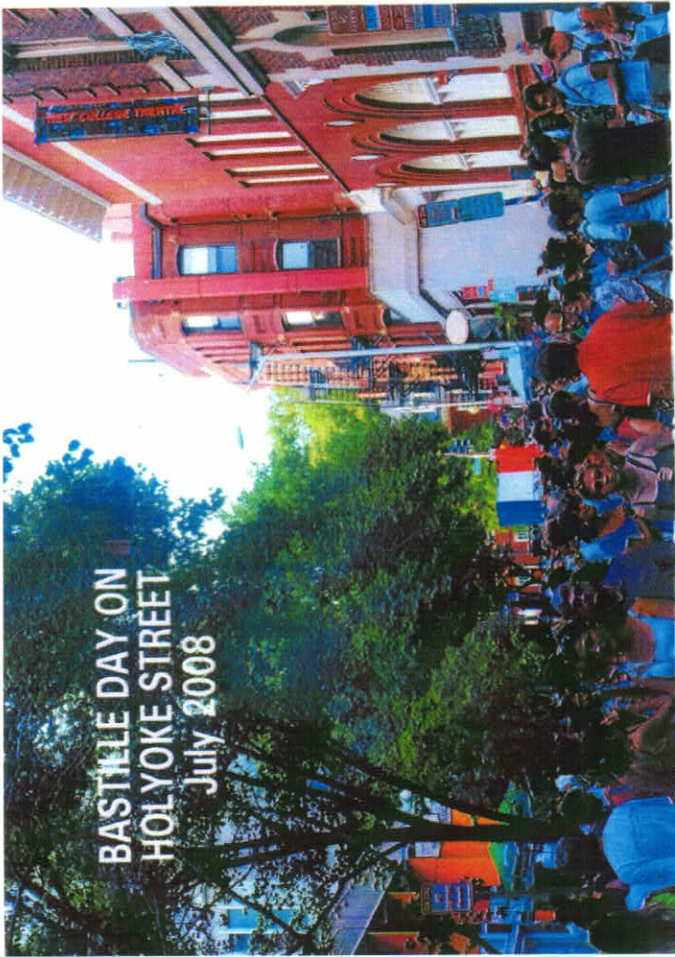




**The Harvard Square
Business Association**

99th Annual Meeting

February 27, 2009



BASTILLE DAY ON
HOLYOKE STREET
July 2008



SHAKESPEARE IN THE SQUARE
AUGUST 2008



THE BOOKISH BALL April 2008



MAKE MUSIC HARVARD SQUARE
JUNE 2008

Harvard Square Business Association

99th Annual Meeting and Breakfast

February 27, 2009

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Harvard Square Business Association Minutes

February 6, 2008

In Attendance: Tod Beaty, Richard Carbone, Mary-Catherine Deibel, John DiGiovanni, Jim Gray, Michael Guleserian, Dan Hogan, Renee Inomata, Rory Keohane, Kari Kuelzer, Cindy Kuppens, Jonathan Miller, Jerry Murphy, Jim Smith, Rachael Solem and Martha Sullivan. (Denise Jillson, Robin Lapidus and Matt Frank from the HSBA office)

Guests: Carolyn Najarian (Citizens Bank), Terrence Smith (Cambridge Chamber), Katherine Rafferty (Mt. Auburn Hospital), Suzanna Krmzian (Cambridge Savings Bank), Jinny Nathans (Cambridge Historical Society), Niamh Dwyer (The Harvard Hotels), Jeff Mayersohn (Harvard Bookstore), Paul Lee (Hong Kong Restaurant), Daniel Andrew (Unofficial Tours), Perla Brito (TistiK).

President John DiGiovanni called the meeting to order at 9:06 am with introductions.

The Minutes of the January board meeting were approved as written.

Treasurer: This being the first board meeting of our fiscal year, Jim Smith had little upon which to report. The finance committee's recommended budget for 2009 will be presented at the next board meeting. John thanked Hammond Real Estate for being the first company (of the original investor group) to have donated again this year. "We are counting on the continued and voluntary support of our investors as well as membership growth to close our operating gap." (This begins our first year without the commitment of funds by investors or Harvard.)

Committee Reports:

Membership: Mary-Catherine was delighted that she had a "full complement" at her last meeting because they scrutinized a 2 page list, prepared by Denise, of target prospects. By the meeting's end, the list with 80 names on it had been divided. The plan is for the committee members to make the calls and follow up with letters; then the HSBA office will arm-twist. Jim Gray says he'd be happy to make some calls.

Retail: "It was a small, yet enthusiastic group," remarked Jerry Murphy. "We re-affirmed our event focus and hope to coordinate some special evenings with our restaurants." Jerry's group is planning to start small—street-by-street—"especially near restaurants with beepers." It seems that diners make their reservations in person, take the beeper with them and then go shopping nearby. Perla says it's helped her evening business at TistiK.

Nominating: Jerry Murphy's committee has met numerous times and has been able to assemble a slate with good balance: old and new members in wide range of professions in different locations. "We had more nominations than ever before!" Jerry commented proudly. We will be voting on the slate at the annual meeting at month's end.

P.R. and Media: Robin has been up to her usual hard work, keeping the Square in the news with a Chinese New Year Parade ending at the Hong Kong, the winter carnival (Jan. 15- Feb. 15) with its hot chili cook-off on an 18 degree day, the green eggs environmental breakfast, and various Inauguration, MLK and Valentine's Day events. John DiGiovanni enticed his girl's hockey team to display their skills on the Charles' skating rink for the camera. Channel Five's Jorge Quiroga brought his news crew because "we have something different." Robin says, "Harvard Square is a happening—bring it to the streets—place for big events." John added thoughtfully, "For the first time, because we can afford great staff, we are able to capture authentic ideas and turn them into exciting events."

Restaurant: Not much to report. Since we are not raising our dues, the committee hopes that restaurateurs will voluntarily increase their dues because of what the HSBA has done for them. Wicked Local recently promoted the Square on its website.

