



**Downtown Somerville Alliance, Inc.
November 9, 2020 6:00 PM – Virtual/GoToMeeting**

- I. Roll Call
- II. Salute to the Flag
- III. Approval of Oct. 2020 Minutes
- IV. Remarks from the Chairwoman
- V. Executive Director's Report
 - a. Update on Small Business Saturday and Holiday Jubilee
- VI. Q & A with Richard Cohan on last Month's Retail Report
- VII. Presentation of Strategic Plan
- VIII. Presentation of Branding Options Created By Oxford Communications
- IX. Request to amend bylaws to expand board size to up to 12 members (including a corporate representative)
- X. Discussion on Rte 28/Main St. Advocacy (recap on latest DOT issue)
- XI. Payment Authorizations
- XII. Finance Report
- XIII. Comments from the Public
- XIV. Adjournment