



**Downtown Somerville Alliance, Inc.**

**May 9, 2022 Meeting Minutes**

**6:00 PM - Office Evolution**

Mike Kerwin called the meeting to order at 6:00 pm on May 9, 2022.

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

Present: Theresa Bonner, Tony Brokeborough, Ed Rebenack, RanD Pitts, Alison Masick, Kevin Sluka, Sejal Sharma, Rick St. Pierre, Mike Kerwin

Late: Iris Frank

Absent: None

**Approval of April Meeting Minutes**

Rick St. Pierre made a motion to approve April Meeting Minutes. Kevin Sluka seconded same

**Yea:** Theresa Bonner, Tony Brokeborough, RanD Pitts, Alison Masick, Kevin Sluka, Rick St. Pierre, Mike Kerwin

**Nay:** None

**Recuse:** None

**Abstain:** None

**Chairperson Remarks**

Mike spoke about the strategic overview as to how to play into tourism. Mike is looking to hold a mid-year review to discuss where we are as an organization. Are we achieving our objectives and overall goals?

Governance work - taking a peak at bylaws to see how they need to be updated. Our governance should be high level. Always good for an organization to stay on top of this.

**Executive Director's Report**

**Old Business**



#### Update on ARP Funding & Public Art

County council's office has been held up trying to approve the applications. The application & RFP will be approved within the next week therefore, we will have to reapply once application is out.

We are slowly moving forward with the Weingarten Art Group. They are finalizing their art package and plan to reach out to artists soon. The only challenge we might have is finalizing the plan with an artist if we do not have the funding yet.

#### Update on Spring plantings, CDS/Clean and Safe Program

CDS has provided the board with an extensive update report showcasing the work they have done in the district. Everything is starting to look new.

We have placed a call to Water Well Planters to arrange for our planters to get out in the district.

CDS schedule (Monday - Saturday 11am-6pm)

Even More Epic (Saturday June 11, 2022 @ 12pm)

#### Update on Grants to be pursued via Greener by Design

Natalie has a follow up meeting with Greener by Design tomorrow to finalize and make final selection of what grants to move forward on.

Somerset County Tourism uses these grants. They take their destination booklet and bring it all the way to Virginia.

We have a lot of capability through this funding matrix. Most grants we apply for will be for the 2023 cycle.

Different sized districts have various needs and many people need tourism dollars. A lot of tourism dollars get spent on the Jersey Shore or areas near NYC. New Jersey is an all season state. Medical tourism has also taken a severe hit - as things get built RWJ & Downtown Somerville can partner together. While a loved one is resting, the family can go to dinner and do something and then pickup someone the next day.



### Update on Website/Branding Projects

Brand logo  $\frac{2}{3}$  complete, working on social media strategy and guide, media plan, and more. Priority is finalizing the brand guidelines so we can move forward with the website project.

The Marketing Committee will be meeting with Three Summers Creative on Wednesday to discuss the next steps with the website.

### Fundraising Update

Fullerton did recommit to sponsor cruise nights. It is not as much as it was in the past but it will cover marketing, t-shirts, and other materials.

The DSA is also looking to go out for additional sponsorship for CJJF. Natalie and RanD had a meeting with Sheila Anderson. Natalie would like to speak with Arts on Division to possibly move some of their live art to the actual day of CJJF.

Our budget each year has been \$9,000. Which gets us basic technical needs to run the show as well as main stage talent. If we could get 2 more \$5,000 sponsors or 4 \$2,500 sponsors that would help us extend the overall event. Sell vendor spots for the event instead of AOD. We can work with AOD to create some sort of profit share.

Natalie - send out sponsorship documents to the board.

### Street Fair & Tour of Somerville Update

Streetfair - The events committee met to discuss the street fair. The DSA wrote a letter of recommendation to the Borough. Back in the day many businesses were not open on Sunday, therefore it made sense. At this point, the way the streetfair is set up is not conducive to helping our local economy. **Unanimous support that the DSA has had open dialogue regarding the cancellation of the June fair.**

Tour of Somerville - Natalie attended the emergency management meeting last week. Natalie spoke with Kacey Lloyd who is the new race director. We now have 7 vendors sign up.

### **New Business**



### Governance Update

Set high standards for the organization. We do get money from taxpayers - therefore we have to keep the tax payer in mind. Governance work - look at bylaws, conflict of interest, board assessment process, board policies and procedures, ethics training, financial disclosure forms, board job descriptions.

Nuance of non-profit organizations. Create an ad-hoc committee / task force that could be the governance committee to look at this stuff. If we have had enough committees we can work with an HR lawyer to help us update and work through this stuff. We can work with the Support Center of Nonprofits to help us.

Consensus: let's get the experts for help. Insurance companies might be able to help. Board gave authorization to Natalie to find a consultant or expert to help guide us.

Natalie to put together a plan to present at the next meeting.

Mike Kerwin made a motion to approve policy procedures. Rick St. Pierre seconded same.

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

**Nay:** None

**Recuse:** None

**Abstain:** None

### Other New Business

Flag Day Festival will be held on June 17, 2022 from 6-7pm including a naturalization ceremony on the steps of the courthouse.

Diversity Festival - Food truck conversation? Need to have further discussion on Food truck policy with the board.



Future agenda: Downtown Somerville delivery co-op that promotes lunch time delivery to business within a specific mile radius. If you are ordering out buy or support local

- We can make the phone call to Uber or Doordash - what is the rate schedule?
- Recruitment & retention committee to discuss this topic

### **Finance Report**

Rick St. Pierre made a motion to approve the finance reports (all reports). Kevin Sluka seconded same.

**Yea:** Theresa Bonner, Tony Brokeborough, RanD Pitts, Alison Masick, Iris Frank, 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. Rick St. Pierre seconded same.

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

**Nay:** None

**Recuse:** None

**Abstain:** None

### **Comments From The Public**

No comments from the public were made.

Add to facebook page - monthly meetings. Post meeting recordings to the vimeo account.

### **Meeting Adjournment**

Mike Kerwin adjourned the meeting.