Internet: Tod Beaty, referring to the Google Analytics report, noted that visits to our site were very steady in the month of January, with restaurants responsible for nearly 22% of all the pages viewed. And although "Harvard Square" is still the top keyword, the other popular phrases all included the word restaurants. 75% of our visitors are still "new" to the site which had nearly 25,000 visitors in January. The committee will be meeting next week to discuss ideas on how we might use this information to create revenue for the HSBA.

Other Business:

- Denise escorted and introduced Mayor Simmons around the Square for three hours; they were well received by everyone. Several return visits have been scheduled. John hopes to implement these personal tours on a consistent basis with other councilors and officials.
- We thanked Denise for bringing Rotary back to the Square—City Manager Bob Healy was the most recent guest speaker to a standing, room only crowd.
- Kari Kuelzer attended Councilor Davis' Health and Environmental committee meeting where growing fruits and vegetables locally and an agricultural fair were discussed.
- The MBTA's plan for a new elevator on Brattle Street is up for review again.
- John is contemplating the creation of an ad hoc committee to begin planning our 100th Anniversary (2010)
- President Faust and Bob Healy have been spotted sporting our bright red "I heart/recycle Harvard Square" bags.

Meeting was adjourned at 10:02 am

Respectfully submitted,

Tod Beaty, Secretary

Harvard Square Business Association - Budget FY 2009

| <i>Income</i> | FY 2009 Budget | FY 2008 Actual |
|-----------------------------|-------------------|-------------------|
| Income | | |
| Investment Funding | \$90,000 | 362,775 |
| Membership Dues | 100,000 | 97,275 |
| Interest | 10,000 | 1,655 |
| Internet | 35,000 | 26,929 |
| Map | 15,000 | 9,915 |
| Mayfair | 95,000 | 95,800 |
| Sponsorships | 30,000 | 61,592 |
| Octoberfest | 80,000 | 80,126 |
| Holiday - White Lights | 12,500 | 10,400 |
| Annual Dinner/Holiday Party | 1,000 | 1,373 |
| Miscellaneous | 1,200 | 5,158 |
| Total Income | \$469,700 | 752,998 |

Expenses

| | | |
|-----------------------------|------------------|------------------|
| Marketing | | |
| Brackets | \$1,000 | 29039 |
| Banners | 1,000 | |
| Planting | 8,000 | |
| Watering | 17,500 | |
| Other Events | 25,000 | 53,971 |
| Mayfair | 47,500 | 40,602 |
| Octoberfest | 42,500 | 38,770 |
| Internet | 12,000 | 11,782 |
| WiFi | 5,000 | 23,684 |
| Map | 15,000 | 7648 |
| Annual Dinner/Holiday Party | 2,000 | 8387 |
| Holiday Decorations | 12,500 | 8484 |
| Total Marketing | \$189,000 | \$222,367 |

| | | |
|------------------------|------------------|----------------|
| Staff | | |
| Office Staff | \$215,000 | 225,652 |
| Part-time office Staff | 2,500 | 560 |
| Health Insurance | 24,000 | 19,875 |
| Parking | 4,800 | 5308 |
| Payroll Tax | 23,400 | 19,064 |
| Total Staff | \$269,700 | 270,459 |

| | | |
|----------------|----------|--------|
| Office: | | |
| Rent | \$23,500 | 20,400 |
| Telephone | 5,500 | 4,822 |
| Off Exp/Cmptrs | 10,000 | 11,371 |
| Postage | 3,000 | 1,979 |
| Insurance | 6,500 | 5,903 |

| | | |
|---------------------|------------------|------------------|
| Misc. | 5,000 | \$0 |
| Total Office | \$53,500 | \$44,475 |
| Other | | |
| Advertising / PR | 1,000 | 9226 |
| Legal/Accounting | 6,000 | 6070 |
| Total Other | \$7,000 | 15296 |
| Total Uses | \$519,200 | \$552,597 |
| NOI | -\$49,500 | \$200,401 |

January 2009—Harvard Square Media Review

Press

- *Boston Globe*—January 1, 2009
 - “Scene Survey”—half page of photos of Everyone Loves Latkes event
- *Boston Magazine*—January 2009
 - “The 50 Best Restaurants”
 - Ten Tables, Rialto, and UpStairs on the Square
- *Cambridge Chronicle*—January 15, 2009
 - “Obamarama: Hail to the chief...and the chef”—front page article about Harvard Square Inaugural Events
 - Arts in the City section—“Stay! Hot happenings on our side of the Charles section: Joyful Noise visits Sanders”
 - Community Calendar section—“Where to watch the inauguration: Cambridge United for Justice gathers to honor MLK”
- *Boston Wine Examiner*—January 16, 2009
 - “Inauguration day specials in Cambridge: free bubbly”
- *Boston Events Examiner*— January 19, 2009
 - “Harvard Square’s Obama Fever”
- *The Boston Globe*—January 20, 2009
 - “Inauguration Telecast: Watching History” featuring public viewing station in Harvard Square.
- *The Harvard Crimson*—January 21, 2009
 - “Two Square Businesses Shut Down”
- *Cambridge Chronicle*—January 22, 2009
 - “It’s an Obama-nation: Cambridge celebrates inauguration in style”—front page article - featuring all inaugural events in Harvard Square.
 - Neighborhoods section—“Wear green, have breakfast, win prizes”
 - “Good news for Out of Town News: Landmark Harvard Square kiosk may actually remain newsstand”
- *The Harvard Crimson*—January 24, 2009
 - “Book Stand To Close by April: Owner plans to depart after 2-year permit battle with city”
- *The Boston Globe Magazine*—January 25, 2009
 - “Best of the New”
 - Rialto, Harvard Book Store, Crema Café, Passport, Monella, and Tistik
- *The Boston Globe*—January 25, 2009
 - “Hotspots and hangouts: Cozy cafes, soothing spas” featuring Harvard Square restaurants
- *Boston Sunday Globe*—January 25, 2009
 - Visual Arts section—“Fairey still takes his art to the streets”
 - People and Places section—“A chef for seasons good and bad” Article about Raymond Ost, Sandrine’s Bistro Chef and Owner.
- *The Harvard Crimson*—January 28, 2009

