

APPROVED

Downtown Providence District Management Authority Board of Directors Meeting Minutes January 15, 2015

1. Roll Call

Chairman Richard Lappin called the meeting to order at 8:35 AM.

Directors present: Joe DiBattista, Steve Durkee, Bob Gagliardi, Evan Granoff, Susan Lapidus, and Richard Lappin

Ex Officio Members present: Josh Heidenreich, Lt. Tim O'Hara, Lisa Paratore, Leo, Perrotta and Russ Ricci

Others present: Dan Baudouin, Executive Director of The Providence Foundation; Joelle Kanter, The Providence Foundation Program Manager; Frank LaTorre, DID Director of Public Space, Alison Izzi, DID Accounting Manager, Frank Zammarelli, Block by Block Operations Manager, Jeremy Curran former President, Block by Block, and Yarrow Thorne, founder of The Avenue Concept.

2. Approval of the minutes from the December 2014 meeting

Director Joe DiBattista motioned to approve the minutes from the

December 18, 2014 board meeting. Director Steve Durkee seconded the motion and a roll call vote was held as follows:

Director DiBattista Yes

Director Durkee

Director Gagliardi Yes

Abstained

Evan Granoff

Director Lapidus

Director Lappin Yes

Yes

Yes

Therefore the motion passed.

3. City of Providence Update

Lt. Tim O'Hara reported that violent crime and all other crime is down in the city and that incidents of liquor law violations are up due to

more enforcement. He reported that there were no incidents over News Years. He also reported that two foot patrols exclusive to Kennedy Plaza began during the week of December 25th. Once Kennedy Plaza re-opens on January 17th, there will be foot patrols and a Sgt. assigned as needed to the Plaza. Two new bike units have also been replaced.

Leo Perrotta reported that staging will be going up on the Superman Building in anticipation of the extensive limestone repair work that will begin in the spring and continue indefinitely. He reported that Kennedy Plaza will open on January 17th.

4. Financial Report

Alison Izzi reported that collections for the first and second quarters of 2015 were at 96% & 90%. She reported that we are at the half way point in the current fiscal year and all expenses are at or below budget with Block by Block tracking slightly below budget. There were no unusual operating expenses this month. There were 2 special project expenditures, \$4,800 for ambassador overtime relating to the RIPTA relocation, which will be ending in mid-January and an expenditure for \$3,500 to Urban Place Consulting for the DID retreat.

Alison reported that the DID is applying for two grants. The first grant request is to Ocean State Charities Trust for \$12,000. It will be used to fund a new pressure washer. The pressure washer is budgeted for replacement this fiscal year. The second grant request is to the June Rockwell Levy Trust. The requested amount is \$5,000 and will be used to fund the plant materials for Phase II of the Gateways Project. Alison also asked the board's opinion on whether the DID should send out a ratepayer satisfaction survey. The last survey was done in 2007. At that time 398 surveys were mailed with 58 responses received. The Board agreed that it was a good idea and a survey will be drafted and presented to the board for input at the February board meeting.

Director Bob Gagliardi motioned to accept the December financial statements, Director Joe DiBattista seconded the motion, and a roll call vote was held as follows:

Director DiBattista Yes

Director Durkee

Director Gagliardi Yes

Abstained

Evan Granoff

Director Lapidus

Director Lappin Yes

Yes

Yes

Therefore the motion passed.

5. Report from the Director of Public Space

Frank LaTorre reported on a January 7th meeting that he attended with RIDOT Director Michael Lewis, Bob Azar from the City Planning Department and others regarding the ADA sidewalk/traffic circulator project for the financial district. Frank continues to work with Nate Urso from DPW to make sure the downtown's share of the \$40 million in bond monies for street repaving is spent in the spring of 2015. Frank attends monthly meetings of the Downtown Security Network which he co-chairs with Lt. Tim O'Hara. Frank reported on a meeting with Brett Smiley, Mayor Elorza's Chief of Staff, where they discussed the HRP, Hospitality Resource Partnership, and nighttime economy matters including the appointment of 2 board of licenses positions. Frank also reported on the city's noise ordinances and their enforcement downtown. Frank spoke with Councilman Seth Yurdin who agrees that enforcement is an issue and it is an issue with which

many cities are struggling. Frank is also working on the bid for the clean & safe contract which expires this year.

6. Marketing Report

Joelle Kanter reported on organizing a press conference in mid-February or early March to mark the DID's 10th anniversary, which is officially February 26th. More details will be provided at the February meeting. She also reported that instead of producing an annual report, the DID plans to release a 10 -year retrospective at the Providence Foundation/DID/DPPC gala this fall. Joelle continues to work with signage designer John Seeley and plans to get the project out to bid in early February 2015. Joelle reported that a 2-page ad was placed in the December 15th edition of the Providence Business News Milestones Edition to highlight the DID's 10th Anniversary. Joelle continues to promote the downtown website and the Bring Your Company to Life website. The focus will be on college alumni who will be targeted through print ads in alumni magazine and social media.

7. Block by Block Report

Jeremy Curran former Block by Block President shared trends that he is seeing in business improvement districts across the country. Mega trends include mobile ads on DID trucks and trash cans. There has

also been a trend to change ambassador deployment to accommodate an increase in nightlife activity. A unique service he is seeing is BID's taking over city parks, such as in Camden, NJ, Denver, CO, and San Antonio, TX. He reported that on May 1, 2015 the iPad minis will replace the ambassadors' current smart phones. The iPad mini's will have deeper reporting capabilities which will include zone by zone statistics reporting and will look less like the ambassadors are texting while working. He reported seeing more revenue generating activities happening in BID's including various special events with the mission being to bring more people downtown.

Frank Zammarelli reported that he has hired a new ambassador to the clean team and the 2015 flower order is almost complete.

8. Presentation by Yarrow Thorne from The Avenue Concept

Yarrow Thorne, founder of The Avenue Concept, presented an initiative whose mission is to give a better understanding to the value of large scale art in public spaces and create citywide public art policy. Its goal is creating signature pieces that can be incorporated into infrastructure. The Avenue Concept is privately funded. He has provided funds for the infrastructure needed for large scale public art that could be installed in the new Kennedy Plaza. He would like to partner with the DID on other art projects. Board members were enthusiastic about the partnership opportunities.

9. Adjournment

The meeting was adjourned at 9:48 a.m.

Respectfully submitted,

Alison Izzi

Accounting Manager

Downtown Improvement District