



Downtown Somerville Alliance, Inc.
January 13, 2020 Meeting Minutes
6:00 PM - Council Chambers

Jane Kobuta called the meeting to order at 6:00 pm on January 13, 2020. Kevin Sluka conducted roll call. The following Board Members were present:

Present: Kevin Sluka, Jane Kobuta, Rick St. Pierre, Mark Aziz (late), Mike Kerwin, Jenn Pearson, John Flores

Absent: Iris Frank, Tony Brokenborough

The Downtown Somerville Alliance, Inc., meeting of January 13, 2020 started at 6:00 with Roll call and salute to the flag. After the salute to the flag the following took place, Kevin Sluka, Secretary of the Board is providing the following minutes to be included in the minutes of the meeting.

Jane Kobuta, Chairperson requested a motion to enter into Executive Session to discuss personnel related matters: *(note: Mark Aziz attended the meeting however he was not present for the Executive Session portion)*

Boardmember	Motion	Second	Aye	Nay	Abstain	Absent
Aziz						X
Brokenborough						X
Flores	X		X			
Frank						X
Kerwin		X	X			
Pearson			X			
Sluka			X			
St. Pierre			X			
Kobuta			X			

The Downtown Somerville Alliance, Inc., staff was asked to excuse themselves from the room and Kevin Sluka was directed to keep notes and produce minutes:

Jane Kobuta advised that the Executive Committee consisting of herself, Mike Kerwin, Kevin Sluka, Mark Aziz met to discuss the performance review of the Executive Director for year 2019. A written review was performed and goals for 2020 were also discussed and made part of the review.

Subsequently, Jane Kobuta and Mike Kerwin met with the Executive Director to conduct the in person review. Mike Kerwin advised that the in person review went extremely well.

A recommended salary adjustment was made since the Executive Director has successfully completed year 1. Other Board members commented about her success during the first year. A recommendation was made and the members present agreed with the proposed salary adjustment. Jane Kobuta requested that Kevin Sluka draft a letter for her review. Kevin Sluka advised he would provide that draft within a few days. Once the draft letter to Natalie Pineiro is approved, Jane Kobuta would execute and provide to the Executive Director. In addition, Natalie Pineiro would make the appropriate budget changes to reflect the increase.

No further executive matters were discussed. Jane Kobuta requested a motion to exit Executive Session and return to the meeting.

Boardmember	Motion	Second	Aye	Nay	Abstain	Absent
Aziz						X
Brokenborough						X
Flores	X		X			
Frank						X
Kerwin		X	X			
Pearson			X			
Sluka			X			
St. Pierre			X			
Kobuta			X			

Respectfully submitted by Kevin Sluka, Secretary to the Board.

Board Vacancy

Jane Kobuta reported that two nominations have been submitted to have two expired board members, Rick St. Pierre and Tony Brokenborough, reappointed as board members for new three-year terms.

Mike Kerwin made a motion to approve Rick St. Pierre and Tony Brokenborough for new three-year terms. John Flores seconded same.

Yea: Kevin Sluka, Jane Kobuta, Mike Kerwin, Jenn Pearson, John Flores

Nay: None

Abstain: None

Recuse: Rick St. Pierre

Absent: Tony Brokenborough, Mark Aziz (*for this portion*)

Election Of Officers

Rick St. Pierre made a motion to carry over 2019 executive board officers into 2020. Current slate of officers are Jane Kobuta as chairperson, Mike Kerwin as vice chairperson, Mark Aziz as treasurer and Kevin Sluka as secretary. Jenn Pearson seconded same.

Yea: Rick St. Pierre, John Flores, Jenn Pearson

Nay: None

Abstain: None

Recuse: Mike Kerwin, Kevin Sluka, Jane Kobuta

Approval of Meeting Minutes

Rick St. Pierre made a motion to approve Dec 10, 2019 meeting minutes. Jenn Pearson seconded same

Yea: Kevin Sluka, Jane Kobuta, Rick St. Pierre, Mike Kerwin, Jenn Pearson, John Flores

Nay: None

Abstain: None

Recuse: None

Absent: Tony Brokenborough, Mark Aziz (*for this portion*)

2020 Meeting Schedule

Rick St. Pierre made a motion to approve the 2020 DSA meeting calendar, contingent upon moving all meetings from Council Chambers to the DSA Office Conference Room located at Office Evolution. Jenn Pearson seconded same.

Yea: Kevin Sluka, Jane Kobuta, Rick St. Pierre, Mike Kerwin, Jenn Pearson, John Flores

Nay: None

Abstain: None

Recuse: None

Absent: Tony Brokenborough, Mark Aziz (*for this portion*)

The formation of 2020 committees will be pushed until next month when all board members are present. Kevin Sluka advised adding a nomination committee to the current roster of committees.

