

Approved

Downtown Providence District Management Authority

Board of Directors Meeting Minutes

October 17, 2013

1. Roll Call

Chairman Richard Lappin called the meeting to order at 8:30 a.m. Chris Placco left the meeting at 9:50.

Directors present: Joseph DiBattista, Bob Gagliardi, Susan LaPidus, Richard Lappin, John Macliver and Christopher Placco

Ex Officio Members present: Lisa Paratore, Steve Durkee, Alan Chile and District 1 Commander, Lt. Tim O'Hara

Others present: Dan Baudouin, Executive Director of The Providence Foundation; Joelle Kanter, The Providence Foundation Program Manager, Frank LaTorre, Director of Public Space, Alison Izzi, DID Accounting Manager, Frank Zammarelli, Block by Block Operations Manager

2. Approval of new location for Block by Block break room

A motion was made to approve the new space for the Block by Block

ambassadors' break room. The proposed 300 sq. ft. space, located at the corner of Washington Street and Eddy Street is part of the Biltmore Hotel. The Biltmore has agreed to donate the space reserving the right to have the DID vacate on a 6 month notice. Dan Baudouin, Frank LaTorre and Frank Zammarelli have toured many buildings downtown and agree that this is an excellent location.

Director Chris Placco motioned to approve the space. Director Bert Crenca seconded the motion and a roll call vote was held as follows:

Director DiBattista Yes

Director Gagliardi

Director LaPidus Yes

Yes

Director Lappin Yes

Director Macliver

Director Placco Yes

Yes

Therefore the motion passed

Frank LaTorre thanked Joe DiBattista for his hospitality and generosity in allowing the ambassadors to continue to use the 1st floor space at 40 Fountain Street as a break room until an alternative space was located.

3. City of Providence Update

Lt. O'Hara reported that the Blackout Foam party at the Dunkin' Donuts Center went well. There were 2,300 patrons in attendance. No arrests were made. There are generally in excess of 40,000 people in attendance at Waterfire with only 9 police officers on duty. The officers that are on duty primarily assist with street crossing. Regarding panhandling, any panhandling complaint should be called into the Complaint Desk at 272-1111. Frank LaTorre thanked Lt. O'Hara for the great work he has been doing in the district.

4. Approval of the minutes from the September 19, 2013 Board Meeting

Director Joe DiBattista motioned to approve the minutes from the September 19, 2013 board meeting. Director Chris Placco seconded the motion and a roll call vote was held as follows:

Director DiBattista Yes

Director Gagliardi

Director LaPidus Yes

Yes

Director Lappin Yes

Director Macliver

Director Placco Yes

Yes

Therefore the motion passed.

5. Financial Report

Alison Izzi presented the financial statements for September 2013. Collections for the 1st quarter of 2014 and the 4th quarter of 2013 were 94%. The Block by Block expense was slightly under budget this month which was caused by one of the ambassadors being out on worker's compensation. Next month we are anticipating the bill for the 2013 planting season. It is expected to come in around \$35,000. We budgeted \$50,000 leaving room to potentially expand the Christmas planting program. A section has been added to the Statement of Operations, Special Projects section breaking out prior

year carryover amounts which makes it easier to track also a sub total has been added to the total annual budget column which ties to the 2014 projected net income from operations amount of 119.

Director Bob Gagliardi motioned to accept the September financial statements. Director John Macliver seconded the motion and a roll call vote was held as follows:

Director DiBattista Yes

Director Gagliardi

Director LaPidus Yes

Yes

Director Lappin Yes

Director Macliver

Director Placco Yes

Yes

Therefore the motion passed.

6. Report from the Director of Public Space

Frank LaTorre reported on the ADA sidewalk project. He reported on a property managers meeting held on September 12th. The next meeting is scheduled for October 22nd where they will review the feedback from the September 12th meeting. He reported the project being past the 30% complete project design stage and approaching the 90% design completion stage with the project slated to begin in June 2014.

