



**Downtown Somerville Alliance, Inc.
October 12, 2020 6:00 PM – Virtual/GoToMeeting**

- I. Roll Call
- II. Salute to the Flag
- III. Approval of Aug 2020 Meeting Minutes and Sept 2020 Bills List
- IV. Remarks from the Chairwoman
- V. Executive Director’s Report
 - a. Update re: Virtual Arts/History Walk
 - b. Update re: Billboard Windows
 - c. Update re: Main St Banner Poles
 - d. Update: Vacancy Report
 - e. Update: Branding/Strategic Plan
 - f. Update Som-Pop
- VI. Report from Retail Consultant
- VII. Post Covid Visioning
 - a. Outlook, visioning of events (Jubilee, Igloos, 2021), capitalizing on local consumers and patrons
- VIII. Payment Authorizations
- IX. Finance Report
- X. Comments from the Public
- XI. Adjournment