

APPROVED

Downtown Providence District Management Authority

Board of Directors Meeting Minutes

January 20, 2011

1. Roll Call

Chairman Gagliardi called the meeting to order at 8:34 a.m.

Directors present: Umberto Crenca, Joseph DiBattista, Robert Gagliardi, Susan LaPidus, and John Macliver.

Ex Officio Members present: Diana Burdett and Lisa Paratore

Others present: Dan Baudouin, Executive Director of The Providence Foundation; Joelle Kanter, The Providence Foundation Program Manager; Frank LaTorre, DID Director of Public Space; Frank Zammarelli, Block By Block Operations Manager, Robin Remy, DID Accounting Manager, Bryan Principe, Councilman for City of Providence, and Jeremy Curran of Block By Block.

2. City of Providence

Newly-elected Providence Councilman Bryan Principe was welcomed to the meeting. Dan Baudouin discussed requesting that the Mayor appoint new Ex Officio DID board members. The Board and DID management recommitted to being engaged with City Council and City Hall.

3. Approval of the minutes for the December 16, 2010 meeting

Director Macliver motioned to approve the minutes from the December 16, 2010, Board meeting. Director LaPidus seconded the motion, and a roll call vote was held as follows:

Director Crenca Yes

Director DiBattista Yes

Director Gagliardi Yes

Director LaPidus Yes

Director Macliver Yes

Therefore the motion passed.

4. Financial Report

Monthly Financial Reports

Robin Remy presented the financials for December 2010. The Statement of Financial Position shows all accounts in good standing. The Capital Equipment Replacement balance has decreased due to the scheduled purchase of a pickup truck. The Statement of Operations shows spending to be in line with the FY 2011 Budget.

The Collections Report shows approximately 1.5% of assessments overall remain uncollected. Delinquent accounts will be reviewed and submitted to the City of Providence for the annual Tax Sale in June 2011.

Director Macliver motioned to accept the December 2010 financials as presented, Director LaPidus seconded the motion, and a roll call vote was held as follows:

Director Crenca Yes

Director DiBattista Yes

Director Gagliardi Yes

Director LaPidus Yes

Director Macliver Yes

Therefore the motion passed.

5. Rebid of Clean & Safe Contract

The Board approved the terms and conditions of the Clean and Safe bid process in accordance with the attached memo. Board members

reiterated the need to solicit bid proposals to demonstrate proper fiduciary responsibility to the ratepayers. At present, only three companies deemed to be national leaders in the industry have expressed interest in bidding. Jeremy Curran of Block By Block, the current contractor, suggested we designate a “model rate” for bidders to use in proposals to ensure relevant comparisons.

6. Voluntary Ratepayer Participation

Dan Baudouin presented samples of proposals being developed to encourage voluntary participation by tax-exempt property owners. Board members will receive a listing of principals/decision makers for targeted properties by email; they are asked to notify Dan Baudouin or Frank LaTorre if they have relationships with any of these people which may be useful in the process.

7. Report from the Director of Public Space

Frank LaTorre directed his report to Councilman Bryan Principe, giving a detailed overview of the sidewalk and brickwork repair project.

8. Marketing Report

The DID Winter Newsletter will be mailed in one week. Joelle Kanter reported receiving three RFPs for the Parking program, all Providence-based firms. Selection will take place at next committee meeting. Joelle received seven RFPs for the redesign of the providencedowntown.com website, six coming from

Providence-based firms. A selection committee will be formed to review proposals and award the contract. The new website should be up by the start of summer. RIPTA will install one information kiosk outside the skating rink in Kennedy Plaza.

9. Report from Block By Block

Jeremy Curran of Block By Block reported on national trends in downtown/business improvement districts. He has observed increased ratepayer scrutiny of services been performed. Districts are promoting themselves using logos, photos of ambassadors, etc. on display in parking garages, vacant storefronts, and kiosks. Districts are incorporating new technologies, including smart phone apps, upgraded interactive websites, and pay-by-phone parking fees. Quick Recognition Codes (QRC) displayed on kiosks, signs, or storefronts offer quick access to information through mobile phones. Districts are working with local artists to obtain grants for public art displays.

There is a shift from Safety Ambassadors to Hospitality Ambassadors. Director Crenca mentioned the importance of training our ambassadors in order to meet customer expectations that may be established by marketing of DID services. Hospitality cities are hiring “mystery shoppers” to visit the city and report on their experience. Jeremy stressed the need for ongoing Ambassador and Operations Manager training and keeping their focus on Ownership, Passion, and Knowledge of the district.

Frank Zammarelli, Operations Manager for Block By Block, reported an incident involving two Ambassadors who discovered a lost wallet full of money, located the owner, and returned the wallet intact.

10. Other business

Brian Principe, City Councilman, spoke about his recent meeting with Providence Department of Public Works (DPW) regarding snow removal difficulties. In the short term, the City has contracted with private landscapers to put extra equipment on the street plowing and moving snow out of the downtown area. The long term solution is to purchase additional equipment for DPW.

11. Adjournment

The meeting was adjourned at 10:20 a.m.

Respectfully submitted,

Robin J. Remy

Accounting Manager, Downtown Improvement District