- "Square Kiosk Finds New Owners"
- *Cambridge Chronicle*—January 29, 2009
 - "Cantabrigians: A day to remember"—full page photo spread featuring Harvard Square Inaugural events
 - Community Calendar section—Winter Green Breakfast in Harvard Square
- *Metro*—January 29, 2009
 - Harvard Square newsstand stays open
- *The Harvard Crimson*—January 30, 2009
 - Z Square Café Shuts its Doors

Travel Articles:

- Holidayinsiders.com—January 14, 2009
 - "Boston: Home of the Tea Party "
- SmarterTravel.com—January 20, 2009
 - "Travel in the Footsteps of a President"

Web Postings for Winter Carnival and Inaugural Events

- Harvardsquare.com
- Boston.com
- Going.com
- About.com
- Yahoo.com
- Boston Parents Paper
- Facebook.com
- Myspace.com
- Whofish.org
- Craigslist.com
- WGBH.org
- Cambridge-USA.com
- BeBo.com
- Friendster.com

February 2009—Harvard Square Media Review

Press

- *Cambridge Chronicle*—February 4, 2009
 - Cantabrigians section--“It’s getting hot in here: Harvard Square hosts Chili cook-off”—half page article
- *Cambridge Chronicle*—February 5, 2009
 - “Popular Z Square restaurant shuts down”
 - “Got green?” - Walk/Ride Days Breakfast hosted by HSBA in Harvard Square
- *The Harvard Crimson*—February 6, 2009
 - “Woman of the Year: Renee Zellweger”—full page article
- *NPR*—February 6, 2009
 - “New Hope For Iconic Harvard Square Newsstand” - Interview with Denise Jillson
- *Metro*—February 6-8
 - “Cambridge Kiss from Queens” Hasty Pudding Parade and event feature.
- *The Boston Globe*—February 6, 2009
 - Names Section—“Zellweger the toast of Harvard”
- *The Harvard Crimson*—February 9, 2009
 - “Kong Celebrates Year of Ox” featuring Chinese New Year Parade and event
- *Cambridge Chronicle*—February 10, 2009
 - “Cambridge residents say they’d like to see Tasty, MIT dome on Massachusetts quarter”
 - “I love you...P.S. I’m broke” features Harvard Square Restaurants
- *Boston Herald*—February 12, 2009
 - “Not everyone’s upset about Shepard Fairey’s street art”
- *Cambridge Chronicle*—February 5, 2009
 - Arts in the City section—“Chinese New Year Celebration”
- *The Harvard Crimson*—February 17, 2009
 - “New Café To Open In the Square” feat. Tory Row
 - “Valentine’s Dining Defies Recession” feat. Harvard Square Restaurants
- *The Harvard Crimson*--February 18, 2009
 - “Subway Debuts After Construction Delays: Restaurant will open this morning at 10 a.m. in the Garage”
- *Cambridge Chronicle*—February 19, 2009
 - “Franco gets the Pudding”
 - “Hasty Pudding gives \$10,000 to Cambridge Public Schools
 - Community Calendar section—“Family Trivia Lunch”, “Stamp Commemoration Event and Panel Discussion” co-sponsored by the HSBA
- *The Harvard Crimson*—February 19, 2009

- “Sandrine’s Chef Knighted by French”
- *Boston Magazine*—February 2009
 - “A Half-Century of Teetotaling Tradition, by Harvard Square’s club Passim”
- *Panorama Magazine*—February 2009
 - “Table for Two”
 - Sandrine’s Bistro, OM
 - “Just Desserts”

Travel

- *Where Magazine*—February 2009
 - “Mercury Sliding: 32 ways to warm up or chill out when temperatures drop into deep-freeze”
 - Upstairs on the Square, Harvard Museum of Natural History, Mount Auburn Cemetery, and The Harvard Smithsonian Center for Astrophysics

Web Postings for Winter Carnival Events

- Harvardsquare.com
- Boston.com
- Going.com
- About.com
- Yahoo.com
- Boston Parents Paper
- Facebook.com
- Myspace.com
- Whofish.org
- Craigslist.com
- WGBH.org
- Cambridge-USA.com
- BeBo.com
- Friendster.com

Web Stats Monthly Comparative Analysis from Google Analytics 2008

| Month/ Year | Visits | Unique Visits | Page Views | Pages per Visit | Average Time | Percent New Views | Top Page | | | | |
|----------------|--------|------------------|---------------|--------------------|-----------------|----------------------|------------|--------|-------------|-------------|-----------|
| | | | | | | | 1 | 2 | 3 | 4 | 5 |
| Feb.-09 | 26,664 | 22,267 | 97,827 | 3.67 | 2.56 | 73.95 | Rest. | Home | Shops | Events | A/E |
| Jan.-09 | 29,647 | 24,705 | 105,403 | 3.56 | 2.53 | 74.30 | Rest. | Home | Shops | Events | A/E |
| Dec.-08 | 29,736 | 24,949 | 101,864 | 3.43 | 2.44 | 74.39 | Rest. | Home | Shops | Events | A/E |
| Nov.-08 | 31,350 | 26,110 | 107,245 | 3.42 | 2.4 | 73.59 | Rest. | Home | Shops | Events | A/E |
| October-08 | 49,853 | 40,981 | 169,157 | 3.39 | 2.29 | 74.02 | Home | Rest. | Oktoberfest | Shops | Events |
| Sept.-08 | 30,619 | 25,341 | 107,749 | 3.52 | 2.36 | 74.71 | Rest. | Home | Shops | Events | A/E |
| August-08 | 31,305 | 25,899 | 113,179 | 3.63 | 2.47 | 74.17 | Rest. | Home | Shops | Events | A/E |
| July-08 | 39,253 | 31,926 | 135,485 | 3.45 | 2.41 | 73.53 | Rest. | Home | Shops | Events | A/E |
| June-08 | 30,122 | 24,793 | 108,268 | 3.59 | 2.52 | 74.14 | Rest. | Home | Shops | Events | A/E |
| May-08 | 39,645 | 32,255 | 133,342 | 3.36 | 2.35 | 72.14 | Rest. | Home | MayFair | Shops | Events |
| April-08 | 31,372 | 25,967 | 116,341 | 3.71 | 2.53 | 74.14 | Rest. | Home | Shops | Events | A/E |
| Mar.-08 | 25,142 | 20,790 | 95,556 | 3.80 | 3.20 | 74.06 | Rest. | Home | Shops | Events | A/E |
| Feb.-08 | 21,997 | 18,171 | 89,103 | 4.05 | 3.22 | 73.65 | Rest. | Home | Shops | A/E | Events |
| Jan.-08 | 21,660 | 17,966 | 88,487 | 4.09 | 3.07 | 74.20 | Rest. | Home | Shops | A/E | Events |
| Dec.-07 | 22,855 | 19,032 | 93,317 | 4.08 | 3.00 | 74.22 | Rest. | Home | Shops | Events | A/E |
| Nov.-07 | 25,010 | 20,696 | 99,317 | 3.97 | 3.05 | 74.48 | Rest. | Home | Shops | Events | A/E |
| October-07 | 36,904 | 30,077 | 139,924 | 3.79 | 2.50 | 73.71 | Home | Rest | Shops | Oktoberfest | Events |
| Sept.-07 | 26,090 | 21,417 | 110,075 | 4.22 | 2.54 | 75.94 | Home | Rest | Shops | Events | A/E |
| August-07 | 18,711 | 15,994 | 76,568 | 4.09 | 3.28 | 78.22 | Hotels | Rest | Home | Shops | Parking |
| July-07 | 34,732 | 28,687 | 97,105 | 2.80 | 2.34 | 77.50 | Harry Pot. | Rest | Hotels | Hotels | Directory |
| June-07 | 20,599 | 17,723 | 84,048 | 4.08 | 3.14 | 80.30 | Rest | Hotels | Shops | Parking | Directory |
| May-07 | 27,313 | 23,234 | 96,503 | 3.53 | 2.29 | 80.66 | Mayfair | Rest | Directory | Hotels | Shops |

