

2013 1Q Board Meeting
Crystal City Business Improvement District – 2001 Jefferson Davis Hwy
July 19, 2012
Minutes

Members Present: Marty Almquist, Joan Berman, Mitch Bonanno, Michelle Cowan, Jim Creedon, Jean-Marc Dizard, Dori Familant, Kingdon Gould III (via call), Alan Haskel, Brenda Krieger, Freddie Lutz, Cheryl Mendonsa, Marc McCauley, Mara Olguin, Harmar Thompson, Jim Whittaker, Steve Wilder, Julie Yeung

Members Absent: Doug Abbott, Larry Duncan, Brian Fitzgerald, Glenda MacMullin, Jerry Norris, Peter Priesner, Maribeth Spitz

Staff Present: Angela Fox, Charles Gray, Robert Mandle, Joseph Petty

Harmar Thompson, Chair, called the meeting to order at 11:40am and a quorum was established. A motion was made, seconded, and accepted to approve the minutes from the June 18, 2012 Annual Meeting.

Crystal City Updates

Retail: Good Stuff Eatery is open and doing great. Mind Your Body Oasis is going to open this fall in the former food court. Black Lime, California Tortilla and a Mediterranean restaurant are opening in September at 2450 Crystal Drive

CCCCRC: The group submitted its first report to the Arlington County Board. The report was submitted to the CC BID Board with the last board update.

Crystal City Plan: The 1900 Crystal Drive Site Plan is expected to be before the County Board in September. The design for Plaza 5 is being developed. 1400 Crystal Drive is down to the slab and will deliver 1Q13. 2-way has started for the north end of Crystal Drive.

BRAC: The BRAC Center operations formerly in the Crystal City Shops are being consolidated and relocated to AED.

Governance

Board Members signed the FY13 Conflict of Interest. Harmar Thompson is leaving Lowe Enterprises and stepping down as Chair. The Board agreed that Vice Chair Mitch Bonanno would assume the role of Chair. The Executive Committee, full board, and general counsel considered the previously disclosed potential conflict of Mitch Bonanno's personal relationship with the Crystal City BID CEO and determined that no material conflict exists except for any future matters related to the compensation of the Crystal City BID CEO, for which Mitch Bonanno would recuse himself. A new board member orientation was held for new incoming board members after the adjournment of the meeting.

Committee/Working Groups

Operations: Permits are acquired for the Metro Gateway and work should begin soon. 15th Street is on hold due to Crystal Drive 2-way.

Marketing: ROM COMs are doing well. The Fit Programs (Twilighter, Zumba, MCM, and Yoga) are rolling along.

President/CEO Report

Administration: The Crystal City BID's finances are on track, the 1H13 Disbursement was received on-time, and the FY12 Audit has begun. Board Members will get a copy of the audit prior to the next board meeting

Active: Bike To Work Week was another success. Air Force Cycling Classic had over 1,800 riders. Yoga and Zumba continue to be popular, well-attended programs. Street Hockey continues on Thursday and Sundays. The Twilighter will have over 2,000 runners on Saturday. Diamond Derby will return on 9/29. The Marine Corps Marathon's route has moved to go by Long Bridge Park, putting an extra mile of the race in Crystal City this year.

Artful: Artomatic was the biggest ever with over 70,000 attendees. Blockbusters will be the theme of next year's Crystal Screen. Wine in the Water Park is popular and the Washington Wine Academy continues to add more dates. The 6th Annual Taste of Wine and Jazz is 9/16. A new event, Pups and Pilsners is coming to the park at the north end of Crystal Drive at the entrance to Long Bridge Park on 9/23. The Northern Virginia Arts Center is open in 2100 Crystal Drive and already selling paintings. FotoDC has turned the interior concourse into a year round gallery.

Accessible: Food Truck Thursday has been well received and the Crystal City BID has begun discussions on the future of the program. Crystal Wi-Fi has been upgraded and moved to accommodate the plans for 1851 Crystal Drive.

Green: Farmers Market continues to do well, and the Crystal City BID has identified a new location near the Metro station as a likely destination for next year's market. The Floral Frenzy resumes in October with tropicals and geraniums. The Crystal City BID hopes to partner with VNO to promote the new electric car charging stations in the area.

The meeting was adjourned at 12:30pm.