



October DSA Board Meeting Agenda

DATE: Mon October 10th, 2022

TIME: 6:00pm - 7:30pm EDT

LOCATION: Office Evolution, 50 Division St, Ste 501, Somerville, NJ 08876

GROUPS: Board

Please join us for the Downtown Somerville Alliance Regular Monthly Meeting!

1. Roll Call	5 mins
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2. Approval of Aug and Sept. 2022 Meeting Minutes	5 mins
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3. Chairman's Remarks	5 mins
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4. Executive Director's Report	
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a. Update on Public Art Projects	NATALIE PINEIRO
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Courthouse Lawn Project

RWJ Mural Program

Cre8 Bench Design Project

b. Update on Fall Events	
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Oktoberfest Recap

Second Story Somerville

Spooktacular Halloween Events

Native American Heritage Month

Holiday Jubilee

c. **Update on Streetscape Capital Plan**

NATALIE PINEIRO

Recap of Project Kickoff Meeting

Date for High Performance Streets Analysis and Steering Committee Meeting

d. **Infrastructure Update: Borough to Place a dumpster in the District to enhance Clean & Safe program**

5. **Committee reports**

a. **Marketing Committee**

NATALIE PINEIRO

10 mins

Update on Website and Social Media Strategy

b. **Nomination Committee Update**

MICHAEL KERWIN

Press Release has gone out regarding upcoming Board Vacancies

Nomination Committee will meet beginning of November to review resumes and make a recommendation to the general Board for 2023 Board Slate

c. **Event Committee Update**

TONY BROKENBOROUGH

Discussion on Dates for Holiday Jubilee and SBS as well as recap on improvements needed for Oktoberfest

6. **Vote to Adopt Social Media Strategy as Prepared by Oxford**

7. **Vote to purchase Watering Aparatus for District**

8. **Other New Business**

10 mins

9. **Finance Report**

5 mins

10. **Payment Authorizations**

5 mins

11. **Comments from the Public**

10 mins

12. **Executive Session to Discuss Executive Director Search**

MICHAEL KERWIN

13. **Adjournment**

