



Downtown Somerville Alliance, Inc.

June 13, 2022 Meeting Minutes

6:00 PM - Office Evolution

Mike Kerwin called the meeting to order at 6:00 pm on June 13, 2022.

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

Present: Theresa Bonner, Tony Brokeborough, Ed Rebenack, RanD Pitts, Rick St. Pierre,
Mike Kerwin

Late: Iris Frank, Kevin Sluka, Alison Masick, Sejal Sharma

Absent: None

Approval of May 2022 Meeting Minutes

Rick St. Pierre made a motion to approve the May meeting minutes. Theresa Bonner seconded same.

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

Nay: None

Recuse: None

Abstain: None

Chairman's Remarks

There is an energy in Downtown Main Street that is palpable. We have created and conducted something special in our Main Street. Mid-year assessment for July meeting. If things are going well, we will skip the August meeting and come back in September more recharged.

Executive Director's Report

- **Introduction of SPD Community Police Officers: Nicole Debiase & Ryan Miller**

Old Business



Update on Past Events

- **(GNO)** Net of about \$18,000 - although the event is expensive we received additional sponsorship. Therefore we did not touch the budgeted amount.

Update on Grants to be pursued via Greener by Design

The board was given the matrix for the cooperative marketing grant. A grant up to \$15,000 marketed to target one specific event. For the DSA it would be the Central Jersey Jazz Festival.

Bank of America grant - revitalization of arts & the environment. We have several interesting projects that the Public Art committee has thought through.

Quick turnaround - declaration letter and application for cooperative grant is due this week. Two grants are for the 2023 grant cycle.

Update on Website

We are moving forward with Three Summers Creative. We are looking to include a shopping & ticket outlet on the website. **Send a note to thank John & committee.** Have not given an updated completion date yet.

Update on Spring Planters

Planters are just coming in. We are working with CDS to start putting them out tomorrow and hoping to end the project by Wednesday.

Update on Meeting with Main Street Pops (Street Fair alternative)

A curated approach to crafting markets. They help weed out the vendors that don't quite fit (i.e. bath fitters). We are looking to do a winter or fall market.

Tour of Somerville Recap

Foot traffic perspective - light. If we work as a community we can build up the event and make it more of a family activity. To create Community feel, ask the team to consider sponsors closer to the community.



Upcoming Events

Working with Somerset County on Juneteenth. The Juneteenth program will take place on the courthouse lawn. The DSA is providing supporting activities through live music and live art.

Family Pride Night: Glow activities, DJ, & performance from the Golden Gays. Send constant contact campaigns to the board.

Fan favorite on Cruise Night, Summer Stage.

New Business

Discussion Regarding Block Captains

Solicit volunteers to help Natalie & Nicole in assisting us with CDS, landscaping etc. Next step is figuring out the landscape of these block captains.

Update on Meeting with Arterial Streets and Discussion on Future of Streetscape

Natalie & Mike met with arterial designs to discuss potential streetscape plans. Based on principles of economic development, he will develop a streetscape plan that works for our downtown. How does the street operate? What are the new best practices?

Study where you are on a spectrum. We want to focus on walkability but understand we need to work on cars as well. Lighting is used to create different spaces within the district.

Project PUB/Tapastre Beerfest Sponsorship Request, Portable Restrooms

Sponsorship Request: 7 portable restrooms & 1 handicap portable restroom

- Total will be \$2500 with an additional \$200 delivery fee

Private event, with admission fee. Is there a requirement from the health department?

Since DSA is a non-profit, it doesn't make sense for us to sponsor a for-profit event. Defer to the events committee to discuss general policy regarding events, non-profit vs. for-profit.

Mike made a motion that the request was denied and to defer to the events committee to discuss general policy. Rick St. Pierre seconded the same.



Committee reports

Event Committee Update

Summer events are in full swing

Division St. Event Policy

We do have to be selective in what events we allow to have on Division Street.

Public Art Committee Update

County just got back up and running from ransomware attacks. The Weingarten Art group has 3 installations available for an August installation.

Other New Business

Flag Day Festival on Friday.

NOTE: Sejal Sharma left the meeting at this time and did not participate in any votes after this point.

Finance Report

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

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

Nay: None

Recuse: None

Abstain: None

*Sejal Sharma left early and did not participate in the vote.

Payment Authorizations



88 Planters

- 45 large
- 43 small

Small planters to be spread out to veterans memorial.

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

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

Nay: None

Recuse: None

Abstain: None

*Sejal Sharma left early and did not participate in the vote.

Comments from the Public

Abel Gomez (Blue Sheep Bake Shop): Letter of support to extend ordinance of awnings. The current width of awnings is 4ft. We are looking for 14-15ft so businesses can put out chairs and tables. Council and Mayor would be interested in entertaining the idea.

- We should look into discussing this with Arterial. Refer to the Infrastructure committee - we have nothing on the books regarding retractable awnings. Architectural point of view - retractable wouldn't be a terrible idea.
- Refer to infrastructure committee

Brittany Burton (Revive Consignment): Brittany plans on applying to be an ambassador for the board & would like to volunteer to hand out flyers regarding the DSA monthly meeting.

Lorenzo Deluca (Cafe Picasso): Biggest concern is garbage. The only way to move forward is keeping Main Street clean.

- Violation notices



Adjournment

Mike Kerwin adjourned the meeting at 7:30pm on June 13, 2022.