the Board.

R. St. Pierre made a motion to approve the Board orientation date and amount and ? seconded same.

Yea: John Flores, Iris Frank, Mike Kerwin, Kevin Sluka, Rick St. Pierre, Mark Aziz, Tony Brokenborough, Jane Kobuta

Nay: None

Abstain: None

Recuse: None

R. St. Pierre commented that Motion Loft was hired to help monitor downtown movement; but that the cost was very high, and the data was not quantifiable. It was decided; however, that a system to gather data of the downtown foot traffic is necessary.

? made a motion to discontinue the contract with Motion Loft and Rick St. Pierre seconded same.

Yea: John Flores, Iris Frank, Mike Kerwin, Kevin Sluka, Rick St. Pierre, Mark Aziz, Tony Brokenborough, Jane Kobuta

Nay: None

Abstain: None

Recuse: None

Jane Kobuta opened up the discussion regarding committees. The Finance Committee members are Rick St. Pierre, Mark Aziz and Jane Kobuta. The committee will have their first meeting on Friday, February 15<sup>th</sup> at 3 pm.

Kevin Sluka and ? discussed when the Infrastructure Committee could meet. Kevin Sluka stated that both he would be available for meetings during the day. It was also decided that Rodney Hadley should be included in the Infrastructure meetings.

Natalie Piniero commented that the Marketing Committee has a standing meeting for February 19<sup>th</sup>.

### New Business

Jane Kobuta stated the DSA, Inc. has a year-long commitment from TAP Into for marketing and advertising. Natalie Piniero also mentioned that TAP Into is proposing to give the DSA, Inc. feature space and advertising space for the year. It would appear in the Somerville, Bridgewater and Hillsborough sections of TAP Into. It was decided to submit for a four-month proposal, subject to the Marketing Committee running the metrics and marketing strategy to see what would work for the DSA, Inc.

? made a motion to have the Marketing Committee work on the four-month proposal and move forward with the contract with TAP Into without it being reviewed by the Board.

Yea: John Flores, Iris Frank, Mike Kerwin, Kevin Sluka, Rick St. Pierre, Mark Aziz, Tony Brokenborough, Jane Kobuta

Nay: None

Abstain: None

Recuse: None

Kevin Sluka commented that he would draft RFQ's to hire a marketing firm and a company to do the street work. He will have a draft in place before the next meeting to present to the Board for approval.

### Comments from the Public

Jane Kobuta made a motion to open the public.

Brittany Burton from Revive Consignment asked if the committees were fully formed. Natalie Piniero responded that Events Committee could use more members. She also commented that a number of business owners met and discussed the digital kiosks throughout the town; however, it was decided that it was too expensive. Iris Frank stated that she is working on a loyalty app for her business and maybe something like that would work for the downtown.

Jane Kobuta closed the public portion of the meeting.

### Payment Authorizations

Natalie Piniero mentioned that two additional bills that were added to the PO report.

? made a motion to approve the payments and Rick St. Pierre seconded same.

Yea: John Flores, Iris Frank, Mike Kerwin, Kevin Sluka, Rick St. Pierre, Mark Aziz, Tony Brokenborough, Jane Kobuta

Nay: None

Abstain: None

Recuse: None

Jane Kobuta closed the meeting at 7:19 pm.

Prepared by: Anna Diaz on March 7, 2019