

**Thayer Street District Management Authority
Budget Hearing and Meeting of the Board of Directors
June 12, 2007
Brown University
Alumnae Hall Commons Room**

The Thayer Street Management District Authority held its annual budget hearing on Tuesday, June 12, 2007 at 10:00 am. This meeting was directly followed by a meeting of the Thayer Street District Management Authority (“TSDMA”) Board of Directors. The following members participated in the hearing: Mr. Brown, Mr. Dulgarian, Ms. Horan, Mr. Lewinstein, Mr. McCormick, Mr. Shore and Mr. Shwaery. Mr. Mitrelis and Mr. Ramirez were unable to attend. Jana Cram and David Andronico attended by invitation. Edward Bishop attended as a member of the public.

FY08 Budget Hearing

Mr. Dulgarian opened the hearing at 10:00 am. He asked Ms. Cram to present the FY08 budget. Ms. Cram distributed budget detail worksheets and explained to the members that the budget was identical to the FY07 budget. She displayed to the members a listing of all properties located within the Thayer Street Management District with their December 2006 assessment, calculations of the portion of the assessments attributable to the commercial portion of the property per the Providence Tax Assessor, and each property’s TSDMA assessment. In total, the amount due from the property owners is \$60,000. Ms. Cram also presented a breakdown of the assessments due from each property owner.

Mr. Shwaery inquired how to collect unpaid funds, and asked whether there are mechanisms set forth in the By-Laws concerning collections. Mr. Dulgarian suggested holding an executive subcommittee meeting regarding taking action on delinquent payments.

Ms. Horan suggested the use of funding for advertising Thayer Street as a brand beyond the local campus. There are several retail pockets in Rhode Island competing with Thayer Street, and all locations use print, TV and radio advertising. These places include Westminster Street, the Mall and Wayland Square. Ms. Horan observed that the small stores on the Street, with a limited advertising budget, could pool resources together in a manner that says, as a group of restaurants, eateries and boutiques, that Thayer Street is a worthwhile shopping destination. Ms. Horan proposed that the TSDMA create a letter to the merchants as an introduction to the marketing concept and to solicit information. Also, she suggested creating an internship for a student to help facilitate the project. She would also work with the advertising director at the *Brown Daily Herald* to create a brochure.

Mr. Shore inquired about participation among tenants and among property owners. He noted that Wayland Square and Wickendon Street differentiate between the two. Mr. Lewinstein explained that, as a major landlord in Wayland Square, he contributes to an annual Christmas fund for advertising and décor. He does not contribute funds throughout the rest of the year; any other type of marketing is offset with contributions from the store owners. Ads can be placed in *Eastside Monthly*. A billboard could advertise not just a particular street, but the East Side as a whole. Mr. Shore agreed, as

long as all three streets could be identified on the sign. Mr. Lewinstein explained that combining money from the shop owners and landlords from the three streets would generate enough funds, perhaps for billboard and television advertising. Mr. Shwaery expressed concern on the number of streets included on the bill board. Mr. Shore suggested using a moving billboard, with each street getting to display its own sign. Mr. Shore said that he thinks advertising support should be in the TSDMA budget. Graffiti removal should be paid for by the City, and parking consultation should be removed from the budget as it is currently unnecessary. Mr. McCormick agreed that portioning money for parking consultation is unnecessary, as the Brown University Parking Task Force is gathering the appropriate information. Mr. Shore suggested the parking money be transferred to advertising. Mr. Dulgarian agreed. Mr. Brown motioned that the \$3,000.00 portioned in the budget for parking consultation be moved to marketing and advertising, bringing that total from \$7,000.00 to \$10,000.00. Mr. Shwaery seconded the motion. Ms. Cram will modify the budget to reflect these changes.

On the topic of graffiti removal, Mr. McCormick noted that the TSDMA should have a fallback for the times the work is not completed in a timely manner. Mr. Shore asked that graffiti removal be added to the next meeting's agenda.

Mr. Shore also asked that there be two signatures on each check signed by the TSDMA, and that an ageing report on expenses be forwarded to members a week before each meeting. Mr. Andronico said he would provide a report from DPM. Mr. McCormick agreed to provide the Application and Certificate of Payments to the Board for review and signature.

Thayer Street Improvements

Mr. Andronico provided an update on the Thayer Street Improvement Project. The RIPTA easement work has been completed, including curbing and sidewalk work with minimal disruption to the Street's retailers. Mr. McCormick asked if there was a raised platform. Mr. Andronico replied that no, there was no raised platform; he will check with Randy Collins to see if it is covered in the terms.

The crosswalk stamping at Waterman and Angell Streets will be completed by tomorrow, and the work at Meeting Street will be finished within the week. Olive Street has been difficult with trouble from Bond Brothers regarding the construction route. National Grid has been working in the area.

Ultimately, Narragansett Improvement should be completed with all work by the end of June. Randy Collins is currently contacting landlords regarding hanging planters. Mr. McCormick expressed concern over too much clutter, as there are state regulations and would need approval from Bernard Levy, the traffic engineer.

Other Business

Mr. Lewinstein noted that TSDMA taxes should not increase with the City's new assessments if the budget remains at \$60,000.

Mr. Brown announced that the owners of the new restaurant Blaze on Thayer will attend the next meeting to introduce themselves and meet the Board.

Mr. Shore suggested hiring an attorney to aide with putting liens on properties of those who have not paid their TSDMA taxes. He also noted that the By-Laws should be changed to reflect this situation, as well as respite for lawyers fees and interest.

Mr. Dulgarian asked for a motion to adjourn the meeting at 10:42 am Mr. Shore moved to adjourn. Mr. Brown seconded the motion.