



**Downtown Somerville Alliance, Inc.**

**March 13, 2023 Meeting Minutes**

**6:00 PM - Office Evolution**

Mike Kerwin called the meeting to order at 6:00 pm on March 13, 2023.

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

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

Late: Iris Frank

Excused: Sejal Sharma

**Approval of February 2023 Meeting Minutes**

Theresa Bonner made a motion to approve the February meeting minutes. Alison Masick seconded the same.

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

**Nay:** None

**Recuse:** None

**Abstain:** None

*\*Iris Frank NOT present for vote*

**Chairman Remarks**

We are blessed to be able to hold events like the St. Patrick's Day Parade in town. This is the largest turnout we have seen recently, for the parade. Mike gave a shout out to Theresa for her recent announcement on running for Borough Council.



## **Executive Directors Report**

### **A. Old Business**

#### **a. Update on CDS/ Clean and Safe Program**

- i. In the meeting packet is the most recent report from CDS. Residential garbage continues to be an issue on Main Street. We are actively working with the Borough to create a letter to notice the businesses.

#### **b. Update on Streetscape Capital Plan**

- i. A link to the recording is linked on boardable. We had 50 participants with 40 of them being residents and 8-10 being DSA staff or board members.

#### **c. Website Update**

- i. Quick review of the working model of the new website.
- ii. History tour on website - we can house additional historical sites on Borough Page
- iii. Marketing plan / campaigns that feature “love it? Live it”
- iv. DSA will send out a communication to the businesses to update all info for business page
- v. Add business hours on business page
- vi. Testing period is a window to make sure there are no broken links or bugs

#### **d. Check Presentation from Som. County for Robeson Grant**

- i. 5:45pm check presentation at commissioners meeting for LAP Grant

#### **e. Sponsorship Update**

- i. RWJ Somerset has decided to be an annual sponsor for this year and next year.
- ii. Sponsorship request sent to Somerset County Tourism & a meeting with Unity Bank next week



## **B. New Business**

### **a. Vote to adopt flag / banner policy**

- i. Review of banner policy
- ii. Amend policy to ensure no political or religious parties

Chas. Stevens made a motion to approve the policy subject to edits . Rick St. Pierre seconded the same.

**Yea:** Theresa Bonner, Iris Frank, Alison Masick, RanD Pitts, Ed Rebenack, Kevin Sluka, Chas. Stevens, Kevin Sluka, Mike Kerwin

**Nay:** None

**Recuse:** None

**Abstain:** None

### **b. Statewide Tourism Update**

- i. NJ might redraw tourism maps to create sections that include North, Central, and South.
- ii. Potential for tourism funds for agricultural funds which therefore could cause some issues for Somerville (i.e. there are no farms downtown)

## **C. Committee Reports**

### **a. Recruitment and Retention Committee**

- i. Granetz building is set to go before council in 16 days
- ii. Window coverings are in the process
- iii. Borough is working on creating that flow chart

### **b. Public Art Committee**

- i. Entertained 3 proposals as to what to put forth for Giardina Walkway
- ii. Color condition - was picked for walkway

## **D. Other New Business**

- a. CR8 Bench Project - March 30th unveiling
- b. ELC event (invitation to come)
- c. Events position - next meeting we will have a job description for events coordinator



TSC would like to host our website for \$100 per month.

Rick St. Pierre made a motion to approve Natalie to move forward with Three Summers Creative for hosting the website. Alison Masick seconded the same.

**Yea:** Theresa Bonner, Iris Frank, Alison Masick, RanD Pitts, Ed Rebenack, Kevin Sluka, Chas. Stevens, Kevin Sluka, Mike Kerwin

**Nay:** None

**Recuse:** None

**Abstain:** None

*\*Iris Frank joined us during discussion on flag / banner policy.*

### **Finance Reports**

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

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

**Nay:** None

**Recuse:** None

**Abstain:** None

### **Payment Authorizations**

Theresa Bonner made a motion to approve the payment authorizations. RanD Pitts seconded same

*\*Progress report from Richard Cohan for Recruitment and Retention committee*

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

**Nay:** None

**Recuse:** None

The top of the page features a dark blue background with white silhouettes of buildings and street lamps. In the center is an orange hexagonal logo with the word "downtown" in a cursive font and "SOMERVILLE" in a bold, sans-serif font below it.

**Abstain:** None

**Comments from the Public**

No comments from the public.

**Adjournment**

Mike Kerwin made a motion to adjourn the meeting on Monday, March 13, 2023 at 7:30pm.