**HarvardSquare.com
Banner Stats**

| Banner Name | Apr-08 Views | May-08 Views | Jun-08 Views | Jul-08 Views | Aug-08 Views | Sep-08 Views | Oct-08 Views | Nov-08 Views | Dec-08 Views | Jan-09 Views | Feb-09 Views |
|-------------------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|-----------------|
| Aberdeen Lofts | 20796 | 28048 | 24644 | 30666 | 30161 | 23566 | 35744 | 25313 | 25027 | 28267 | 21433 |
| CCAE | 20516 | 29482 | 25861 | 32560 | 31420 | 24645 | 37847 | 26469 | 25962 | 29163 | 21934 |
| Cambridge Trust Company | 19037 | 27233 | 24038 | 30194 | 29088 | 23020 | 34879 | 24583 | 24234 | 27720 | 20852 |
| Cardullo's | 30361 | 38699 | 34700 | 39994 | 37128 | 31575 | 46450 | 35996 | 39581 | 35005 | 30189 |
| Charles Hotel | 31924 | 38392 | 35961 | 27963 | 20596 | 17109 | 26715 | 17313 | 15824 | 17691 | 16051 |
| Daedalus | 31620 | 37373 | 35330 | 42872 | 36958 | 33985 | 49156 | 39407 | 34629 | 37123 | 35685 |
| FlyerBoard | N/A | 2854 | 23106 | 28721 | 28255 | 21900 | 32767 | 23677 | 23122 | 26650 | 19972 |
| Grafton Street | 34029 | 41413 | 37698 | 45760 | 39592 | 35491 | 52460 | 41814 | 36704 | 39556 | 37412 |
| Hammond Real Estate | 21788 | 31151 | 27250 | 34652 | 32879 | 25933 | 40195 | 27981 | 27256 | 30940 | 23562 |
| Harding House | 10948 | 14772 | 11531 | 22619 | 21324 | 17837 | 28171 | 17988 | 17161 | 18765 | 16694 |
| Harvard Athletics | 7475 | 9898 | 8067 | 10970 | 9211 | 7396 | 13692 | 8223 | 8404 | 8171 | 7152 |
| Harvard Book Store | 31655 | 40428 | 36179 | 41914 | 38711 | 32819 | 48767 | 37219 | 41161 | 36518 | 31350 |
| Harvard Square Hotel | 11030 | 15056 | 11616 | 21794 | 20876 | 17487 | 27156 | 17541 | 16378 | 18239 | 16295 |
| Hong Kong | 31684 | 37585 | 35472 | 42646 | 36514 | 33418 | 48428 | 39584 | 34319 | 37379 | 35964 |
| Irving House | 10443 | 14159 | 11167 | 21890 | 20719 | 17438 | 27160 | 17669 | 16669 | 18358 | 16402 |
| John Harvard's | 33662 | 39954 | 37795 | 45297 | 39261 | 35503 | 52277 | 41681 | 36439 | 39396 | 37809 |
| Nan Nectars | 32032 | 38321 | 36034 | 44024 | 37884 | 34540 | 50234 | 40258 | 35059 | 38031 | 35528 |
| Newbury Comics | 30828 | 39302 | 35050 | 40405 | 37698 | 31950 | 47181 | 36500 | 40065 | 35563 | 30581 |
| OM | 30914 | 36418 | 34663 | 41010 | 35974 | 33198 | 47169 | 38951 | 33610 | 36833 | 34128 |
| Passim | 7302 | 9794 | 7742 | 10454 | 8915 | 7238 | 13257 | 8060 | 7997 | 7981 | 7117 |
| Petal Flower | 28594 | 36507 | 32881 | 37752 | 35299 | 30071 | 43744 | 34330 | 38078 | 33612 | 28806 |
| Propark | 8242 | 10973 | 8569 | 18188 | 17874 | 15068 | 22809 | 15020 | 13734 | 15722 | 14165 |
| Red House | 30485 | 36609 | 34482 | 43019 | 37565 | 34216 | 49947 | 40156 | 34778 | 37382 | 33634 |
| The Harvard COOP | 29169 | 37174 | 33455 | 38383 | 35850 | 30439 | 44605 | 34740 | 38511 | 33991 | 29153 |
| The Inn at Harvard | 8964 | 11866 | 9435 | 19118 | 18712 | 15496 | 23877 | 15637 | 14380 | 16352 | 14600 |
| The Redline | 30462 | 34752 | 33598 | 41574 | 36349 | 33288 | 47520 | 39634 | 34284 | 36399 | 32802 |
| The Tannery | 30462 | 38825 | 34566 | 39784 | 37346 | 31734 | 46473 | 36024 | 39595 | 35274 | 30337 |
| The Upper Crust | 0 | 0 | 0 | 16439 | 33177 | 30541 | 43738 | 36076 | 31279 | 33535 | 30589 |
| Upstairs on the Square | 29453 | 35576 | 33095 | 40356 | 34755 | 31509 | 46548 | 37140 | 32791 | 34434 | 31675 |
| VIP Nail Salon | 0 | 0 | 0 | 0 | 0 | 0 | 13131 | 23552 | 22820 | 26472 | 19889 |
| Wellbridge | 18010 | 26433 | 23435 | 29499 | 28807 | 22598 | 33996 | 24495 | 23748 | 27208 | 20568 |
| Z Square | 27722 | 33169 | 31393 | 38632 | 33004 | 29948 | 44595 | 35672 | 31259 | 33336 | 34814 |

