



Downtown Somerville Alliance, Inc.

March 14, 2022 Meeting Minutes

6:00 PM - Virtual via Zoom

Mike Kerwin called the meeting to order at 6:00 pm on March 14, 2022.

Kevin Sluka conducted roll call the following Board Members were present:

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

Late: Rick St. Pierre, Tony Brokenborough, Iris Frank

Excused: Sejal Sharma

Approval of February Meeting Minutes

Kevin Sluka made a motion to approve February Meeting Minutes. RanD Pitts seconded same

Yea: Theresa Bonner, RanD Pitts, Alison Masick, Ed Rebenack, Kevin Sluka, Mike Kerwin

Nay: None

Recuse: None

Abstain: None

Chairperson Remarks

The outcome of the parade was fantastic. We cannot help but think that this will lead us into a wonderful spring and summer season.

Executive Director's Report

Old Business

Greener by Design: Ben Spinelli

Greener by Design are the grant writers that the board approved to bring on. Ben Spinelli spoke on behalf of Greener by Design. He mentioned that they are working closely with Natalie to identify specific opportunities for us to act on.



Update on ARP Grant Funding

Natalie gave an update on the ARP grant funding. There is currently not an update on the ARP grants. Natalie did receive a call to confirm that the DSA submitted an application.

Update on Public Art with WAG

Natalie updated the board on our public art plan with WAG. Recently, a meeting was held to further discuss the type of installation we will have on the courthouse lawn.

Update on Branding Project/ Website

The next step in the process of our branding project was discussing possible taglines. The taglines were sent over to the marketing committee where everyone agreed that the taglines did not fully embody the feeling and desire of Downtown Somerville.

- The committee suggested hosting a contest for taglines
- The new logo is very word heavy therefore, a tagline might throw off the look even more

Part of the branding project also includes a full redesign of the Downtown Somerville website. An RFP has been sent out looking for the most qualified proposal that fits within our budget.

Mike Kerwin made a motion to approve the marketing committee to pick the proposal that best fits within our budget.

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

Nay: None

Abstain: None

Recuse: None

Update on Board Refresh

The board refresh is on the schedule for next Wednesday, March 23 from 4:30pm - 6:30pm. We will be working with Ted Geier who worked with the DSA on our strategic plan. There is a call this week to confirm organizational standards and how many new board members we have.



Update on Boardable

Natalie is in the process of setting up boardable with all of the board documents. Board members will receive an email with directions to sign up and create an account within the next week.

New Business

Discussion on Transition to in Person Meetings

Board consensus is to return to in-person meetings. Natalie and Mike will look into the by-laws to confirm that some members are able to take the meeting virtually if they feel uncomfortable.

Discussion on district Trash Cans/ Transition to Big Belly Cans

After complaints from business owners and residents, trash continues to be an issue within the district. We have many residents who dispose of their trash in other garbage cans instead of disposing it in the rear of their building. Our trash cans do not currently have tops so on windy days we have a lot of issues with trash being blown all over. Natalie suggests moving to big belly cans so we can prevent others from disposing of household trash.

- We can consider cans as a hybrid model. Place them in high visibility areas but not everywhere.

Kevin Sluka made a motion to delegate to the Infrastructure Committee. Rick St. Pierre seconded same

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

Nay: None

Abstain: None

Recuse: None



Approval for replacement of Hand Sanitizer stands to pole-mounted sanitizer stations

The DSA is looking to replace hand sanitizer stations as cleanliness will still be at the top of everyone's minds.

- All-weather sanitizer stations
- Bulk sanitizer
- Easily refillable
- Can be put on any type of pole

Natalie would like to seek approval to purchase 25 sanitizers. Rick points out that many businesses and individuals have their own hand sanitizer. It might hurt the optics as these are items that could be easily abused.

Alternative idea: the DSA can give something to businesses that they keep within the store to owners who want it.

Conversation will be moved to the next meeting.

Committee Reports

Committee reports have already been discussed during the earlier part of the meeting.

Other New Business

- Father Ron sent an email regarding the homeless population and would like to hold a meeting to further discuss the situation.
- A deeper discussion needs to be had regarding stabilizing signs and confirming that signs like our BHM panels do not fly off or hurt other people.
 - We are looking to put medal weights on the bottom of the panels.
- Streetfairs.org has sent in an application for a spring street fair. Natalie will work alongside the organization for the Fall street fair.



Finance Report

Rick St. Pierre made a motion to approve finance reports. Tony Brokenborough seconded same

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

Nay: None

Abstain: None

Recuse: None

Payment Authorizations

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

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

Nay: None

Abstain: None

Recuse: None

Comments from the Public

No comments have been made from the public.

Executive Session to Discuss Personnel Matters

Mike Kerwin made a motion to approve Natalie's performance review. Kevin Sluka seconded same

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

Nay: None

Abstain: None

Recuse: None



Mike Kerwin adjourned the meeting.

Meeting minutes recorded by Nicole Zaliwski, Program Coordinator, on March 14, 2022.