



Downtown Somerville Alliance, Inc.  
January 11, 2020 Meeting Minutes  
6:00 PM - Virtual Meeting

RanD Pitts called the meeting to order at 6:00 pm on January 11, 2020. Kevin Sluka conducted roll call. The following Board Members were present:

Present: Kevin Sluka, RanD Pitts, Rick St. Pierre, Tony Brokenborough, Mike Kerwin, John Flores, Mark Aziz, Jenn Pearson, former chair Jane Kobuta, Iris Frank (late)

Absent: Natalie Pineiro

Kevin Sluka welcomed RanD Pitts as the new Borough Council liaison to the Downtown Somerville Alliance.

The assembly joined in a virtual salute to the flag.

Kevin Sluka presented Jane Kobuta with a plaque of appreciation (virtually) to thank her for her service with the Downtown Somerville Alliance. Board members Rick St. Pierre, Mike Kerwin and John Flores also extended their thanks to Jane for her service.

Kevin Sluka reported that the DSA board will now proceed to the election of officers for year 2021. The DSA board will elect a new Chairperson, Vice Chairperson, Secretary, and Treasurer.

Mike Kerwin made a motion to nominate John Flores as Chairperson to the Downtown Somerville Alliance Board of Trustees. Jenn Pearson seconded same.

Yea: Kevin Sluka, Rick St. Pierre, Tony Brokenborough, Mike Kerwin, John Flores, Mark Aziz, Jenn Pearson, RanD Pitts

Nay: None

Abstain: None

Recuse: None

Tony Brokenborough made a motion to nominate RanD Pitts as Vice Chairperson to the Downtown Somerville Alliance Board of Trustees. Rick St. Pierre seconded same.

Yea: Kevin Sluka, Rick St. Pierre, Tony Brokenborough, Mike Kerwin, John Flores, Mark Aziz, Jenn Pearson, RanD Pitts

Nay: None

Abstain: None

Recuse: None

Jenn Pearson made a motion to nominate Kevin Sluka as Secretary to the Downtown Somerville Alliance Board of Trustees. RanD Pitts seconded same.

Yea: Kevin Sluka, Rick St. Pierre, Tony Brokenborough, Mike Kerwin, John Flores, Mark Aziz, Jenn Pearson, RanD Pitts

Nay: None

Abstain: None

Recuse: None

Mark Aziz made a motion to nominate Mike Kerwin as Treasurer to the Downtown Somerville Alliance Board of Trustees. RanD Pitts seconded same.

Yea: Kevin Sluka, Rick St. Pierre, Tony Brokenborough, Mike Kerwin, John Flores, Mark Aziz, Jenn Pearson, RanD Pitts

Nay: None

Abstain: None

Recuse: None

All: yes

Kevin Sluka reported that this will conclude the DSA board election of officers for year 2021. The new slate of offers will include John Flores as Chairperson, RanD Pitts as Vice Chairperson, Kevin Sluka as Secretary, and Mike Kerwin as Treasurer.

Rick St. Pierre made a motion to approve the board meeting minutes of December 2020. Mike Kerwin seconded same.

Yea: Kevin Sluka, Rick St. Pierre, Tony Brokenborough, Mike Kerwin, John Flores, Mark Aziz, Jenn Pearson

Nay: None

Abstain: RanD Pitts

Recuse: None

Kevin Sluka presented the 2021 DSA meeting schedule. Meetings will be held every second Monday of each month.

Rick St. Pierre made a motion to approve the 2021 DSA meeting schedule. Jenn Pearson seconded same.

Yea: Kevin Sluka, Rick St. Pierre, Tony Brokenborough, Mike Kerwin, John Flores, Mark Aziz, Jenn Pearson

Nay: None

Abstain: RanD Pitts

Recuse: None

Kevin Sluka reported that the board will discuss forming executive committees separately of this meeting via email, with Executive Director Natalie Pineiro. Additionally, the board will request the Executive Director to submit their report separately of this meeting, via email, if needed.

John Flores presented the new DSA logo options, designed by Oxford Communications, in color. These logos were previously reviewed in black and white. John Flores added that the DSA would like to bring up public vote on their favorite logo for community buy-in, once the board settles on their favorite logo designs. Jenn Pearson, RanD Pitts, and Rick St. Pierre mentioned that they were not completely satisfied with the existing logos, and would like to request something more polished from Oxford. In total, the board is dissatisfied with what has been presented.

The DSA board agreed that they were in fact satisfied with the idea of changing logo colors each season, as well as looping in the community for their vote. Otherwise, the board requests the ability to look at additional logos and have additional conversations with Oxford about the rebrand.

Kevin Sluka presented the draft 2020 Finance Report on behalf of the Executive Director. This report included a percentage wheel with overall spending in 2020, featuring a smaller spend on events due to COVID-19. Projected 2021 events were also included, as well as items such as RFP's for landscape and streetscape services, etc.

Mike Kerwin made a motion to accept the 2020 year in review financial report submitted by Executive Director Natalie Pineiro. Rick St. Pierre seconded same.

Yea: Kevin Sluka, Rick St. Pierre, Tony Brokenborough, Mike Kerwin, John Flores, Mark Aziz, Jenn Pearson, RanD Pitts

Nay: None

Abstain: None

Recuse: None

Kevin Sluka reported that the board of trustees will discuss SMART Goals with Natalie Pineiro separately of this meeting upon her return.

Mark Aziz made a motion to approve the December 2020 payment authorizations, Rick St. Pierre seconded same.

Yea: Kevin Sluka, Rick St. Pierre, Tony Brokenborough, Mike Kerwin, John Flores, Mark Aziz, Jenn Pearson, RanD Pitts

Nay: None

Abstain: None

Recuse: None

Kevin Sluka reported that no action will be taken on the December 2020 Finance Report as it was not presented in the board packet.

Rick St. Pierre made a motion to open up the meeting for public comment. Mark Aziz seconded same.

Yea: Kevin Sluka, Rick St. Pierre, Tony Brokenborough, Mike Kerwin, John Flores, Mark Aziz, Jenn Pearson, RanD Pitts

Nay: None

Abstain: None

Recuse: None

Jane Kobuta commented that it has been a wonderful experience for her serving with the Downtown Somerville Alliance for many years, and encourages the board to continue doing the great work that they are doing.

No further comments from public were made.

Rick St. Pierre made a motion to adjourn the January 2021 meeting, Mark Aziz seconded same.

Yea: Kevin Sluka, Rick St. Pierre, Tony Brokenborough, Mike Kerwin, John Flores, Mark Aziz, Jenn Pearson, RanD Pitts

Nay: None

Abstain: None

Recuse: None

Meeting minutes are provided by Samantha Shaw, Program Coordinator, on January 11, 2021.