Frank reported on the Hospitality Resource Partnership. He attended an ordinance committee meeting on Tuesday, October 15th where the new entertainment license ordinance passed, which now requires background checks and more importantly now ties the event promoter's license to the establishments' liquor license. Frank reported on a meeting with Richard Licht regarding the DBR discussing the DBR's relationship with BOL. Frank reported attending the 2013 World IDA Congress, which took place in New York City in early October. Frank reported that Providence Downtown Improvement District received the IDA merit award for their submission "Planting and Beautification: The BID as a Catalyst for Coordination." Frank also presented at the IDA Congress speaking on his work regarding the Hospitality Resource Partnership and specifically on building local networks.

7. Update on Gateway Enhancement Project

Randy Collins from Beta Group presented on the gateways enhancement project. He was following up with numbers from his presentation from the last meeting where he presented the gateway master plan. He reported that the gateway project will piggyback with other projects such as the ADA sidewalk project and the Circulator Phase II project and an attempt will be made to integrate the gateways into those projects. He presented a summary and cost sheet.

Richard Lappin stated that the big question regarding the gateways project is how to add to the DID budget without an increase to the ratepayer. Richard suggested that that this could be accomplished through sponsorships, further suggesting that ½ of the one-time costs and ½ of the operations costs could be covered by sponsors. He stated that in the grand scheme the property owners will benefit by the improvements.

Bert Crenca stated that the DID was established to provide clean and safe services and the gateways project is getting into a whole new area, adding that he believes there is definitely a lot of potential but serious consideration needs to be given to how the DID is going to position itself. Further stating that the DID has provided great services at a high level and in order to maintain those same high standards we need to be forward thinking as an organization.

Dan Baudouin stated that the immediate action required before the board is a discussion and vote regarding going forward with flowers

for the first year in the amount of \$16,000. Stating that there is a need for these gateway improvements and that history dictates that we can leverage the DID investment with funding from others. He recommended moving forward with Phase I of the plan and suggested incorporating sponsor signs as part of the overall fundraising effort.

Bob Gagliardi questioned RIDOT's contribution to the gateway project, adding that he believes that RIDOT had funds earmarked for I-95 for landscaping. He would also like to see RIDOT come up with a solution and money to fix their failed planting program along the I-95 service roads. He added that while the private sector likes to be a catalyst, efforts need to be reciprocal. The burden should not be the DID's exclusively. Further adding that gateways need to create a marquis sense of arrival and are important because they dictate the personality of the city.

Chris Placco stated that the year 1 maximum commitment from the DID could be as much as \$41,000 and in that case that the DID will need to use untapped equity and carryovers from prior years.

Director Bob Gagliardi motioned to approve moving forward with the implementation of the gateways plan with the commitment to purchase flowers for year 1. Director Joe DiBattista seconded the motion and a roll call vote was held as follows:

Director DiBattista Yes

Director Gagliardi

Director LaPidus Yes

Yes

Director Lappin Yes

Director Macliver

Director Placco Yes

Yes

Therefore the motion passed

8. Marketing Report

Joelle Kanter reported that final edits to the bringyourcompanytolife website will be completed this week with a soft launch of the website scheduled for October 17th. A lunch meeting is scheduled for October 21st for real estate brokers and property managers to present the new website and discuss developments and leasing activities. Joelle reported that the Downtown Providence living tour, which attracted 450o people and generated nearly \$3,000 in ticket sales, which was donated to the DPPC. AS220 was used as the

registration

center and 9 properties participated. Participants were surveyed and the reaction was overwhelmingly positive. The Providence Business News ran a story on the Living Tour and the positive impact it had on the city.

Joelle continues to work with PR consultant Lisa Carnevale to promote retail growth downtown. They produced a GoLocalProv feature highlighting 20 items for under \$20 downtown, which was published October 14, 2013. Joelle will be meeting with sign designer John Seeley and consultants for RIDOT to discuss the signs that should be incorporated into the I-195 project. The bidding package should be ready for final review in the next few weeks. Funding efforts are ongoing.

Richard Lappin and Steve Durkee agreed that The Downtown Living Tour was a great success

9. Report from Block by Block

Frank Zammarelli reported that the new smartphone that the safety team is using is working well. The crew is currently in the process of removing the hanging baskets and planters. The ambassadors are all updated on their training and the winter equipment is ready to go.

10. Adjournment

The meeting was adjourned at 9:55 a.m.

Respectfully submitted,

Alison Izzi

Accounting Manager

Downtown Improvement District