



Downtown Somerville Alliance, Inc.
October 10, 2022 Meeting Minutes
6:00 PM - Office Evolution

Mike Kerwin called the meeting to order at 6:00 pm on October 10, 2022.

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

Present: Theresa Bonner, Tony Brokenborough, Alison Masick, RanD Pitts, Ed Rebenack, Sejal Sharma, Kevin Sluka, Mike Kerwin

Late: Rick St. Pierre, Iris Frank

Excused:

Approval of August & September 2022 Meeting Minutes

Kevin Sluka made a motion to approve the August & September meeting minutes. Mike Kerwin seconded same.

Yea: Theresa Bonner, Tony Brokeborough, Alison Masick, RanD Pitts, Ed Rebenack, Sejal Sharma, Kevin Sluka, Mike Kerwin

Nay: None

Recuse: None

Abstain: None

***NOTE: Rick St. Pierre & Iris Frank were not present for this vote**

Chairman Remarks

Mike Kerwin discussed his recent meeting with the county. The county's "Sip+See" program was a huge success that they anticipate creating another tour similar to this one that is in Downtown Somerville and includes the public art installation on the lawn.



Executive Directors Report

Update on Public Art Projects

- A. Courthouse Lawn Project: Chiaoza is a design collaborative out of Brooklyn, New York. We are fortunate to be working with Chiaoza because the overall goal was to create an installation that has an impact. In addition to colorful and playful work, they have a huge following on social media. Therefore, we anticipate and hope this would bring a new sector of individuals to Downtown. We are looking to debut it on the lawn before the end of this year. The county has agreed to extend the installation on the courthouse lawn for the full year of 2023.
- B. RWJ Mural Program: 12x12 mural that will go on RWJ campus and continue to Main Street where there will be a “better together” mural that is going to have faces and members of the community strewn between the letters. The Main Street piece will be next to Mannion’s.
- C. Cre8 Bench Design Project: This project was originally going to be pushed to the spring. However, the Pioneer Family Success Center received a grant that must be used by the end of the year. We have decided to collaborate on this project. We are actively working with PK construction to have them build the benches.

Update on Fall Events

- A. Oktoberfest Recap: Oktoberfest on Division Street had a great turnout. There are some things that need to be fine tuned / discussed before this event can continue on Division.
- B. Second Story Somerville: Marge Sullivan helped connect us with the Heritage Trail Association to create this Second Story walking tour of Downtown Somerville.
- C. Spooktacular Halloween Events: We have 4 different upcoming October events. Halloween Pedalcycle, 2 walking tours produced by Haunted History Productions, and our annual Spooktacular.



- A. Native American Heritage Event: We have been working with Harold and Linda Willard to produce our first ever Native American Heritage Event in Downtown Somerville. The event will feature cultural dances, young blood drums, and more.
- B. Holiday Jubilee: Tony will report on updates during committee reports.

Update on Streetscape Capital Plan

- A. Recap of Project Kickoff Meeting: The team at Arterial Streets is extremely thorough in their work. They talk with all stakeholders of the community (property owners, residents, borough, council, etc.). Once they identify a theme they create action steps.
- B. Date for High Performance Street Analysis and Steering Committee Meeting: The team from Arterial Streets will be coming to Downtown Somerville on Wednesday at 4pm to do a high performance street analysis. They will look at the street, make notes about what could be fixed. After they collect that information they will have a meeting with board members and infrastructure committee to unpack this information.

Infrastructure Update: Borough to place a dumpster in the district to enhance Clean & Safe Program

- To help reduce the amount of buildup trash the borough has agreed to place a dumpster in one of our parking lots to help make Division Street look cleaner.

Committee Reports

- 
- Marketing Committee: Shared their social media audit to our marketing committee and recommendations. Natalie also shared the recommendations to our homepage.

- Nomination Committee: Press release has gone out regarding upcoming board vacancies. Nomination committee will meet in the beginning of November to review resumes and make a recommendation to the general Board for 2023 Board Slate.
- Event Committee: After some discussion it was decided that Small Business Saturday and Holiday Jubilee will continue to be separate. It gives the business community opportunities to have extra foot traffic in the district.

Vote to Adopt Social Media Strategy as Prepared by Oxford

Rick St. Pierre made a motion to adopt social media strategy. Tony Brokenborough seconded same.

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

Nay: None

Recuse: None

Abstain: None

***NOTE: Iris Frank was not present for this vote**

Vote to purchase Watering Apparatus for District

Rick St. Pierre made a motion to approve purchase of the watering apparatus. Mike Kerwin seconded same.

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

Nay: None



Recuse: None
Abstain: None



Other New Business

- NJAW footage was captured Downtown - we should seek approval to use that footage as b-roll.
- Warby Parker toured the district last week. They are a popular eyewear company.

Finance Reports

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

Yea: Theresa Bonner, Tony Brokeborough, Iris Frank, Alison Masick, RanD Pitts, Ed Rebenack, Sejal Sharma, 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. Alison Masick seconded same

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


Nay: None

Recuse: None

Abstain: None

Comments from the Public

Councilman Granville Brady commented on the complaints he is getting from the Downtown regarding permitting and zoning. Councilman Brady is developing a

The logo for Downtown Somerville is an orange hexagon. Inside the hexagon, the word "downtown" is written in a cursive script, and "SOMERVILLE" is written in a bold, sans-serif font below it.

satisfaction survey for those in
the scheduling, communication

see how satisfied they are with
ent.

Adjournment

Mike Kerwin adjourned the meeting at 7:30pm on October 10, 2022.