



**Thayer Street District Management Authority
Board of Directors Meeting**

Tuesday, May 7, 2024

118 Waterman Street, 2nd floor, Providence, RI

MEETING MINUTES

The Thayer Street District Management Authority (TSDMA) board meeting was called to order at 9:00 A.M.

1. Roll Call

Directors: Joe Mardo, Chair; Harry Bilodeau; Lauren Berk; Richard Dulgarian; Luis Gonzalez and Donna Personeus, Executive Director.

Attended via zoom (no voting): John Luipold; Anthony Aquino; Melanie Jewett

Absent: Paul Griesinger

Guests: Gowtham Kumar Valeti and Ramakrishna Raju Mullapati, owners of Yum Halal Food

2. Introduction of Yum Halal Food Owners/Representatives

Ms. Personeus introduced Gowtham Kumar Valeti and Ramakrishna Raju Mullapati, owners of Yum Halal Food, located at 269 Thayer Street. They provided menus, baseball hats and t-shirt merchandise and spoke to the unique food offerings the restaurant will bring to the street. Currently, a soft opening is planned for the next forty-five days ending with a grand opening. They mentioned that Ms. McClelland had been in touch and would be helping them with social media in their launch. They are looking for support connecting in making introductions with potential clients in the area.

3. Discussion and Vote to Approve the Minutes from the Board Meeting on April 2, 2024.

Minutes from the April 2, 2024 meeting were presented by Ms. Personeus. The minutes were approved after a motion by Mr. Gonzalez, which was seconded by Mr. Bilodeau. The vote taken by members attending the meeting in person was unanimous.

4. Discussion and Vote to Approve the Financial Report as provided on May 7, 2024.

Financial Reports were presented May 7, 2024 by Ms. Personeus. The reports were approved after a motion by Ms. Berk, which was seconded by Mr. Bilodeau. The vote taken by members attending the meeting in person was unanimous.

5. Audit Update

Mr. Luipold stated that there was no update at this time. He was reviewing cost estimates.

6. Review and Discussion on the FY 2025 Budget Draft

Ms. Personeus presented a draft of the FY 2025 TSDMA budget for review. After discussion, Ms. Personeus was asked to increase the budget amount for the audit from \$3,000 to \$15,000. Members briefly spoke about options to increase revenues with fixed income.

7. Executive Director Report

Ms. Personeus provided her Executive Director report on May 6, 2024 to Board members. There was no further discussion.

Ms. Personeus informed the members that she had to intervene with a halal food truck parked directly in front of the Brown Bookstore while setting up the TSDMA Earth Day event. She engaged with the truck owners to let them know about the food truck ordinance not allowing food trucks within 200 ft of a food establishment and asked them to leave. They refused and started to prepare to serve food. Ms. Personeus called Lt. William Brown, who sent a detail to Thayer, removing the food truck from the street. Ms. Personeus provided a copy of the ordinance and photos of the food truck for board member discussion. Members agreed that the possibility of increasing 200 ft to 400 ft to better protect the Thayer Street businesses should be reviewed with current Providence City Council members.

8. Thayer Street Marketing Committee Update

Ms. Personeus confirmed the Earth Day Event scheduled for April 22, 2024 was well received by Thayer Street customers. She and Ms. McClelland hand delivered small bags with the flower booms to each retail business and some food establishments to pass out to their customers that spent \$25 or more. The representative from the Flower District joined us in passing out the Earth Day gifts as a co-marketing event. Ms. Personeus updated the Board on the progress of the City of Providence Event application for the 2024 Taste of Thayer. She stated that she was waiting for the certification of the insurance document. Once received she would upload it along with the event map and be able to submit the completed application.

9. Updates on Redevelopment of 279 Thayer (Two Cousin LLC) and 235 Meeting (Boutros Salo & Boghos)

Ms. Personeus informed the Board that she had not received an update from Rouben Balagian, project manager for 235 Meeting Street development. Michel Boutros, co-owner of the 279 Thayer development texted that his project at 279 Thayer was waiting on the architect to finish the plans and the MEP's.

10. Social Media Report Presentation by Consultant Audrey McClelland

Ms. McClelland provided her social media report in hard copy and a pre-recorded video update for the Board to watch. Unfortunately the video would not play. Ms. Personeus presented the hard copy version of her report on her behalf. Highlights of the report included that 25 posts were made on Instagram, engagement stats on top age ranges and women to men percentages. The Facebook post with the largest engagement was a throwback question, followed by the Earth Day event post. Ms. McClelland included posts from influencers and her social post focuses for May.

11. Thayer Business Update

There was no update to report

12. Other Business

There was no update to report

There being no further business, the meeting was adjourned at 10:10 A.M.