



Downtown Somerville Alliance, Inc.

April 10, 2023 Meeting Minutes

6:00 PM - Via Zoom

Mike Kerwin called the meeting to order at 6:00 pm on April 10, 2023.

Natalie Pineiro conducted roll call the following Board Members were present:

Present: Theresa Bonner, Iris Frank, RanD Pitts, Ed Rebenack, Kevin Sluka, Mike Kerwin

Late: None

Excused: Alison Masick, Chas. Stevens, Sejal Sharma

Approval of March 2023 Meeting Minutes

Theresa Bonner made a motion to approve the February meeting minutes. Alison Masick seconded the same.

Yea: Theresa Bonner, Alison Masick, RanD Pitts, Ed Rebenack, Kevin Sluka, Chas. Stevens, Mike Kerwin

Nay: None

Recuse: None

Abstain: None

**Iris Frank NOT present for vote*

Chairman Remarks

With all of our events coming up, this is the perfect time for our website to be published. Recently, we had two national placements in different media sites. Downtown Somerville was mentioned in Forbes for the St. Patrick's Day Parade. NJ Digest just did a feature on how to Spend a Day in Downtown Somerville.



Executive Directors Report

A. Old Business

a. Update on Streetscape Capital Plan

- i. Menti-Meter results were very descriptive and helped us navigate specific words that our public thinks of us. We were able to see live responses, some as little as three words, others near a paragraph.
- ii. Draft plan is in the works but we do expect to have it next week. Once received we will be working with our partners at the Borough, Police Department and Fire Department to create a plan that is effective for all.

b. Website Update and Branding Roll Out

- i. Website has officially gone live. There are a few tweaks that must be made (i.e. photos and titles of board members, moving events in the events section, etc.)

c. Public Art Update

- i. Artwork for the RWJ mural has been sent to print. We had to tweak the sizing of the mural as well as switch out our logo.
- ii. Proposal from Weingarten Art Group for the Giardinia Walkway. We expressed the need for a quick win, therefore we discussed finding a cheaper option and using the pergolas that exist there. Small option is \$20,000 (maintenance included). Need further discussion on the fabric and whether or not it is flame retardant.

Rick St. Pierre made a motion to approve the plan for negotiation up to \$20,000. Ed Rebenack seconded same.

Yea: Theresa Bonner, Iris Frank, RanD Pitts, Ed Rebenack, Kevin Sluka, Kevin Sluka, Mike Kerwin

Nay: None

Recuse: None

Abstain: None

d. Events Update

- i. April: Restaurant Experience



- ii. May: Girl's Night Out, Tour of Somerville
- iii. June: Kick-off Cruise Nights, Summer Stage, Artisan Street Market, Pride Month, Juneteenth (co-event with Somerset County)
- iv. July: Starlit Cinema

e. Sponsorship Update

- i. Annual Sponsorship: RWJ (2 additional years)
- ii. Event Sponsorships:
 - 1. GNO: Verve, Office Evolution, RAM Law, Casa Luna
 - 2. Cruise Nights: Fullerton & Unity Bank (\$2500)
- iii. Prospective Sponsorship: NJAMW

f. Audit Update

- i. Our auditor will be coming in May to do all the required work he needs to do in the office. Auditor will remain on schedule for 2022

g. Landscaping / Spring Plantings

- i. We are currently working with waterwell planters to begin the plantings
- ii. We have opted to reduce the planters by 10. So 10 less large planters and 10 less small planters

B. Committee Reports

a. Infrastructure Committee

- i. Pre-season meeting to discuss our ongoing issues.
- ii. Garbage was the main point of convo - we continue to work with the Borough to ensure we are noticing those who are dumping trash.
- iii. Big belly cans are still on backorder but we hope to implement them this season
- iv. Sidewalk cafes must be recertified this year

b. Events Committee

- i. Girls Night Out
 - 1. Discussion on budget, fundraising, and previous vendors



For Approval: Event Coordinator Job Description

No need for vote as the position is already budgeted for.

Finance Reports

Rick St. Pierre made a motion to approve the finance reports. RanD Pitts seconded same

Yea: Theresa Bonner, Iris Frank, RanD Pitts, Ed Rebenack, Kevin Sluka, Mike Kerwin

Nay: None

Recuse: None

Abstain: None

Payment Authorizations

Theresa Bonner made a motion to approve the payment authorizations. RanD Pitts seconded same

Yea: Theresa Bonner, Iris Frank, RanD Pitts, Ed Rebenack, Kevin Sluka, Kevin Sluka, Mike Kerwin

Nay: None

Recuse: None

Abstain: None

Comments from the Public

No comments from the public.

Adjournment

Mike Kerwin made a motion to adjourn the meeting on Monday, March 13, 2023 at 7:30pm.

