

Downtown Providence District Management Authority

Board of Directors Meeting

Thursday, February 16, 2006

1. Roll Call

Director Granoff called the meeting to order at 8:35 AM. Directors present included Michael Corso, Robert Gagliardi, Richard Lappin, Christopher Placco and Maria Ruggieri. Directors Tina Harlow and Stanley Weiss were absent. Fred Vincent attended on behalf of Joseph Paolino, Sr. Ex-officio Members present included Diana Burdett, Joseph DiBattista and Joshua Miller.

The Providence Foundation staff present included Daniel Baudouin, Executive Director and Joelle Crane, Program Manager. Also present were Urban Place Consulting employees Steve Gibson, President and Frank LaTorre, Director of Public Space. Block-By-Block staff present included Frank Zammarelli, Operations Manager.

2. Approval of Minutes of the 12/15/05 and 1/19/06 meetings

Director Placco motioned to approve the minutes from December and January. Director Corso seconded the motion, and a roll call vote was taken, as follows:

Director Corso yes

Director Gagliardi yes

Director Granoff yes

Director Lappin yes

Director Placco yes

Director Ruggieri yes

Therefore, the motion passed.

3. Financial Report

Steve Gibson presented the Balance Sheet and Surplus & Deficit Report. He explained that the new accrual system makes it difficult to understand the incoming funds. This month, the office equipment figures were high because the DID purchased a laptop to add an extra work station. The insurance figure was also high because of a one-time purchase. The total amount still falls within the annual budget figures.

According to Mr. Gibson's report, the DID has collected \$228,000 for the 3rd quarter of FY2005-6. The bills were due on January 24, and only \$26,000 (about 10%) remains outstanding. Three owners have never paid, and we will be working with the City Tax Collector's office to place liens on their properties.

Mr. Gagliardi questioned whether the first quarter of 05/06 was the first time the DID received unanticipated revenue from tax-exempt properties that weren't expected to pay. Mr. Corso recommended adding another column for unanticipated income, so that the Board can clearly examine the properties that were actually invoiced. Mr.

Gibson agreed to add an extra line to the surplus & deficit sheet showing monies received from the Catholic Diocese, University of Rhode Island and others. Note: The Fogarty Building is now billable, but wasn't originally, and therefore will remain as "unanticipated income" until July 1, 2006.

Director Gagliardi motioned to accept the financials as presented. Director Placco seconded the motion, and a roll call vote was taken, as follows:

Director Corso yes

Director Gagliardi yes

Director Granoff yes

Director Lappin yes

Director Placco yes

Director Ruggieri yes

Therefore, the motion passed.

4. Operations Committee Report

Equipment: Director Gagliardi requested the purchase of a 4- wheel drive ATV with a snow plow attachment for sweeping, sanding and plowing. The ATV will cost approximately \$7500. The Champlin Foundation grant through the Providence Foundation will pay for \$3000 of the cost, so the Board would need to approve allocation of an additional \$4500 to purchase this item. Director Granoff motioned to approve the purchase of a John Deere ATV. Director Corso seconded the motion, and a roll vote was taken as follows:

Director Corso yes

Director Gagliardi yes

Director Granoff yes

Director Lappin yes

Director Placco yes

Director Ruggieri yes

Therefore, the motion passed.

Planters: Director Gagliardi also explained that Groundwork Providence is short on funds for its planter program, Adopt-A-Spot, and the DID should supplement their efforts in order for the program to continue. The DID has agreed to collect and store the wooden planters, modify them, and will also water and care for the plants themselves. By May 1st, the planters should return to their original locations. The DID Board will have to decide how to participate, depending on the performance of GroundWork Providence.

Equipment Storage: Mr. Baudouin thanked the Convention Center for offering an extension of free storage space for another year.

Community Bulletin Boards: Director Gagliardi reported that the Operations Committee had a lengthy discussion about community bulletin boards. According to Director Corso, the committee felt a need for the boards, but stopped short of recommending a design and maintenance plan. Board members raised concerns about the boards having an unmanaged system, and insisted that the

ownership and maintenance issues must be clarified. The Board agreed that this would be a more appropriate discussion topic for the Marketing Committee. A working group should establish guidelines and deliver a recommendation directly to the Board. Director Granoff motioned to move forward with kiosks. Director Corso seconded the motion, and a roll call vote was taken as follows:

Director Corso yes

Director Gagliardi yes

Director Granoff yes

Director Lappin yes

Director Placco yes

Director Ruggieri yes

Therefore, the motion passed.