Meraki Network Usage

| | Jul-08 | Aug-08 | Sep-08 | Oct-08 | Nov-08 | Dec-08 | Jan-09 | Feb-09 |
|------------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|---------------|
| Visits | 12,000 | 16,750 | 21,985 | 26,804 | 31,020 | 33,121 | 36,143 | 39,959 |
| Gigabytes | 175 Gigs | 245 Gigs | 325 Gigs | 372 Gigs | 422 Gigs | 500 Gigs | 602 Gigs | 690 Gigs |

Numbers are cumulative



Site Usage

26,664 Visits

48.28% Bounce Rate

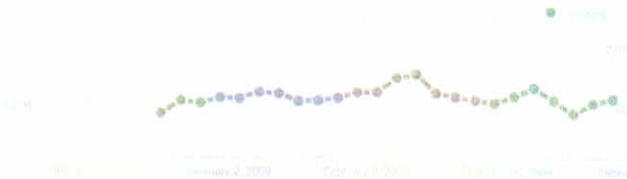
97,827 Pageviews

00:02:56 Avg. Time on Site

3.67 Pages/Visit

73.95% % New Visits

Visitors Overview



Visitors
 22,276

Map Overlay world



Traffic Sources Overview



- Search Engines
19,740.00 (74.03%)
- Direct Traffic
3,790.00 (14.21%)
- Referring Sites
3,115.00 (11.68%)
- Other
19 (0.07%)

Content Overview

| Pages | Pageviews | % Pageviews |
|-------------------|-----------|-------------|
| /restaurants.aspx | 22,832 | 23.34% |
| / | 10,774 | 11.01% |
| /shops.aspx | 7,781 | 7.95% |
| /events.aspx | 3,835 | 3.92% |
| /ae.aspx | 3,218 | 3.29% |



The Harvard Square
Business Association

Taking Care Of The Square

WWW.HARVARDSQUARE.COM

HARVARD SQUARE BUSINESS ASSOCIATION 2009
SLATE OF OFFICERS

PRESIDENT

John P. DiGiovanni, Trinity Property Management

VICE PRESIDENTS

Jeremiah Murphy, The Harvard Coop
Mary-Catherine Deibel, UpStairs on The Square

TREASURER

Jim Smith, Cambridge Center for Adult Education

SECRETARY

Richard (Tod) Beaty, Hammond Real Estate

EXECUTIVE BOARD

Directors-Elect, to Serve a Three Year Term / 2009-2010-2011

Suzanna Krmzian, Cambridge Savings Banks
Patrick Lee, Grafton Street
Thomas Lucey, Harvard University
Jennifer McMahon, The Charles Hotel
Nick Pappas, Lizzy's Ice Cream
Katherine Rafferty, Mount Auburn Hospital

Directors / Term Ends 12/31/2009

Richard Carbone, Inn at Harvard
David Chilinski, Prellwitz / Chilinski
Renee Inomata, Burns & Levinson
Kari Kuelzer, Grendel's Den
Martha Sullivan, Sullivan Communications
Michael Guleserian, Sheraton Commander

Directors / Term Ends 12/31/2010

Brooke Garber, Mint Julep
Dan Hogan, Passim Folk Music and Cultural Center
Frank Kramer, Cambridge Local First
Cindy Kuppens, O'Brien Management
Bob Murphy, Border Café
Carolyn Najarian, Citizens Bank

Note: Michael Guleserian replaced Lisa Vedder, Comma
Carolyn Najarian replaced Paul O'Donnell of Citizens Bank



The Harvard Square
Business Association

Taking Care Of The Square

WWW.HARVARDSQUARE.COM

February 27, 2009

Dear HSBA Member:

On behalf of the Harvard Square Business Association (HSBA) board, staff and members, please allow me to thank you for your continued support and commitment to grow our association. Since joining the HSBA in April of 2006, we have seen membership almost double from 180 members to 321.

As we get ready to welcome the spring season, in this period of economic challenge, please know this...we value your membership..... and have not increased our dues in 2009. We hope that each of you will be with us this year and we will do everything we possibly can to help those who are having difficulty. Dues invoices have been sent and as noted in our letter, if you need to pay in installments, those arrangements will be made.

Since 2006, we have enjoyed the benefits of a very generous matching 3 year financial commitment from Harvard University intended to jumpstart a new era for the HSBA. Private donors, and the University, were the catalysts in funding the functional improvements of Harvard Square and helped advance the mission of the Association which is to promote business, increase public awareness, provide good stewardship and build a renewed sense of community.

Membership, reinvestment funds and sponsorships have provided the capital for successful infrastructure, promotional and marketing programs resulting in unprecedented press coverage for the Square.

Significant achievements include:

- **Launch of the newly designed www.harvardsquare.com**
- **Launching a wireless mesh network for Free Public outside Wi-Fi Access which received world-wide press coverage.**
- **Purchasing and maintaining over 125 Victorian Flower Baskets**
- **Purchasing and maintaining hanging banners that promote Harvard Square events.**
- **Successfully working with the Cambridge License Commission for a change in policies which resulted in more outdoor and late-night dining in Harvard Square.**
- **Creating new and incredibly successful events like the Bookish Ball and Make Music/Harvard Square and resurrecting old events like Bastille Day on Holyoke Street.**

HSBA Staff
Executive Director
Denise Jillson

Marketing and Events
Robin Lapidus

**2008-2009
Officers**

President
John P. DiGiovanni
Trinity Property Mgmt.

