

APPROVED

Downtown Providence District Management Authority

Board of Directors Meeting Minutes

November 15, 2012

1. Roll Call

Chairman Richard Lappin called the meeting to order at 8:30 a.m.

Directors present: Joseph DiBattista, Wendy Doyle-Spatcher, Robert Gagliardi, Susan LaPidus, Richard Lappin and John Macliver

Ex Officio Members present: Diana Burdette, Lindsey Hahn, Lisa Paratore, Leo Perrotta and Joe Wilson

Others present: Dan Baudouin, Executive Director of The Providence Foundation; Joelle Kanter, The Providence Foundation Program Manager; Frank LaTorre, Alison Izzi, DID Accounting Manager and Don Leighton from Gates, Leighton & Associates.

2. City of Providence Update

Leo Perrotta reported on his role as the liaison between the DID and the City of Providence and on working with our new Smart System. He gave an update on the ADA sidewalk project. He reported that the holiday parking promotion for 2012 has been approved. He reported that single space parking meters will have credit card capability by

the spring of 2013.

3. Approval of the minutes from the October 18, 2012 meeting

Director John Macliver motioned to approve the minutes from the October 18, 2012 Board meeting. Director Robert Gagliardi seconded the motion, and a roll call vote was held as follows:

Director DiBattista Yes

Director Doyle-Spatcher Yes

Director Gagliardi Yes

Director LaPidus Yes

Director Lappin Yes

Director Macliver Yes

Therefore the motion passed.

4. Financial Report

Alison Izzi presented the financial reports for October 2012. Equity

includes \$361,001 allocated/reserved and \$137,286 unallocated. All expenses are currently on or below budget. 91% of assessments have been collected and collection procedures are ongoing.

Director Joe DiBattista motioned to accept the October 2012 financials as presented, Director Bob Gagliardi seconded the motion, and a roll call vote was held as follows:

Director DiBattista Yes

Director Doyle-Spatcher Yes

Director Gagliardi Yes

Director LaPidus Yes

Director Lappin Yes

Director Macliver Yes

Therefore the motion passed.

5. Update on the DID Gateway Enhancement Project

Don Leighton from Gates, Leighton & Associates reported on the Gateway Enhancement Project. The DID hired Gates, Leighton & Associates several years ago to develop a downtown beautification plan. After maintaining the hanging baskets, planters and ground garden areas within the downtown core for years, we are now

focusing on key gateway locations. Don Leighton has identified 7 areas to focus on, with the help from the committee, and his team is now trying to understand the implementation and maintenance requirements. While led by the DID, the program should be supported by several partners such as RIDOT, the City of Providence and major property owners. For the ring roads and critical intersections, Don recommends incorporating tall ornamental grasses and large plants that can be appreciated by motorists at higher speeds. He reviewed specific plans for each location:

- 1. Friendship Street gateway: motorist-scale entry experience that complements RIDOT plantings.**
- 2. Ring road gateway: (Westminster and Washington Streets): pruned trees, cleaned up undergrowth, coordinated fencing, enhanced views.**
- 3. Civic Center portal: motorist and pedestrian scale experiences; corner pocket on triangle; hanging baskets on median.**
- 4. Exchange gateway; large planters on Memorial Boulevard, median to plug in gaps between existing trees, colorful plantings and pruned trees.**
- 5. Boulevard gateway: Further south on Memorial Boulevard (between Washington and Westminster Streets), planters with tall hanging baskets and banners, set at an angle and accented with a Water Fire related sculpture.**
- 6. Weybosset crossroads (intersection of Dorrance and Weybosset Streets), hanging baskets, small planters, and banners that could continue along Dorrance Street.**

7. Boulevard portal; pruned trees and weeds removed across from Brown University Continuing Education building.

This is a major project, equal in scale to the current planting program in the downtown core. We must identify partners and find grants to offset the cost in a way that doesn't significantly impact the ratepayers. Once Gates Leighton develops a budget and implementation plan, we will formally approach the City and other possible funding sources.

6. Report from the Director of Public Space

Frank LaTorre presented a proposal from Jacavone Garden Center for the 2013 flower and landscaping materials contract. Jacavone provides a great quality product and excellent service and has agreed to keep their pricing constant from 2012. The contract is not to exceed \$60,000. Director John Macliver motioned to accept Jacavone Garden Center's proposal for the 2013 contract. Director Joe DiBattista seconded the motion, and a roll call vote was held as follows:

Director DiBattista Yes

Director Doyle-Spatcher Yes

Director Gagliardi Yes

Director LaPidus Yes

Director Lappin Yes

Director Macliver Yes

Therefore the motion passed.

Frank LaTorre reported on the ADA sidewalk project, noting that Mike Lewis from RIDOT mentioned the project publicly at the Providence Foundation Meeting. RIDOT will be testing the vaults under the sidewalk using Ground Penetrating Radar (GPR) to determine any structural weaknesses. This will be done once RIDOT has completed testing on South Main Street.

Frank reported that it is the 6th anniversary of the Hospitality Resource Partnership (HRP) which was formed to address and control problems with Providence nightclubs. The HRP continues to work to build a safe and thriving nighttime economy. The City Council has given the Ordinance Committee recommended ordinance changes based on the HRP's advice. The City is taking Club Monet, whose liquor license was revoked earlier this year and subsequently

reinstated by DBR, to Superior Court to challenge the reinstatement.

Frank also reported on a new coordinated police initiative working with Major Verdi focusing on street people, specifically targeting those that are threatening and intimidating. It is a joint effort with RIPTA, Lt. Col. Ray Studley, CrossRoads and The Providence Center. The effort will attempt to identify and address problems with the homeless and the mentally ill.

8. Marketing Report

Joelle Kanter reported that she is currently working on the DID's Annual Report. This will be the first Annual Report for the DID. Joelle stressed the importance of having a hard copy Annual Report as opposed to an electronic format for the monthly newsletter. The Annual Report will highlight the DID's program of work and will share organizational information as well as the DID's accomplishments with the ratepayers, merchants, and potential sponsors. The response rate for the e Newsletter was approximately a 30%. Bob Gagliardi stressed the importance of reaching out with a hard copy, stating that the DID works hard and feels we need to call attention to our efforts and accomplishments with a sense of pride and show the significance of what we are doing. Joelle continues to work on fundraising for the wayfinding project which is progressing well.

9. Economic Development

Dan Baudouin reported that he and staff continue conducting office interviews. He reported reaching a deal with the marketing firm Nail. A contract has been signed with Nail for office marketing. He also reported that the State fire code has been amended, by State law, to make it a more desirable and efficient process.

The Providence Foundation Retreat will be held on November 27, 2012, and will be moderated by Steve Gibson. The retreat will lay out a detailed program and plan of action for the economy. All DID board members are invited. The goal is to develop a program of work that is comprehensive and coordinated for the Foundation, the DID and the Downtown Providence Parks Conservancy.

The potential expansion into the Capital Center is progressing. There is meeting scheduled for December with the Capital Center property owners in an effort to get the process moving forward.

11. Adjournment

The meeting was adjourned at 9:46 a.m.

Respectfully submitted,

Alison Izzi

Accounting Manager

Downtown Improvement District