



Downtown Somerville Alliance, Inc.
July 10, 2023 Meeting Minutes
6:00 PM - In-Person Office Evolution

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

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

Present: Theresa Bonner, Alison Masick, Ed Rebenack, RanD Pitts, Chas. Stevens, Kevin Sluka, Rick St. Pierre, Mike Kerwin

Late:

Excused: Iris Frank, Sejal Sharma

Approval of June 2023 Meeting Minutes

RanD Pitts made a motion to approve the June meeting minutes. Rick St. Pierre seconded the same.

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

Nay: None

Recuse: None

Abstain: None

Chairman Remarks

The Pride Month event was a huge success. We continue to have extremely successful events in the district.

Executive Directors Report

A. Old Business

a. Update on Streetscape Capital Plan



- i. On July 7th, Arterial Streets met with the DSA to discuss the feedback. Much of the feedback was in the weeds feedback that could not be brought to fruition at this time.
- ii. Some concerns about whether or not certain stakeholders groups were presented with this information.
- iii. Next Steps: Take new comments, get an updated draft plan, have that plan on our August meeting for adoption.

b. Events Update

- i. Recap:
 1. **Pride Month Event:** Pride Event took place on 6/29
 2. **Juneteenth:** Wonderful execution and partnership with the county. We had excellent vendors and performers for the event. Next year we are looking to host the event the Friday before or the Monday.
 3. **Starlit Cinema:** Starlit Cinema kicked off last Thursday and this week we will be showing Jaws
 4. **Summer Stage & Cruise Nights:** Both events continue to bring in draws of foot traffic to the district

Upcoming:

- Jazz Fest
- August Artisan Market
- Jubilee
- Hispanic Heritage Month
- Spooktacular

c. Audit Update

- i. All Documents have been sent over to begin work on our audit.

d. Legal Opinion on Food Trucks

- i. DSA events or DSA affiliated events will give opportunity for food trucks to set up. Moving forward - events committee will discuss



how / what events this will fall under and where exactly this area will be.

e. Reminder about mid-year finance review on 7/17

- i. The Executive Committee will meet to discuss the bylaws that need to be discussed. More information to come

f. Update on LED Billboard

- i. Digital monument / display. Proposed construction was not reflective of the community at large. Proposal was heard at the last ARB meeting and it was denied - the intersection that it was proposed for needs some "love". Small Business advocacy standpoint - this could have great marketing for our businesses but ARB does not believe it is reflective of the community.

B. Committee Reports

a. Marketing Committee

- i. Minutes attached
- ii. Meagan started with the DSA on 6/26

b. Events Committee

- i. Minutes attached
- ii. Threads

Other New Business

Website is user friendly and up and running.

Finance Reports

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

Yea: Theresa Bonner, Alison Masick, Ed Rebenack, RanD Pitts, Kevin Sluka, Rick St. Pierre, Mike Kerwin

Nay: Chas. Stevens

Recuse: None

Abstain: None



Payment Authorizations

Rick St. Pierre made a motion to approve the payment authorizations. RanD Pitts seconded same

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

Nay: None

Recuse: None

Abstain: None

Comments from the Public

No comments from the public.

Executive Session Personnel Matters

Discussion of hiring for the Events Coordinator position.

Adjournment

Mike Kerwin made a motion to adjourn the meeting on Monday, July 10, 2023 at 7:30pm.