



**Downtown Somerville Alliance, Inc.  
January 9, 2023 Meeting Minutes  
6:00 PM - Office Evolution**

Mike Kerwin called the meeting to order at 6:00 pm on January 9, 2023.

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

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

Late: Iris Frank

Excused: Alison Masick, Sejal Sharma

**Swearing in of New Board Members, Rick St.Pierre & Chas. Stevens**

Roll Call: Theresa Bonner, Iris Frank, Mike Kerwin, RanD Pitts, Ed Rebenack, Kevin Sluka,  
Chas. Stevens, Rick St. Pierre

Excused: Alison Masick, Sejal Sharma

**Election of Executive Officers**

Mike Kerwin for Chairman

RanD Pitts for Vice Chairman

Kevin Sluka for Secretary

Alison Masick for Treasurer

Rick St. Pierre made a motion to approve. Theresa Bonner seconded same

Roll Call: Theresa Bonner, Iris Frank, Mike Kerwin, RanD Pitts, Ed Rebenack, Kevin Sluka,  
Chas. Stevens, Rick St. Pierre



## **Approval of December 2022 Meeting Minutes**

Ed Rebenack made a motion to approve the December meeting minutes. Rick St. Pierre seconded same.

**Yea:** Theresa Bonner, Iris Frank, Mike Kerwin, RanD Pitts, Ed Rebenack, Kevin Sluka, Chas. Stevens, Rick St. Pierre

**Nay:** None

**Recuse:** None

**Abstain:** None

## **Chairman Remarks**

Mike would like to thank the board for re-electing him as chairman of the board. Instead of doing big historical plans, the focus for 2023 is to get more community and individuals involved. Community input should be the basis for everything.

## **Executive Downtown Manager's Report**

### **Old Business**

#### **A. Update on Public Art Installations**

- a. Installation will be the week of January 23rd barring no delays and weather accordingly. This will add a colorful element to the courthouse lawn. Activation of a barren location - this has never happened to this degree. We will be rolling out a marketing plan as well as working with influencers to promote the installation.

#### **B. Update on Website**

- a. Three Summers Creative is a week away from completing the full buildout of the website. Once completed Natalie will send a link to the board to receive feedback. When comments are made a concrete launch date will be set.

#### **C. Update on DSA Annual Meeting**

- a. Invites have gone out for the annual meeting on January 23rd from 6-9pm.



### **New Business**

Review of Meagan Mantz's resume. Meagan will be interning with the DSA through her spring semester at Rutgers University (January - May).

### **Data Review from Streetscape Open House**

#### Station 1: Project Introduction

- Provided brief overview of the scope and timeline of this project
- Not much feedback was taken at this station
- Arterial was able to speak with stakeholders about the importance of this project

#### Station 2: Existing conditions

- Participants left over 50 comments
- Commons themes
  - Division Street needs trees/ shade
  - Keep the trees on main but remove the fencing around it
  - East end of town is need of lighting, seating, and vegetation
  - Improve lighting, benches, etc.

#### Station 3: Visual preference board (historic > traditional > contemporary)

- Considering change in population we were expecting contemporary but 48% prefer a style between historic and traditional

#### Station 4: Project Strategies and key moves.

- Key moves include bike lanes, additional lighting, greenery, etc.

Data will be presented at a virtual open house where the key moves will be discussed.



### **Review of Vacancy Report**

- 7 storefronts are a part of an upcoming development.
- 5 storefronts in the process of being renovated and have incoming businesses
- 1 temporary storefront

### **2023 Major Events Calendar**

Review of major events for the 2023 season.

- The DSA will be hosting our usual events plus the addition of a few more.
- We aim to strengthen our events to make them even more successful this upcoming year

### **For Approval: Marketing Coordinator Job Description**

In the job description please put a full time exempt employee.

Kevin Sluka made a motion to approve the job description. RanD Pitts seconded same.

**Yea:** Theresa Bonner, Iris Frank, Mike Kerwin, RanD Pitts, Ed Rebenack, Kevin Sluka, Chas. Stevens, Rick St. Pierre

**Nay:** None

**Recuse:** None

**Abstain:** None

### **Discussion of 2023 Committees**

The DSA will be sending out a sign up sheet for committees.

### **Other New Business**

Natalie will ask the community policing unit to come to a meeting to report to the board.



## **Finance Reports**

Rick St. Pierre made a motion to approve the finance reports. Theresa Bonner seconded same

**Yea:** Theresa Bonner, Iris Frank, Mike Kerwin, RanD Pitts, Ed Rebenack, Kevin Sluka, Chas. Stevens, Rick St. Pierre

**Nay:** None

**Recuse:** None

**Abstain:** None

## **Payment Authorizations**

Mike Kerwin made a motion to approve the payment authorizations. RanD Pitts seconded same

**Yea:** Theresa Bonner, Iris Frank, Mike Kerwin, RanD Pitts, Ed Rebenack, Kevin Sluka, Chas. Stevens, Rick St. Pierre

**Nay:** None

**Recuse:** None

**Abstain:** None

## **Comments from the Public**

Greg Storms - Ongoing issue in getting open. Dulce & Verity have been waiting for a year to open. Hard to navigate the planning board and we need to get these businesses open. Combination of compliance and waiting for approval. Guide book for new businesses.

## **Adjournment**

Mike Kerwin made a motion to adjourn the meeting on Monday, January 9, 2023 at 7:30pm.