



**Downtown Somerville Alliance, Inc.
December 13, 2021 Meeting Minutes
6:00 PM - In-Person / Office Evolution**

John Flores called the meeting to order at 6:00 pm on December 13, 2021. Kevin Sluka conducted a roll call. The following Board Members were present:

Present: Mark Aziz, Tony Brokenborough, Jenn Pearson, RanD Pitts, Kevin Sluka, Iris Frank, Rick St. Pierre, John Flores

Late: None

Absent: Mike Kerwin

The assembly joined in a salute to the flag.

For Approval: December Meeting Minutes

Natalie sought approval for the December Meeting Minutes

Kevin Sluka made a motion to approve the meeting minutes. Iris Frank seconded same.

Yea: Mark Aziz, Tony Brokenborough, RanD Pitts, Iris Frank, Kevin Sluka, Rick St. Pierre, John Flores, Jenn Pearson

Nay: None

Abstain: None

Recuse: None

Chairperson Remarks

John Flores opened up the meeting with a few comments. John announced he was stepping down as a board member and chairman of the board. Although he is stepping down, he says he really does believe in the mission of the DSA and knows that even during these continued uncertain times good things will come.

Executive Director Report

Old Business

Update on ARP Applications

Natalie reported that the county has not released the applications yet.



Update on Grant Writing contract

Natalie gave an update to the board regarding the grant writing contract. As of December 13, 2021, Natalie was hoping to sign a contract with the grant writers by the end of the week.

Update on Public Art in Downtown District - WAG site visit / Creation of Public Art Committee

Natalie let the board know that WAG is set to do a site visit in January as we continue our public art plan. Natalie has also started establishing candidates for the creation of a Public Art Committee.

Update on Letra Pole Banner System contract and installation timeline

The contract for the Letra Pole banner system has been signed and installation will be by the end of February.

Update on Clean and Safe Program

CDS will start on January 15th.

Vote to amend Bylaws, Resolution

Natalie asked to vote on the amendment and resolution to the Bylaws.

Rick St. Pierre made a motion. Tony Brokenborough seconded same.

Yea: Mark Aziz, Tony Brokenborough, RanD Pitts, Iris Frank, Kevin Sluka, Rick St. Pierre, John Flores, Jenn Pearson

Nay: None

Abstain: None

Recuse: None

New Business

2022 Meeting Dates

Natalie sought approval for the 2022 meeting dates. A further discussion will be had at the January meeting to discuss zoom meetings or in-person.

Jenn Pearson made a motion to approve 2022 meeting dates. Mark Aziz seconded same.



Yea: Mark Aziz, Tony Brokenborough, Iris Frank, Mike Kerwin, Kevin Sluka, Rick St. Pierre, RanD Pitts, John Flores, Jenn Pearson

Nay: None

Abstain: None

Recuse: None

2021 Year-End Report

Natalie presented the year-end report to the board. The report touched on all events, marketing, PR, infrastructure, budget, and more. We had the return of all of our events as well as some new events like our ghost walk. The DSA marketing efforts are broad and stronger than ever. As we enter 2022, the DSA looks to find new avenues like influencer marketing and Tik Tok to connect with an even larger audience. 2021 was a year filled with community partnerships. It's vital for the DSA to be connected with our community organizations to not only help them but in turn have them help us build a stronger connection to the community at large. In 2022, we look to build even more relationships with community partners and look to leverage these relationships through sponsorships for some of our large scale events like Spooktacular and Holiday Jubilee. As we enter into the New Year, the goal is to have board members become more active in helping connect us with organizations. The DSA is looking forward to an event filled year in 2022, with all events coming back in full swing.

Payment Authorizations

Tony Brokenborough made a motion to approve the payment authorizations. Rick St. Pierre seconded same

Yea: Mark Aziz, Tony Brokenborough, RanD Pitts, Iris Frank, Kevin Sluka, Rick St. Pierre, John Flores, Jenn Pearson

Nay: None

Abstain: None

Recuse: None

Finance Reports

Tony Brokenborough made a motion to approve the finance reports. Mark Aziz seconded same

Yea: Mark Aziz, Tony Brokenborough, RanD Pitts, Kevin Sluka, Iris Frank, Rick St. Pierre,



John Flores, Jenn Pearson
Nay: None
Abstain: None
Recuse: None

Executive Session

Rick St. Pierre made a motion to begin the executive session. John Flores seconded same

John Flores made a motion to end the executive session. Kevin Sluka seconded same

Public Comment

John Flores opened up the meeting for comments from the Public. No public comments were made.

Adjournment

John Flores adjourned the meeting.

Meeting minutes recorded by Nicole Zaliwski, Program Coordinator on January 6, 2021.