



Downtown Somerville Alliance, Inc.
June 12, 2023 Meeting Minutes
6:00 PM - In-Person Office Evolution

Mike Kerwin called the meeting to order at 6:00 pm on June 12, 2023.

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

Present: Theresa Bonner, Iris Frank, RanD Pitts, Sejal Sharma, Chas. Stevens, Kevin Sluka, Rick St. Pierre, Mike Kerwin

Late:

Excused: Alison Masick, Ed Rebenack

Approval of May 2023 Meeting Minutes

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

Yea: RanD Pitts, Sejal Sharma, Chas. Stevens, Kevin Sluka, Rick St. Pierre, Mike Kerwin

Nay: None

Recuse: None

Abstain: None

Chairman Remarks

Executive Directors Report

A. Old Business

a. Update on Streetscape Capital Plan

- i. Natalie received feedback from regarding streetscape plan from:
 1. Jeff Lamborn; Environmental Commission
 2. Bernie Navatto; Planning Board
 3. Susan Antin; Arts on Division
 4. Michael Cole; Planning / Zoning Board of Adjustment Planner



and Engineer

5. Somerville Fire Department

6. Walter Lane; Somerset County

b. Public Art Update

- i. A call to artists is underway for the Paul Robeson Sculpture
- ii. Color Condition activation has moved into the production stages. We continue to work closely with Weingarten Art Group to ensure this project gets completed ASAP.

c. Sponsorship Update

- i. NJAW \$6000
- ii. Unity Bank \$2500 Cruise Nights
- iii. Provident Bank \$2500 Summer Stage

d. Board Retreat Update

- i. Natalie made recommendation to move board retreat to September

e. Events Update

- i. Recap:
 1. GNO: Girls Night Out brought in around 800 ticket holders and revenue of over \$15,000.
 2. TOS: Tour of Somerville took place on Memorial Day featuring the first annual hot dog eating competition on the courthouse lawn. Overall the event was very successful and drew out families to E Main Street and the races
 3. June Summer Artisan Fair: Our first summer fair closing down Main Street was successful in all aspects. DSA heard from many vendors that this was one of their most successful fairs in Downtown Somerville as well as overall. We look forward to hosting another fair to this magnitude next year.
- ii. Upcoming:
 1. Juneteenth: Our Juneteenth celebration with the county will take place on Monday, June 19th from 4-8pm on the courthouse green. The event will feature vendors, performances and more.
 2. Pride Event: Family Pride Night will take place on Thursday,



June 29 from 6-9pm. The event will feature glow furniture, Drag DJ, Drag Show, and many community partners tabling.

3. Starlit Cinema: Our movie series begins Thursday, July 6th at 8:30pm with the showing of Finding Nemo. You can find the full lineup of movies on our social media or website.

f. Audit Update

- i. Natalie has been in touch with Suplee, Clooney, & Company to schedule a time at the end of June / early July for members of their team to come on-site to begin our audit.

B. News Business

a. Mobile Food Vending

- i. Kevin will speak with our attorney to get legal opinion on whether or not it was legal to limit food vendors in the district to existing Downtown Somerville businesses only generally speaking the board was not in favor of opening up to food trucks or food vendors commenting about slippery slope. Specifically, Sejal and Iris asked about limiting Downtown Somerville businesses. Board was in favor of opening up for special events

b. Parking

- i. Tabled for next meeting

Other New Business

Theresa announced her business closing. Bylaws are not clear about procedure as to how board members are to vacate their seats. An executive committee meeting will be held to discuss how this will pertain to DSA and board.

Mid-year finance review will take place on June 17th.



Finance Reports

RanD Pitts made a motion to approve the finance reports. Chas Stevens seconded same

Yea: Theresa Bonner, Iris Frank, RanD Pitts, Sejal Sharma, Chas. Stevens, Kevin Sluka, Rick St. Pierre, Mike Kerwin

Nay: None

Recuse: None

Abstain: None

Payment Authorizations

Kevin Sluka made a motion to approve the payment authorizations. RanD Pitts seconded same

Yea: Theresa Bonner, Iris Frank, RanD Pitts, Sejal Sharma, Chas. Stevens, Kevin Sluka, Rick St. Pierre, Mike Kerwin

Nay: None

Recuse: None

Abstain: None

Comments from the Public

No comments from the public.

Executive Session Personnel Matters

Adjournment

Mike Kerwin made a motion to adjourn the meeting on Monday, June 12, 2023 at 7:30pm.