



Downtown Somerville Alliance, Inc.

May 13, 2019 Meeting Minutes

6:00 PM - Council Chambers

Mike Kerwin called the meeting to order at 6:00 pm on May 13, 2019. Kevin Sluka conducted roll call. The following Board Members were present:

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

Absent: Jane Kobuta

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

Approval of Consent Agenda

Approval of April 8, 2019 minutes

Rick St. Pierre made a motion to approve. Kevin Sluka seconded same.

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

Nay: None

Abstain: None

Recuse: None

Executive Director Report

Natalie Pineiro reported that Girls Night Out has 60 participating merchants and 1,336 tickets were pre-purchased for the event. Natalie asked if any of the Board Members would be available to speak during the event and introduce the new organization. Some Board Members noted that they would be able to attend.

Natalie informed the Board that the Main Street NJ transformation (?) grant application deadline has been changed to the first week of June and any projects utilizing this grant would need to be completed by December 31st. A letter of intention was sent and they returned the letter of agreement which needs to be signed and submitted. However, it was decided based on the timeline that the DSA would wait until next year to utilize the grant.

Natalie has communicated with Waterwell Planters. Last year there were 125 pots in the downtown and that number has been reduced to 95 this year. They are in the process of sourcing the plants for the planters and will be getting back to Natalie regarding the time-frame.

Summer Stage is fully booked, and the stage will be delivered on Wednesday. We are in the process of finalizing the details for Summer Stage and the suggested movies are Aquaman, The Incredibles, Hotel Transylvania 3, Spiderman – Into the Spiderverse, The Goonies and ET. Rick suggested that they reach out to the community as they did last year for the top five picks and it was agreed they would do this through the schools and FB.

We are currently working on sponsorship and materials for Cruise Nights. As in past years, the dealership and Mannion's are willing to participate to support the event.

Rick also added that he would like to get the Paul Robeson One Man Show on Division Street sometime in September.

It was discussed as to whether a calendar outside of the calendar on the DSA website which would be filled out by the business owners would be a feasible idea. Natalie did suggest that it be considered after the new marketing company redesigns the website and what that would look like after the website redesign is complete.

The tables, chairs and umbrellas were put out on Division Street. There were a few items missing, including the garbage cans on Division Street which all need to be replaced.

The new bookkeeper, Imani (?) was introduced and she briefly outlined her plan.

New Business

Natalie informed the Board that she included a proposal from HIP NJ (?) in their packets. She gave a brief history of the company and how their 30-minute package would highlight the history of Somerville, new businesses, events, etc. There was some concern as to the amount of hits their site receives. But the value of owning the material was well received by the Board. It was decided to wait until the marketing agency was selected before moving forward with this proposal.

Eight marketing agencies sent in RFP's and Natalie will be circulating them to everyone and once they have been reviewed, the Board will narrow it down to three for interviewing.

The relocation for the DSA, Inc. office is scheduled for June 3rd. The office is all-inclusive, except for the computers. Tony Brokenborough will be heading up the technical portion of the move.

Iris Frank made a motion that the ad-hoc technical committee work with Natalie Pineiro to purchase the equipment for the new office at an amount not to exceed \$10,000 and Jenn Pearson seconded same.

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

Nay: None

Abstain: None

Recuse: None

Natalie informed the Board that the office has received about a hundred resumes for the Program Coordinator/Executive Assistant position. She recommends putting together a small ad-hoc committee to go through all the resumes to make the final selection. Rick St. Pierre and Mark Aziz offered to help go through the resumes.

There has been some dissatisfaction from the business owners with the photographs taken by Somerville Cover, so it was decided to search for a new photographer. Merloo Photography has submitted a proposal and will be considered on a month to month and hourly basis with a cap on a trial basis.

Main Street NJ has given the DSA, Inc. an advance for the treescape loan. A small portion of that loan was used, and the remainder needs to be sent back because of the timeline.

The budget was included in the Board packets and it was decided to have a separate meeting to go through all the items being proposed in the new budget. And then a version of the budget will be approved at the next meeting.

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, John Flores, Kevin Sluka, Mike Kerwin

Nay: None

Abstain: None

Recuse: None

Mike Kerwin made a motion to open the public. There was no public, so the motion was closed.

Mike Kerwin made a motion to adjourn and John Flores seconded same.

Prepared by:

Anna Diaz

June 6, 2019