

Somerville Main Street

Design & Block Captain Committee

MEETING MINUTES 11/17/09

Time: 6:30 PM

Location: Mannion's Pub & Restaurant

Chairperson: Bonnie Allen

Attending: Bonnie Allen, Wayne Baruch, Donna Deery,

Cynthia Hollod, Guy Hoyt, Jan Lush, Leigh McLachlan.

TOP ISSUES: Planter Relocation Study, Vo-Tech Help, Bicycles/Skateboards on Sidewalks

Old Business Holiday Decorations:

1. Bob Petix did an amazing job of negotiating price with Dekra-Lite. The lights will arrive Friday, 11/20
2. Yanetta's will be hanging icicle lights in walkways.
3. The Event & Marketing Committees are developing a vinyl ribbon to put around JSM fence in conjunction with Operation Shoebox.

Notes:

1. Many thanks to Bob Petix for all his hard work.
2. Need to look into putting outlets in coach lights. Guy Hoyt mentioned if it is not our light a transformer is now needed for code. Feels it would be expensive unless we can get the transformer donated. He will look into that. We need a light in Firefighters' Alley.
3. The green wrap should be up the weekend of 11/20/09.

Planter Relocation Study

1. We have approximately 74 planters and need to bring in an expert in 2010 to discuss feasibility and hardscape design if we should decide to remove some or all planters.

Notes:

1. We have already removed some trees that do not have planter boxes. It will cost between \$2,000-\$3,000 to remove one planter. If the benefit is to the business owner/property owner, they should share in the expense. The state is giving free trees to towns this year. Wayne Baruch recommended giving Michael Medea a call. (Landscape Architect)

Somerset County Vo-Tech

1. We spoke to them about a banner project for Verizon brickfront on West Main Street.

Notes:

1. Wayne Baruch will follow up with Mike Herrera and Mike Kerwin about this. Guy Hoyt suggested we get Eagle Scouts involved in some project for the town.

Sidewalk Safety

1. The bicycle and skateboarding on the Somerville sidewalks continues to be dangerous.

Notes:

1. Kevin Sluka may need to intercede. Discussion had on whether we can use a DARE officer to help with this issue. Suggestion made that Ken Rommel of Discover Wine be asked to help. Cynthia Hollod will follow up with him.

Storefront Issues

1. Some stores are deliberately ignoring our sign policy as regards planters.
2. The DMC has arranged to put a wrapped gift box display in some empty storefronts in conjunction with the Great Gift Giveaway Holiday Jubilee promotion.

Notes:

1. Any sign found in planters will be confiscated by Yanetta Services and brought to the DMC office.
2. Leigh McLachlan recommends that committee members take Destination University webinars to the end result of 'adopting' a store for revamping window displays.

Somerville Main Street

Design & Block Captain Committee

MEETING MINUTES 11/17/09

Miscellaneous Items

- | | |
|--|---|
| <ol style="list-style-type: none">1. There was a filming crew in town this week for InStyle.2. Need to issue the white light memorandum.3. Committee would like to have music playing on Main Street more often. Need some Hanukkah music for the holiday season | <ol style="list-style-type: none">3. Wayne Baruch will ask the Rabbi at Temple Beth El in Hillsborough to borrow some Hanukkah music. Bonnie Allen will provide some generic music. |
|--|---|

Meeting adjourned at 8:15 pm.

Please note next meeting date – Tuesday, December 15, 2009

Notes for next meeting:

Summary/Notes for Board & Staff:

Next Meeting Scheduled for: Date: 12/15/09

Time: 6:30 PM Location: Mannion's Pub & Restaurant

Respectfully submitted by: Donna Deery – 11/18/09

Minutes accepted: / /

Minutes accepted with the following revisions: _____

____/____/____