



Downtown Somerville Alliance, Inc.
October 14, 2019
Regular Meeting Cancelled:
Update on Old Business, Summary of New Business below

I. Minutes attached; to be voted on at Nov. Meeting.

II. Old Business

i. Cameras on Division: Avigilon/Turn-Key Strategies –

1. Avigilon came out to do a site visit and is preparing a quote. The feedback was that some of the places we want covered by the cameras are somewhat difficult to reach but they are confident they can provide us with a solution that fits our needs.

ii. A.O.D. Update –

1. Natalie has been put on the AOD Board to represent the interests of the DSA.

iii. Update on Pop Up Shops –

1. We met with Greg Storms about the Pop-up shop concept. He is open to the idea however does not have any available spaces at this moment - there is a tenant coming into the old Gems and Stems location, the Old Melting pot is too big (5000 sq. ft), and both the old Hungry Hound and Electrolux locations are undergoing renovations. However Natalie is still going to move forward with outlining the parameters of a Pop Up program so that if/when a space becomes available we can seamlessly advance the ball.

iv. MSNJ Transformation Strategies Update-

1. MSNJ came out to us on 10/10. We had a great session with Josh Bloom from the Clue Group who held various focus groups throughout the day with stakeholder groups, pulled market data and gave us an overview on the purpose of Transformation Strategies (this new approach by the National Main Street Center is more centered in economics).

We are still waiting for copies of the slides from Josh's presentation and a future date for a webinar to outline 3 or 4 strategies that may work for us based on the data.

v. Cruise Night Committee Formation –

1. Official Committee has not been formed however I am meeting with Bob Morris and Bob Janowski, two long-time cruisers, on 10/25 to discuss some of their concerns, get their feedback and try and get them on board to be a part of the planning committee.

vi. Fall Events Update:

- a. Events since our last meeting have included:
- b. VBC Oktoberfest
- c. Project PUB and Tapastre Oktoberfest
- d. DSA Hispanic Heritage Month
- e. DSA Sidewalk Sale
- f. Somerset County Diversity Event.

All events were considered successful, however there was room for logistical improvement with each event. We will be working closely with community partners across the board to implement some improvements with regard to security, cleaning, and marketing.

2. Future events in the cooker include:

- a. Halloween Spooktacular (a partnership with Somerville Rec. DSA will be cosponsoring the return of the Pirate Ship from the Goonies and an appearance by Magic 98.3 FM. We are also helping with marketing efforts and coordination with the businesses)
- b. Hungry Hound Howl-o-ween Pet Parade and Costume Contest (a partnership with the Hungry Hound)
- c. Magic 98.3 Halloween Party at VBC (a partnership with VBC and Magic 98.3FM)
- d. Holiday Jubilee

vii. Exhibitor table at the League of Municipalities – Tabled for next year in order to ascertain the best location on the exhibitor floor.

Natalie will be attending the conference and will photograph the displays of other downtowns who set up, and bring back relevant marketing information to give the Board a better idea of why this opportunity is beneficial for us to participate in, in the future.

III. New Business:

- a. Addition of a second office in Office Evolution to accommodate Samantha and provide extra storage space – Tabled for November meeting.
- b. End of year presentation/networking event with business owners - Tabled for November meeting.

IV. Committee Reports

a. Marketing Committee :

- i. Contract is being signed with Oxford Communications to move forward with the Re-brand.
- ii. We are reopening for website proposals. We have interest from Oxford to provide a phased in approach to reach the full version in their original proposal. 20 Lemons would also like to resubmit and the Aureli Group would like to submit as well.
- iii. We have received recommendations from Oxford Communications for media recommendations for 2020 which will be reviewed with the committee at a later date.
- iv. Renewal of TAP Into Contract - to be discussed with committee and recommendation to be made to the Board at the next meeting.
- v. New Contract with Bridgewater Lifestyle Magazine (possible co-op with other Businesses to enable them to advertise in a new market) - to be discussed with committee and recommendation to be made to the Board at the next meeting.
- vi. Holiday Commercials – updating of previous commercial to include voiceover with distro. on Optimum and Fios networks - to be discussed with committee and recommendation to be made to the Board at the next meeting.

b. Infrastructure Committee :

- i. Decorative Banners have been installed – more are on order to complete the aesthetic (enough for every pedestrian pole).
- ii. Fall Décor is up! (never been done before) and the feedback has been very positive.
- iii. Committee will be reviewing proposals for new Holiday Décor and weighing the benefits of potentially leasing opposed to buying outright. Recommendation to be made to the Board at the next meeting.
- iv. Over the Road Banner Poles – we received two quotes for banner poles (We used to hang these types of banners from brackets/hooks that were actually attached to the buildings. Property owners were unhappy with this process and we were asked to discontinue the process. However these types of

banners are a great marketing tool and we would like to explore the option of having stand-alone banner poles installed on Main St. (in the area of Main St & Maples St.) to be discussed with committee and recommendation to be made to the Board at the next meeting.

c. Finance Committee :

- i. Will be meeting at the beginning of November to discuss expenditures to date and begin the budget process for next year.