Vice Presidents
Jeremiah Murphy
The Harvard Coop
Mary-Catherine Deibel
Upstairs on the Square

Treasurer
Jim Smith
Camb. Ctr. For Adult Ed.

Secretary
Richard Beaty
Hammond Real Estate

Executive Board
Jonathan Miller
ART
Bob Murphy
Border Cafe
Renee Inomata
Burns & Levinson
Brian Kelley
Cambridge Trust Company
Carolyn N. Najarian
Citizens Bank
Kari Kuelzer
Grendel's Den
Frank Kramer
Cambridge Local First
Jim Gray
Harvard Real Estate
Richard Carbone
Inn at Harvard
Rachael Solem
Irving House
Rory Keohane
Lumen Eclipse
Brooke Garber
Mint Julep
Cindy Kuppens
O'Brien Management
Dan Hogan
PassimCenter
David Chilinski
Prellwitz and Chilinski
Michael Guleserian
Sheraton Commander Hotel
Martha Sullivan
Sullivan Communications
Tarek Hassan
The Tannery

Honorary Board Member
Sheldon Cohen
Former HSBA President

Our key objectives for 2009 include:

- **Continue to draw media attention to Harvard Sq. to promote customer visits in this challenging economy.**
- **Ensure continued participation in special events around the Square.**
- **Promote the shared interests of the business community.**
- **Advocate for continued funding of the City's multi-phase streetscape improvement plan.**

Please take the time to walk through the Square; whether strolling on Church Street with its lovely hanging winter baskets, or along Winthrop Street with its beautiful, colorful flower-filled patios, or reading our events banners hanging on the Washington Posts, or seeing students using their laptops in Winthrop Park, you will see that we have made great strides here in Harvard Square. It is clear that when we all work together; local, regional and national companies, along with large and small property owners, positive change is possible.

Understanding that our significant reinvestment funds have ended, last week when the 2009 dues invoices were sent, we asked those of you who can afford to do so, to make a supplemental contribution appropriate to your type and scale of business. Your support will ensure that we will continue our work to maintain Harvard Square's position as a world-class academic, cultural, dining, and shopping destination.

As we end our third and final year of our donor's multi-year commitment, I want to thank you for the incredible opportunity you have given me and the staff here at the HSBA to make a difference. I thank you for the opportunity to serve as your executive director. If you have any questions, problems or concerns, or if I can assist you in any way, please don't hesitate to call me. I can be reached at 617-491-3434. I look forward to hearing from you and am looking forward to the challenges of 2009 and our centennial celebration in 2010.

Sincerely,



Denise Jillson
Executive Director

**The Harvard Square Business Association
2009 Calendar of Events**

January Events in Harvard Square:

January 17th - January 19th - Martin Luther King Jr. Birthday Events

January 20 - Inaugural Events throughout Harvard Square

January 24 - Hot Chocolate Tasting & Outdoor Entertainment

January 30 - Winter Green Breakfast Event

January 31 - Chili Cook-off & Outdoor Entertainment

February Events in Harvard Square:

February 1 - Super Super Bowl Parties!

February 5 - The Hasty Pudding Theatricals WOMAN OF THE YEAR Parade and Roast. Parade begins at 2:30 p.m. The Hasty Pudding Theatricals 161st Annual Festivities kick off with The Woman of the Year (TBA) leading a parade through the streets of Harvard Square at 2:30 p.m. <http://www.hastypudding.org/>

February 8 - A Chinese New Year Celebration in Harvard Square! Meet in Winthrop Park. Walk down Massachusetts Avenue and enjoy the gorgeous red & gold silk lanterns hanging from our wrought iron lampposts as we prepare for a grand celebration! Join for a Lion Dance around the ancient oak tree in Winthrop Park (JFK Street in front of UpStairs & Peet's) and then get in line for our Lion Dance Parade over to the Hong Kong for an afternoon of Chinese Crafts and goodies.

1pm- Performance in Winthrop Park followed by the parade to the Hong Kong
2pm-3pm - Second floor of the Hong Kong, crafts, calligraphy, rice dough sculpting and lantern making
1pm-3pm - third floor , performance, puppet show and Chinese dancing
www.harvardsquare.com

February 13 -Hasty Pudding Theatricals - Man of the Year Award Ceremony. The prestigious Man of the Year Award is given prior to the start of the opening night performance of Acropolis Now. <http://www.hastypudding.org>

February 13-15th - With Love from Harvard Square...Valentines Events throughout Harvard Square

March Events in Harvard Square:

March 15th - 20th and 22nd - 27th is Winter Restaurant Week in Harvard Square! Diners enjoy 3-course lunches for \$20.09 and/or dinners for \$33.09 at participating restaurants in Harvard Square! Restaurant Week is a perfect time to sample new restaurants and visit old favorites as chefs prepare 3 course meals for your dining pleasure. Check back for a list of participating restaurants along with sample menus at www.harvardsquare.com in mid-February.

March 17 Harvard-Go-Brach Events in Harvard Square!

Join us in Harvard Square as we celebrate our Irish Cultural Heritage! Check back soon for more information about restaurant events and cultural events throughout Harvard Square www.harvardsquare.com

April Events in Harvard Square:

April 25 -Sunday, May 3 - The 3rd Annual Cambridge Science Festival. Harvard Square is full of Scientific Surprises!

May Events in Harvard Square:

April 30 - Sunday May 3 -The 17th Annual Harvard Arts First Festival – Thursday Join hundreds of Harvard Undergraduates, Graduate Students, and Faculty in Harvard’s Annual Celebration of the Arts.
<http://www.fas.harvard.edu/~arts/about.htm>

May 3 from 12:00 until 6:00 p.m. -The 26th Annual Mayfair – featuring Six Stages of live entertainment, Over 30 restaurant vendors, hundreds of street vendors selling artwork, jewelry, vintage clothing, neighborhood sidewalk sales, AND Chalk on the Walk!

