

**2014 1Q Board Meeting
Crystal City Community Room
July 18, 2013
Minutes**

Members Present: Doug Abbott, Crister Ahl, Joan Berman, Jim Creedon, Dori Familant, Karen Gentry, Alan Haskel, Brenda Krieger, Freddie Lutz, Cheryl Mendonsa, Marc McCauley, Toby Millman, Derrick Morrow, Mara Olguin, Mark Rivers, Harmar Thompson, Julie Yeung

Members Absent: Michelle Cowan, Larry Duncan, Kingdon Gould III, Brian Fitzgerald, Glenda MacMullin, Jerry Norris, Peter Priesner, Steve Wilder

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

Harmar Thompson, Chair, called the meeting to order at 11:45am and a quorum was established. A motion was made, seconded, and accepted to approve the minutes from the April 11, 2013 4Q13 meeting as well as the June 17, 2014 FY13 Annual Meeting.

Crystal City Updates

New pizza place is coming to former Caribou Coffee location. An Indian restaurant may be coming to the former Cucina Vivace space.

1400 Crystal Drive is finished and has its first tenant moving in in October. 400 Army Navy has been submitted to the County for SPRC process review. Plaza 5 has also been submitted for SPRC Review. 1720 is slated to break ground in 1Q of CY14.

CCCRC is working with the county regarding review of the area TIFF.

Phase 2 of Crystal Drive two-way has been completed. Phase 1 should be done by the end of the month. The Crystal City BID has sent out a survey regarding the hotel shuttle, and is in discussions with MWAA regarding setting up a fueling station.

President/CEO Report

Administration: The first disbursement is in, and the FY13 Audit begins on August 12th.

National Marketing Campaign: A motion was made, seconded, and approved to use \$250,000 from program reserve for a national B2B marketing campaign.

Events/Programs: The Crystal City BID is looking to change the Food Truck program from every Thursday to once a month. Yoga and Zumba are doing well. Street Hockey is getting good press and is growing. Traffic is down for the Farmers Market, but spending per customer is up. Wine in the Water Park was hugely successful and will return in September. AFACC has the largest ever community ride. The Twilighter is 7/27. The Crystal City BID is premiering a new event, Blues and Brews, on the last Wednesday of July, August, and September. Sip and Salsa is 9/15, Pups and Pilsners is 9/22, and the Diamond Derby is 9/28. Synetic is doing well. It is running a surplus and has gone from 13,000 annual patrons when they first came to Crystal City to 30,000.