2019 Finance Report - Draft

Natalie discussed that there are still a few transactions from December 2019 that have not yet been posted. Once the DSA receives all reconciliations from the DSA bookkeeper, the full report will be posted. This draft is the summary of the 2019 budget (projected vs actual). Many expenses were one-time expenses that will not carry over into 2020, including igloos, banners and brackets. DSA bookkeeper will provide a full analysis at the end of Jan 2020.

Natalie and board members advised the possible addition of an accountant for the Downtown Somerville Alliance, Inc. in addition to the bookkeeper. Natalie will reach out to colleagues for suggestions and begin gathering requests for proposals.

SMART goals

A 2020 draft of the Downtown Somerville Alliance, Inc. SMART goals has been discussed.

External Goals:

Complete a strategic plan by the end of the second quarter 2020 (in conjunction with Oxford/ Support Center)

1. Complete rebrand by second quarter 2020
2. Complete website redesign by third quarter 2020
3. Draft comprehensive concierge/ maintenance program for 2020
4. Complete & perform walkability study (perform when Downtown Somerville is in full bloom)

Internal Goals:

1. Streamline meetings & agenda
2. Improve financial reporting, more detailed
3. Finalize benefits packages for employees before end of first quarter 2020

Mike Kerwin suggested that the SMART goals be revisited mid-year to re-assess our status and what our needs might be in the second half of the year. The consensus is that there will be a six-month start for SMART goals.

Strategic Plan Proposal

A meeting has been scheduled with Support Center to discuss a proposal. This will consist of business owners, property owners, and the DSA board. Rick St. Pierre advised hosting a general meeting consisting of retailers and business owners to advise them where the Downtown Somerville Alliance, Inc. is located, what the DSA does, include any other stakeholders, etc. Iris discussed the possibility of hosting said meeting at Village Brewing Company. Mike Kerwin then advised having this meeting in conjunction with the rollout of the strategic plan. Additional information regarding the proposal can be found in the January 13, 2020 meeting packet.

Rick St. Pierre made a motion to approve the proposal as stated by Support Center. Jenn Pearson seconded same.

Yea: All

Nay: None

Abstain: None

Recuse: None

2020 Division Street Events for Approval

Natalie advised that many outside organizations have reached out to the DSA to host events on Division Street. The following proposed 2020 events to be discussed are repeat events from 2019.

Bodhi Breathe's Give Back Series has proposed hosting yoga on Division Street one Saturday per month from 12pm to 1pm. This event occurred on Tuesdays in 2019. These yoga classes are donation based, and for anyone to attend, projecting approximately 20-30 people on Division Street per class. The board discussed asking event organizers to host this at an earlier time, perhaps the morning, rather than midday.

John Flores advised adding quarterly deadlines to submit events for use of Division Street in hopes to regulate those that apply to host an event, and ensure that not one business will receive priority of dates over another. Rick St. Pierre agreed.

Zarepath has requested to host their performing arts event on Division Street once again, keeping details as they were in 2019 - utilizing stage and sound for song, music, dance, poetry and live painting. Audience projection is 250 people for Friday night, May 29 2020. Zarepath included two dates in their proposal with the main event on May 29th and a rain date on June 5th. The DSA board agreed to approve the May 29, 2020 event. The rain date on June 5, 2020 will not be approved and the request is for the event to be held rain or shine, or cancelled in the event of extreme weather.

Ville Film Fest has requested to return for a second year on September 18 and September 19, 2020. Natalie has made the ask for Ville Film Fest hosts to streamline this event further so that participating business will no longer be spread out and their commitment lies in one location. The board agreed that this event will be approved contingent upon dates aligning with other major events, not to interfere with other large-scale town wide events such as Jazz Fest and Oktoberfest.

SBPA Street Fairs and Craft Fair

Darrell and Lorraine of streetfairs.org have requested hosting three street fair days in 2020. In previous years, there have been two street fair days. Natalie mentioned that per DSA communications with the merchants, the general feedback is that this event

does not directly benefit Downtown Somerville's Main Street business owners. The board agreed to allow the craft fair, and approve one street fair in the month of June 2020.

On Call Legal Services

Natalie advised aside from long term vendor contracts, such as Sal Scalora landscaping, there are situations in which the DSA requires legal approval, contracts to be drafted, etc. Mike Kerwin advised there is a line item for professional services within the DSA budget, and Kevin Sluka (Secretary) will begin sending out requests for proposals.

Rick SP made a motion to approve payment authorizations and the December 2019 finance report. Jane Kobuta seconded same.

Yea: All

Nay: None

Abstain: None

Recuse: None

Jane Kobuta opened the meeting for public comment. No members of the public were present at this time.

Jane Kobuta called for a motion to adjourn the meeting.

Mike Kerwin made a motion to adjourn the January 13 2020 board meeting, Rick St. Pierre seconded same.

Yea: All

Nay: None

Abstain: None

Recuse: None

Meeting minutes aside from Executive Session minutes are provided by Samantha Shaw, Program Coordinator, on Feb. 7, 2020