



Downtown Somerville Alliance, Inc.
May 8, 2023 Meeting Minutes
6:00 PM - In-Person Office Evolution

Mike Kerwin called the meeting to order at 6:00 pm on May 8, 2023.

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

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

Late:

Excused: Theresa Bonner, Ed Rebenack, Iris Frank

Approval of March 2023 Meeting Minutes

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

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

Nay: None

Recuse: None

Abstain: None

Chairman Remarks

Downtown Somerville continues to be in the news. Most recently featuring the Cre8 bench project, branding, and website. DSA and the board must continue to keep the momentum going.



Executive Directors Report

A. Old Business

a. Update on Streetscape Capital Plan

- i. Draft Plan had been submitted. Will go into stakeholder review. To be discussed: Presentation Plan (Council, Planning Board, County, Regional Center).

b. Public Art Update

- i. RWJ Mural - conveys the message that we are together and want to create a healthy vibrant community. Leading a healthy and happy life
 1. Photo Op with artists & roll out on social media once we have a grand opening / ribbon cutting.
- ii. Window Coverings - in production for Bridge street.
- iii. Color Condition activation - Natalie spoke with the artists and Weingarten Art Group to see if they could use a flame retardant material or spray with a flame retardant spray as well as incorporate string lights into the pergolas.

B. News Business

a. Sponsorship Request: Legal Runaround

- i. Request \$2500 to assist them with the cost of the race and keeping it in town.
- ii. \$1250

Alison Masick made a motion to approve the sponsorship for \$1250. RanD Pitts seconded same.

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

Nay: None

Recuse: None

Abstain: None



b. Discussion: Board Retreat

- i. Main Street Program
 - 1. Community Self Assessment
 - a. Share with stakeholders, visitors, etc.
 - b. Main Street Accredited Staff come out and review the downtown area
 - 2. Board Retreat
 - a. Potential to help us figure out what our board members bring to the table to benefit our overall strategy.
 - b. Natalie is waiting to hear back from Main Street America for some potential advisors to help with a board retreat.
 - c. Facilitator that will take our progress to the next level

c. Discussion: E. Main Street “Gateway Project”

- i. Proposal is coming to build a significant project on the East end of Main Street
- ii. Track the proposal and board should work to make a stand behind the project
- iii. Too many apartments, flooding zone...a lot to consider
- iv. Potential to lose 2 businesses (Pop's Place & Summerville homemade ice cream)

C. Committee Reports (Moving Forward: Note the individuals that are on these committees)

a. Marketing Committee

- i. Discussed target audiences & overview of marketing / advertising venues
- ii. Renewal of two contracts (nj.com & TAPinto)
- iii. Survey will be sent out to community to gauge what marketing / advertising avenues they use



b. Public Art Committee

- i. Update on mural, etc.

c. Event Committee Update: Pride Month

- i. Community partners at Babs Siperstein, LGBTQ Advisory are partnering with DSA
- ii. Ask for guidance from LGBTQ Advisory in our approach to programming

d. Finance Committee Update

- i. Quarterly review of finances
- ii. Set to meet in July as a halfway review for our budget

Other New Business

Al Fresco dining: ordinance has not yet been adopted but looking to adopt by next week.

- Send out email to business community (RE: application, new ordinance)
Comments accepted at next council meeting

New Businesses:

- Dolce Gelato (Division)
- Artsy (Division)
- Barbershop (belen nails)

Finance Reports

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

Yea: Alison Masick, 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: Alison Masick, 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.

Adjournment

Mike Kerwin made a motion to adjourn the meeting on Monday, May 8, 2023 at 7:30pm.