



Downtown Somerville Alliance, Inc.
January 28, 2019 Meeting Minutes
6:00 PM - Council Chambers

Jane Kobuta called the meeting to order at 6:00 pm on January 28, 2019. Kevin Sluka conducted roll call. The following Board Members were present:

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

Absent: Mark Aziz, Tony Brokenborough

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

Approval of Consent Agenda

Approval of January 7, 2019 minutes

? made a motion to approve. ? seconded same.

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

Nay: None

Abstain: None

Recuse: None

Chairperson Statement

Jane Kobuta commented that the new organization has a very exciting year ahead and that she's looking forward to a very successful year.

Executive Director Report

Natalie Pineiro mentioned that she has been meeting with business owners and discussing her vision in moving forward and the growth process that will take place over the next year. Her goal is not to disrupt the success that has taken place over the last year by not adding to the events in town but instead analyze them, see where changes need to be made and work that into next years plan. Her main focus will be in doing a re-brand of the DSA and bring a little sophistication to the brand. She also suggested putting together a robust marketing committee that will work with a marketing company to help the DSA, Inc. grow. Another goal is to work on the downtown experience and leveraging arts and culture to entice visitors to stay in the downtown after dining and shopping and laying down the foundation to have grant funding available to the organization to make this possible. Also enticing the business owners to stay open later during the weekend and possibly utilize geo-mapping to reach out to larger companies to bring more foot traffic to the downtown.

Mike Kerwin commented that getting the word out about Somerville is a key factor and Natalie mentioned that the billboards definitely need improvement. Kevin Sluka mentioned that the billboard on 206 has been neglected and that it would be beneficial to address that this year. Jane recommended continuing the conversation after the Marketing Committee has been selected and a marketing company hired.

Jane Kobuta opened up selecting the new committees for the DSA, Inc.

John Flores and Iris Frank volunteered to lead the Marketing Committee.

Rick St. Pierre, Mark Aziz and Jane Kobuta volunteered to lead the Finance Committee.

It was decided to combine the Marketing and Events Committee and to create a new Finance Committee.

Mike Kerwin volunteered to be on the Infrastructure Committee.

The Executive Committee will be responsible for nominating Board Members and Strategic Plan Developments.

It was suggested that Natalie Pineiro be responsible for Recruitment and Retention. She stated that she would like to put a packet together with the current demographic to present to prospective downtown business investors.

Jane Kobuta commented on the grant for the replacement of the trees and the current conflict with the Environmental Committee. Rick St. Pierre explained the history of the BIZ Loan and the conflict with the Environmental Committee with the DSA and Kevin Sluka commented on the removal of three of the current trees and the difficulty around scheduling them to be done as well as the type of tree that would be selected as replacement trees. Rick re-iterated that the DSA, Inc. is paying for the trees and should have the main word on how to move forward.

Natalie suggested that the DSA be a clearinghouse for other organizations to approach for events.

Jane Kobuta asked that Natalie and Kevin reach out to Dan Crocker to help with Board orientation.

Jane Kobuta made a motion to open the public. There was no public, so the motion was closed.

Resolutions

Motion to approve the affirmation of the bylaws – DSA 19-0128-001 – this designates that the meetings will take place on the second Monday of every month going forward. Rick St. Pierre made first motion, ? motioned second.

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

Nay: None

Abstain: None

Recuse: None

Motion to approve bank signatories for financial documents and checks – DSA 19-0128-002 – this resolution designates that the Executive Director and Treasurer shall be signatories for all financial documents and issuance of checks. Jane Kobuta would be named as an alternate. Rick St. Pierre reminded the Board about a discussion to allow Natalie petty cash in the amount of \$500 and that this should be added to this resolution. At this time this resolution is currently being amended to provide the bank with the signatures of the allowed signatories as well as the decision to allow petty cash. ? made first motion, Rick St. Pierre motioned second.

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

Nay: None

Abstain: None
Recuse: None

Payment Authorizations

Natalie Pineiro presented the following payments to be authorized:

- Renewal of National Main Street Center membership dues.
- Garage rental fee from January to June in the amount of \$2,000.
- Mood Media monthly fee of \$54.00. Two payments are being presented as January's bill has not been paid.
- Anna Diaz for clerical assistance for the month of January.
- Payment of \$3,078 to Steve Yannetta for the month of December.
- Tap into Somerville fee of \$1,200 for the Valentine's Day marketing campaign.

Mike Kerwin made first motion, Rick St. Pierre motioned second.

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

Nay: None

Abstain: None

Recuse: None

Meeting was adjourned at 7:23 pm

Prepared by:

Anna Diaz on 2/7/19