



**Downtown Somerville Alliance, Inc.  
January 10, 2022 Meeting Minutes  
6:00 PM - In-Person / Office Evolution**

Mike Kerwin called the meeting to order at 6:00 pm on January 10, 2022.

Kevin Sluka conducted the swearing in of new board members.

**For Approval: Nomination of New Board Members**

Yea: Tony Brokenborough, Iris Frank, RanD Pitts, Rick St. Pierre

Nay: None

Abstain: None

Recuse: None

**Board Members Sworn In**

Kevin Sluka swore in new board members.

The following Board Members were present:

Present: Tony Brokenborough, RanD Pitts, Kevin Sluka, Iris Frank, Rick St. Pierre, Mike Kerwin, Ed Rebenack, Alison Masick, Theresa Bonner, Sejal Sharma

Late: None

Absent: None

**Election of Officers**

RanD Pitts nominated Mike Kerwin for the position of Chairperson.

Yea: Theresa Bonner, Tony Brokenborough, Iris Frank, RanD Pitts, Alison Masick, Ed Rebenack, Sejal Sharma, Kevin Sluka, Rick St. Pierre,

Nay: None

Abstain: None

Recuse: None

Kevin Sluka nominated RanD Pitts for the position of Vice Chairperson. Rick St. Pierre seconded same.



Yea: Theresa Bonner, Tony Brokenborough, Iris Frank, Alison Masick, Ed Rebenack, Sejal Sharma, Kevin Sluka, Rick St. Pierre, Mike Kerwin

Nay: None

Abstain: None

Recuse: None

Rick St. Pierre nominated Kevin Sluka for the position of Secretary.

Yea: Theresa Bonner, Tony Brokenborough, Iris Frank, Alison Masick, Ed Rebenack, Sejal Sharma, Rick St. Pierre, Mike Kerwin

Nay: None

Abstain: None

Recuse: None

Rick St. Pierre nominated Tony Brokenborough for the position of Treasurer. Iris Frank seconded same.

Yea: Theresa Bonner, Iris Frank, Alison Masick, Ed Rebenack, Sejal Sharma, Rick St. Pierre, Mike Kerwin.

### **Chairperson Remarks**

Mike Kerwin opened up the meeting with a few comments. Former Chairperson John Flores was honored for his continued support and hard work as Chairperson of the Downtown Somerville Alliance board. Mike discusses the importance of strategy and opportunities. As we enter 2022, it's important we use strategy and continuously look for rising opportunities to diversify our Downtown.

### **Executive Director Report**

#### **Presentation of the Budget**

- **Branding:** projected to roll out before spring (new colors / symbolism will equal a sense of unification between business owners & visitors)
- **Public Art:** Downtown Somerville has a historic opportunity to roll out a public art plan to solidify Somerville as Central Jersey's art hub
- **Ecosystem:** The DSA has an opportunity for more proactive and strategic visioning. Connected ecosystem to support Downtown Somerville experience
- **Walkability:** Ability to lay the foundation for a legacy Streetscape Plan to transform the landscape Downtown and enhance walkability overall
- **Marketing:** This year we have the opportunity to diversify marketing efforts including efforts to utilize geotargeting, build on influencer programs, digital kiosks, and more
- **Revitalization:** Goal to support revitalization on East Main Street



### Budget Breakdown

- **Debt Service:** partnerships to enhance the Downtown Somerville experience (paying off loans)
- **Infrastructure & Streetscape:** major item in our budget. Includes trees, flags, general cleaning and servicing, putting out furniture. Will be working with a new company called CDS
- **Events & Event Advertising:** leveraging the experience of the economy. This supports our events like Girls Night Out, Jazz Fest, Starlit Cinemas, Summer Stage and more.
- **Marketing & Advertising:** spreading the word. This includes our advertising, video work, website & internet, constant contact & CRM system
- **Economic Vitality:** strategic planning and visioning. This includes a budget for outreach, grant programs, contesting, etc.
- **Management:** staffing salary, insurances, etc.
- **Office Support:** rent, office supplies, etc.
- **Capital Improvement Fund:** trust fund balance

Rick St. Pierre made a motion to approve the 2022 Preliminary Budget. Iris Frank seconded same.

Yea: Theresa Bonner, Tony Brokenborough, Iris Frank, Alison Masick, RanD Pitts, Ed Rebenack, Sejal Sharma, Kevin Sluka, Rick St. Pierre, Mike Kerwin

Nay: None

Abstain: None

Recuse: None

### **ARP Application Update**

Natalie and Mike gave an update on the ARP applications. The DSA applied for grant money for three different projects. Public art plan, Soofa Signs, and Downtown Ambassador program.

### **Discussion: Virtual vs. In-person Meetings**

With the rise in Omicron cases, the DSA board will be meeting VIRTUALLY in February and March and will reconvene in March about going fully virtual.

Yea: Theresa Bonner, Tony Brokenborough, Iris Frank, Alison Masick, RanD Pitts, Ed Rebenack, Sejal Sharma, Kevin Sluka, Rick St. Pierre, Mike Kerwin

Nay: None

Abstain: None

Recuse: None



## **For Approval: December Meeting Minutes**

Natalie sought approval of the 2021 December meeting minutes. Rick St. Pierre made a motion to approve the December meeting minutes. Ed Rebenack seconded same.

Yea: Theresa Bonner, Tony Brokenborough, Iris Frank, Alison Masick, RanD Pitts, Ed Rebenack, Sejal Sharma, Kevin Sluka, Rick St. Pierre, Mike Kerwin

Nay: None

Abstain: None

Recuse: None

## **Payment Authorizations**

Rick St. Pierre made a motion to approve the payment authorizations. Kevin Sluka seconded same

Yea: Theresa Bonner, Tony Brokenborough, Iris Frank, Alison Masick, RanD Pitts, Ed Rebenack, Sejal Sharma, Kevin Sluka, Rick St. Pierre, Mike Kerwin

Nay: None

Abstain: None

Recuse: None

## **Finance Reports**

Rick St. Pierre made a motion to approve the finance reports. Kevin Sluka seconded same

Yea: Theresa Bonner, Tony Brokenborough, Iris Frank, Alison Masick, RanD Pitts, Ed Rebenack, Sejal Sharma, Kevin Sluka, Rick St. Pierre, Mike Kerwin

Nay: None

Abstain: None

Recuse: None

## **Public Comment**

Mike Kerwin opened up the meeting for comments from the Public. No public comments were made.

## **Adjournment**



Mike Kerwin adjourned the meeting.

Meeting minutes recorded by Nicole Zaliwski, Program Coordinator on February 9, 2022.