Street Lighting: Director Gagliardi reported that a street lighting meeting will be held on March 8th to discuss areas that need illumination.

Sidewalk Repairs: Bob Smith of RIDOT is moving forward with his design for the downtown sidewalks in the poorest condition. Mr. Baudouin mentioned that funds may be available for this project through the State Dept. of Transportation, but Board members may have to testify at public hearings in order to secure those funds. Mr. Baudouin and Mr. LaTorre will also represent the Board at those hearings. Director Gagliardi hopes that repairs will begin during this construction season, and he requested that property owners provide

Will Gates with existing sidewalk plans and vault information.

Snow Removal: The City agreed to shovel two overpasses across I-95. The responsibility issue has not been fully settled on the three remaining overpasses, but progress is being made.

Trash Receptacles: Another design has been proposed for the trash cans, and the DID will budget for them in the next fiscal year.

5. Marketing Report

Office Visits: Ms. Crane reported that the DID participated in four downtown office visits at One Citizens Plaza, Ten Weybosset, Bank of America, and Westminster Square. DID staff and ambassadors worked together to distribute maps, newsletters, and fact sheets and promote downtown businesses. This past month, 5,000 basic fact sheets were printed to inform the public about DID accomplishments. Since they are not time-sensitive, they can be used in a variety of settings in the future.

Aluminum Signs: City Traffic Engineer Bernard Lebby has approved the installation of twenty-nine 18" x 27" aluminum signs featuring the DID logo on National Grid poles throughout the district. The DID has received quotes for production and installation from three local companies, and is awaiting approval from the City Planning Department.

2006 Marketing Plan: Mr. Baudouin explained that The Providence Foundation will support downtown retail and restaurants through new marketing efforts. A comprehensive campaign will start next week with a meeting of key constituents. That group will determine what the appropriate message will be, and the DID Board should consider playing a more formal role in marketing. Mr. Gibson agreed that downtown's transformation has been amazing since the DID's inception, but the marketing and communication components will be stronger in the year to come.

6. Report from Urban Place Consulting and Director of Public Space
Mr. LaTorre described the DID as a place for coming together and moving forward. For instance, the Responsible Hospitality committee has addressed major issues and is working toward long-term solutions of expanding police coverage and changing ordinances.

Jewelry District: According to Mr. Gibson, the Jewelry District is moving ahead rapidly with its plans for forming a business improvement district. In a few weeks, the steering committee will meet to determine the program and budget. The petition drive should take place in late March, and ideally the BID will begin operation in July or August. Mr. Baudouin suggested that there are potential synergies between the DID and the Jewelry District effort. The Jewelry District may approach the DID for management assistance, and the DID should consider how the two organizations will interrelate. The Jewelry District will need an agreement from the DID,

and a committee should discuss this further.

Director Granoff wants to examine the fixed and variable costs involved to determine who benefits most from this synergy. While the Jewelry District intends to create its own budget and own assessment rate, infrastructure and knowledge sharing could provide managerial efficiencies for both. Since Mr. Gibson will need feedback at next month's DID Board meeting, he will discuss with the Board a draft proposal before a special meeting at noon on March 2nd.

7. Report from Block-By-Block

Mr. DiBattista questioned the breakdown of expenditures on the Clean and Safe programs, as he noticed that the DID is saving \$15,000 per month on the Safety Guides. Mr. LaTorre explained that turnover has been a factor, and this will be reviewed for next year's budget.

Mr. Zammarelli reported that his numbers have remained steady, and he is still receiving compliments regularly about his employees. He has hired a few new Safety Ambassadors and has a new Safety Team Leader who is performing exceptionally. Calls from police have increased, showing that the relationship between the two groups has improved. Special projects have been on hold because of the cold weather, but the Teams are working on the planters (as discussed earlier). With thirty new trashcans in place, the DID's collection has increased from 8,000 to 14,000 pounds of trash per month. Now that

the DID has completed its first year in operation, reports will begin to show year-to-year monthly comparisons.

8. Other Business

Mr. Miller stressed the importance of adding a marketing component to the DID budget to let people understand the level of improvement downtown.

The DID will celebrate its anniversary with a media event in March at a Financial District location to be determined.

9. Adjournment

The meeting was adjourned at 10:15 AM.

Respectfully Submitted,

Joelle Crane

The Providence Foundation