May 5 - Cinco de Mayo –A celebration of Mexican heritage and pride in the restaurants of Harvard Square.

May 10 - Mother's Day!

May 28 -Patios in Bloom Kickoff – Our third annual Patio's in Bloom Event kicks off the official “Patio Season” in Harvard Square. We can't wait to celebrate the growing number of restaurant patios in Harvard Square! Patio's in Bloom also serves as a “Community Wide” unveiling of the 100 gorgeous Victorian Flower Baskets which will be hung on the Washington Lampposts throughout Harvard Square!

June Events in Harvard Square

June 4 - 358th Harvard Commencement

June 6 -The Second Annual Bookish Ball!

Bookstore Stroll from 3:00 p.m. until 7:00 p.m.

Bookish Ball: Music, Dancing, Remarks and Cake 7:00 p.m. until 9:00 p.m.

Free to the Public. Join us to celebrate the 126th Anniversary of the Harvard Coop, the 76th Anniversary of the Harvard Book Store and the 61th Anniversary of the Display Room of the Harvard University Press and our entire bookstore community!

From 3:00 pm until 7:00 pm Harvard Square will host a Book Store Stroll featuring special readings, events and refreshments inside our bookstores. Be sure to pick-up a Bookish Ball Passport at the Harvard Square Business Association Kiosk in front of Holyoke Center (1350 Mass Ave.) and get as many “stamps” as possible in order to enter to win fabulous prizes including 2 Free Round Trip Jet Blue Tickets AND a Shopping and Dining Spree in Harvard Square. More details to follow...

June 7 - Dragon Boat Festival along the banks of the Charles River

June 21 - Father's Day and Make Music / Harvard Square! A square-wide musical celebration being held in every nook and cranny, park and plaza and street and patio throughout the day and throughout the evening on the longest day of the year.

Culture for Kids – Palmer Street, a special kids and family music-making event; with workshops and instrument petting zoo and face painters, sing-a-longs, performances and a kid's parade. This event is free and is part of a year-long celebration of the 51st Anniversary of Club Passim.

July Events in Harvard Square

July 12 - Bastille Day! Join us on Holyoke Street for a “Stormin'” French Street Festival featuring fabulous French food, music, dance, performances and children's events!

Sunday July 5 through August 31 - Think Pink, Drink Pink, Shop Pink! Members of the Harvard Square Business Association have joined together to create a Breast Cancer Awareness Campaign using PINK themed window displays, PINK DRINKS and PINK SHOPPING opportunities in Harvard Square from July 5th through August 31st. The third annual event changes weekly with new displays, offers and events. The financial donations collected by individual businesses and special events will be tallied and announced after August 31st.

August Events in Harvard Square:

August 9th - 14th and August 16th - 23rd - Summer Restaurant Week in Harvard Square. Diners enjoy 3-course lunches for \$20.08 and/or dinners for \$33.08 at participating restaurants in Harvard Square! Restaurant Week is a perfect time to sample new restaurants and visit old favorites as chefs prepare 3 course meals for your dining pleasure. Check back for a list of participating restaurants along with sample menus at www.harvardsquare.com in mid-July.

August 29 - Welcome Class of 2013! Join us as we welcome the class of 2013 and their parents to Harvard Square! Enjoy special menus, shopping discounts, tours of the square and entertainment!

September Events in Harvard Square:

September 21 – Riversing! A Giant public sing along celebrating the first day of Fall along the banks of the Charles River. For more info: www.revels.org

October Events in Harvard Square

October 11 -The 30th Annual Oktoberfest and Honk Festival featuring Six Stages of live entertainment, Over 30 Restaurant Vendors, Hundreds of Street Vendors selling Artworks, Jewelry, Vintage Clothing, Neighborhood sidewalk sales, and HONK Bands from around the country!

October 17 - Sunday, October 18th -The 45th Head of the Charles, the world's largest two-day rowing event, brings 7,500 athletes from around the world to compete in 55 different race events. The Regatta attracts up to 300,000 spectators to Harvard Square!

October 29th-31st Harvard Scare! Scary event details to be announced soon.

November Events in Harvard Square

November 28 - Sparklefest Kick-off! Saturday, join us for the Annual Holiday Tree Lighting at the Charles Hotel.

December Events in Harvard Square

December 6th -Sparklefest Welcome Tent & Skating Rink Opening! Join us for the Skating Rink Opening at the Charles Hotel and Welcoming Tent on Brattle Square. We will have holiday treats and visits from Santa and other holiday musical performances!

December 13th -The Everybody Love Latkes Party! The third Annual Everyone Loves Latkes Party featuring the most delicious, most creative, and best-looking latkes and condiments available! Join us for this free Latke Party with gracious Latke Donations from the Fabulous Restaurants of Harvard Square. Holiday music and storytelling too!



City of Cambridge

R-11.

IN CITY COUNCIL

April 7, 2008

MAYOR SIMMONS
 COUNCILLOR DAVIS
 COUNCILLOR DECKER
 COUNCILLOR KELLEY
 COUNCILLOR MAHER
 VICE MAYOR MURPHY
 COUNCILLOR REEVES
 COUNCILLOR SEIDEL
 COUNCILLOR TOOMEY

- WHEREAS: The founding of Schoenhof's Foreign Books in 1856 established it as the oldest foreign-language book dealer and the one of the oldest bookstores in the United States. Established in Harvard Square, in 1948, it stocks volumes for adults and children in more than 50 languages, and instructional materials for over 700 languages; and
- WHEREAS: The Grolier Poetry Book Shop, established in 1927 is one of only two Poetry-only bookstores in the United States, and the Out of Town News Kiosk was founded by Sheldon Cohen in 1955 and The Crimson Corner was established in 1962; and
- WHEREAS: The Harvard Book & Binding Service was established 38 years ago, in 1970 and the Million Year Picnic, and Newbury Comics in 1974 and 1978 respectively and the Revolutionary Bookstore was founded nearly at the end of Vietnam era in 1979 and New England Comics was established in 1988; and
- WHEREAS: Tokyo Kid was founded in the JFK Garage in 1993 and Curious George Books and Toys arrived in Harvard Square in 1995, followed ten years later in 2005 by Lame Duck Books, Raven Used Books and The Papercut Zine Library; and
- WHEREAS: The Almost Banned in Harvard Square Booksellers, was founded by Ken O'Brien in 2006. Ken and his partner, Ellen French, (Frenchie) a homeless couple living on the streets of Harvard Square with a dog and cat, were determined to sell books to get themselves off the streets. After months of selling books on the corner of Holyoke Street and Massachusetts Avenue, they saved enough money to secure an apartment; now therefore be it

