



**Downtown Somerville Alliance, Inc.**  
**May 10, 2021 6:00 PM – Virtual via GoToMeeting**

- I. Roll Call
- II. Salute to the Flag
- III. Approval of April 2020 Meeting Minutes
- IV. Chairperson’s Remarks
- V. Executive Director’s Report
  - a. Update on Public Art Plan
  - b. Update on Intern Search
  - c. Update on Events
  - d. Update on LiveView Unit
  - e. Update on Program Coordinator Search/Interim Marketing Agency
  - f. Update on Spring Planters for the district
- VI. Marketing Committee Update
  - a. Logo recommendation and procedure on moving forward
- VII. Recruitment and Retention Committee Update
  - a. Recommendation for approval of educational session Destination Bootcamp “Town Hall” with Jon Schallert
  - b. Recommendation to engage with Saltwater Loyalty for loyalty Program (<http://saltwaterloyalty.com/platform.php>)
- VIII. Infrastructure Committee Update
  - a. Introduction of sidewalk policy
  - b. Update on Parklets/DOT Initiatives
- IX. Approval for new American Flags for the district
- X. Approval of Tulpi Seats – alternative seating option for Division St and District
- XI. Approval of Larkspur Botanical’s proposal for artificial floral installation/Giardina Walkway
- XII. Discussion of outside events for Division St.
- XIII. Payment Authorizations
- XIV. Approval of Finance Reports
- XV. Comments from the Public
- XVI. Adjournment