RESOLVED: That upon the occasion of Harvard Square's First Bookish Ball, a community-wide celebration of the bookstores of Harvard Square and the recognition of the importance of bookstores in our community, the City of Cambridge wishes to and does hereby formally and sincerely recognize, gratefully acknowledge and express its deepest appreciation to Schoenhof's Foreign Books, Grolier Poetry Book Shop, Out of Town News, The Crimson Corner, The Harvard Book and Binding Service, the Million Year Picnic, Newbury Comics, Revolutionary Bookstore, New England Comics, Tokyo Kid, Lame Duck Books, Raven Used Books, the Papercut Zine Library and The Almost Banned in Harvard Square Booksellers for their dedicated service to the citizens of Harvard Square, Cambridge, and the world beyond; and be it further

RESOLVED: That the City Clerk be and hereby is requested to provide a suitably engrossed copy of this resolution to the organizers of the First Bookish Ball.

In City Council April 7, 2008.

Adopted by the affirmative vote of nine members.

Attest:- D. Margaret Drury, City Clerk.

A true copy;

ATTEST:-


D. Margaret Drury
City Clerk



Denise Jillson

From: ^Harvard Sq #202 [202@unos.com]
Sent: Tuesday, May 27, 2008 10:16 AM
To: Denise Jillson
Subject: Harry Potter

Hello HSBA leaders,

I just wanted to share with you the amazing success the Harry Potter event brought for the Square. UNO Harvard Square was up 52% versus prior year due the turn out from the free concert and book release. I just wanted to thank everyone at the HSBA for the great work all of your have been doing. Please continue your great work, in uniting the Square, and giving us the exposure and support necessary to be a "Best in Class" destination site for the Boston/Cambridge area. Keep it up, you guys ROCK!!

Thanks you
David Fredricks
Team UNO

Voted "Healthiest Chain Restaurant" by Health Magazine

*Dave Fredricks- Managing Partner
Peter Vitello- Assistant General Manager
Shannon Ketcham-Manager*

*Uno Chicago Grill- Harvard Square
22 John F Kennedy St
Cambridge, MA 02138
Tel: 617-497-1530
Fax: 617-492-3625*



Uno Chicago Grill Named "America's Healthiest Chain Restaurant" by *Health Magazine*



CITY OF CAMBRIDGE • OFFICE OF THE CITY COUNCIL

October 20, 2008

Ms. Denise Jillson
Harvard Square Business Association
18 Brattle Street, Suite 352
Cambridge, MA 02138

Dear Denise:

As Co-Chairs of the Government Operations and Rules Committee of the City Council, we would like to take this opportunity to personally thank you for taking time out of your busy schedule to participate in the City Council World Café.

Your input, point of view and ideas are extremely important to us, as we move forward to formulate our goals for Fiscal Year 2010. You have enriched our knowledge as to what the citizens of Cambridge would like to see for the future of their city.

Sincerely,

David
David Maher
City Councillor

Brian Murphy
Brian Murphy
Vice Mayor

Co-Chairs
Government Operations Committee

*Thanks for taking
the time to
help us with
this and for
your positive
comments.*

*We appreciate
your input
and time.*



June 3, 2008

Board of Directors

Dan Hogan, *Chair*
Fran Rivkin, *Vice-Chair*
Joe Dello Russo, *Treasurer*
Pam Picard, *Clerk*
Leslie Cargill
Alessandro Doria, M.D., Ph.D.
Gail Greenwald
Al Halliday
Ralph Jaccodine
Russell Kramp
Jerry Potts
Aaron Silverstein, Esq.
Rachael Solem

Executive Director

Betsy Siggins

Director of Development

Jim Ricciuti

Director of Operations

Karen LeCompte

Club Passim Manager

Matt Smith

Education Coordinator,

**Culture for Kids and
School of Music**
Lisa Murdock

Special Events Coordinator

Darlington Howland

Operations Assistant

Scott Bombardier

Club Passim Booking

Tim Mason

PR Coordinator

Susan Scotti

Denise Jillson
Harvard Square Business Association
18 Brattle St. Suite 352
Cambridge, MA 02138

Dear Denise,

Thank you for your generous donation to the Passim 50th Anniversary Online Auction. Your donation of Two Roundtrip jetBlue Tickets valued at \$1,200 helped us raise over \$16,000! This funding will enhance our Culture for Kids Program, Passim School of Music, and The Passim Archive. We want to keep our doors open for another 50 years and through the continuous support of organizations and individuals like you we can achieve this goal.

Have a wonderful summer!

THANK YOU DENISE!

Thank you again,

Darlington Howland
Special Events Coordinator

-Passim Folk Music & Cultural Center is a 501(c)(3) charitable organization. You received no goods or services in exchange for your donation. Your gift is tax-deductible to the full extent of the law. Consult your tax-preparer.

Harvard Square
26 Church Street, Suite 300
Cambridge, MA 02138
Office: 617-492-5300
Development & Programs:
617-491-2382
Reservations: 617-492-7679
Fax: 617-649-0081
www.passimcenter.org

10-2008

Dear Denise,

I wanted to send a note to thank you and the Harvard Square Business Association for allowing us to share your table at Oktoberfest last week. We appreciate your incredible generosity.

The weather was beautiful and we had great visibility at the table. Thank you to all of your staff for such a great event and for connecting the Cambridge community in this way.

Warmly,

Meg Bossone
Coordinator of Community Awareness & Outreach



GREEN BREAKFAST January 2009



HSBA PUBLIC VIEWING STATION
INAUGURATION DAY
JANUARY 2009



THE EVERYONE LOVES LATKES PARTY
December 2008



WINTER CARNIVAL
HOT CHOCOLATE TASTING
JANUARY 2009