

FY2020 1Q Crystal City BID Board Meeting

DoubleTree Crystal City, 300 Army Navy Drive

July 18, 2019

11:30-1:00 pm

Minutes

Members Present: Andy VanHorn (Chair), Derrick Morrow (Treasurer), Kingdon Gould III, Glenda MacMullin, Doug Abbott, Christer Ahl, Kara Milkovich Alter, Joe Cardone, Crystal Christmas, Jay Corbalis, Brian Grant, Josh Lustig, Freddie Lutz, Suzie Sabatier, Todd Yeatts

Ex-Officio Members Present: Shannon Flanagan-Watson, Natalie Monkou, Pamela Van Hine

Members Absent: Robin Burke, Nora Dweck-McMullen, Alan Haskell, Steve Taylor, Harmar Thompson

Staff Present: Tracy Gabriel (executive director), Rachel Davis, Jasmine Gipson, Cassie Hurley, Robert Mandle, Hannah Morrison, Aaron Sessions

Welcome & Introductions

- Board Chair, VanHorn, called the meeting to order at 11:39 a.m. and a quorum was established.
- VanHorn introduced new members, David Stern and Crystal Christmas, and explained the FY20 Conflict of Interest form and asked members to complete the form to return to BID staff.

Chair's Report

- VanHorn gave an overview of FY19 Q4 highlights including the release of the strategic plan, completion and submission of the BID expansion packet to the county board for approval and scheduling of the county board vote on BID expansion for September, launching of area wide rebrand, renaming of Route 1 to Richmond Highway, and the annual meeting.
- A motion was made, seconded, and accepted to approve the minutes from the FY19 Q4 board meeting and the May and July FY19 executive committee meeting minutes.

Treasurer's Report

- Morrow gave an overview of the FY19 financial closing.
- FY2019 ended \$169,600 unspent in the BID budget and \$232,700 unspent in the program reserve: Office relocation approximately \$150,000 budgeted and approximately \$60,000 remaining; public art with approximately \$100,000 budgeted with approximately \$68,000 remaining; and public realm with approximately \$128,000 budgeted with approximately \$104,000 remaining. The FY19 branding budget has no remaining funds.
- The remaining unspent funds are largely due to later than anticipated completion and release of the strategic plan, which led to the BID holding off some large spending until the Strategic Plan was complete. Additionally, the Marketing Director position is currently on hold and the loss of the former office manager in April reduced anticipated spending in the administration budget.
- The FY2020 budget strives to capture projected BID spending needs in accordance with workplan and strategic plan. The final budget and draft FY2021 workplan will be presented in October.
- To improve the BID's bookkeeping practices the BID hired a bookkeeper, Your Part-Time Controller.

Member Updates

- VanHorn gave an update on JBG SMITH. JBG SMITH is wrapping up demolition of 1550 Crystal Drive where they hope to deliver a new movie theater. At 1770 Crystal Dr, the core of the building is being remodeled ahead of Amazon leasing the building. At 1900 Crystal Dr, demolition continues ahead of the construction of an 800-unit apartment complex with 2 towers, 3500 sq ft of retail, and parking.
- Abbot discussed the Concord apartment building and putting in lockers
- Ahl explained that the CCCRC is part of trying to develop a more consistent platform for what residents want to see apart from buildings, public realm open space, live work and play. A livability framework amongst civic associations was recently completed to inform developments of priorities ahead of time. He also discussed increasing residential supply and density.
- Yeatts noted that Boeing gave \$10M to Long Bridge and Aquatic Center.
- Christmas reported on Marriott's significant renovations, including guest room renovations that would soon be completed with an open house in September.
- Cardone is in active conversation with Hilton about the outside environment of the Double Tree hotel.
- VanHine underscored the importance of livability document and noted it would be discussed at the September Crystal City Civic Association meeting. She also noted Arlington's Zero Vision effort.
- Lutz reported on that the 23rd Street business, Fiona's, moved in and out within 7 weeks.
- Moore discussed Amazon's updates. They have moved into 2345 Crystal Drive and longer-term leases commence later this year. Hiring underway. Amazon completed a community meeting as well as an LRPC meeting on 7/15. SPRC to kickoff later in July.
- Flannagan announced that Victor Hoskins is moving on to in August and that Alex Iams will serve as Interim Director. Cristina Winn moved on to Prince William.
- Monkou noted that Marriam Marquez is now acting director of the business investment group.
- Grant noted that business is doing well.
- Stern indicated that WeWork is 100% occupied; WeLive continues to be an experiment, as they are focused on their desk business.
- Morrow reported that Hyatt busy, just named one of the best places to work by WaPO.
- Gabriel noted that the 1776 in Crystal City is closing.

Area-Wide BID

- Got feedback from county in April and submitted May 1, going before the county board at September meeting.
 - BID initially looked at % approvals from an area-wide bid; not separately as the two expansion areas of Pentagon City and Crystal City
 - County staff recommends approval of Pentagon City expansion as the 50% threshold had been met
 - For Potomac Yard, however, staff recommends expansion ONLY if the approval threshold for asset valuation achieves at least 50% (BID already met threshold for both parcel and % of ownership)
 - Presence and financial burden of the Potomac Yard Owners Association (PYCA) and Transportation Management Program Association (TMPA) remains the obstacle to obtaining approval
 - At January BID Board meeting, approved motion to advance our commitment to reconcile the cost of the PYCA and TMPA

- BID recommends exploring concept of the BID acting as a third party contractor to provide PYCA and TMPA services
- BID staff has looked closely at the requirements for the PYCA and TMPA and believes the BID organization could deliver better outcomes for less cost
- Need to work with the county to determine whether this possible; initial conversations seem positive
- Want to move swiftly to make determination, and work with Potomac Yard Owners and the PYCA/TMPA Boards to see if concept would be supported
- Discussion:
 - Ahl: Residents in Potomac Yard feel orphaned without a formal civic association to turn to, instead consulted CCCRC for advice; there is a demand that may not become apparent under the BID's control
 - VanHorn: would be compelling if the board could hear from the residents
 - Gabriel: residents want more activation of spaces not currently seeing traffic
 - VanHorn: Virginia Tech and owners in Potomac Yard Alexandria want to stay connected; Alexandria is thinking about a BID, want to closely align with branding
 - Sabatier: How many additional owners needed to get to 50%?
 - Gabriel: Requires at least one or two of the larger owners – either Camden or USAA would meet threshold
 - VanHorn: Trying to make the financial case for them coming out neutral or better with this arrangement
 - Gabriel: Working toward ensuring we have the support ready for the September County Board meeting – reach out with any Potomac Yard contacts you may have to help
 - Flannigan-Watson: Reminder that even with expansion funding would not kick in until the start of FY 2021 on July 1, 2020
 - VanHorn: Noted that there is lots of time to discuss how to implement the transition to an area-wide BID and before taxes kick-in
 - Flannigan Watson: County supports, conceptually, the expansion, but important to meet the metrics; having that majority of property owners support is really important
 - Gabriel: Notable that Crystal City is the only BID to pursue expansion and that the process and rules are being established along the way
 - VanHorn: To advance the BID's efforts to work with the PYCA and TMPA, make a motion to approve 1) the BID serving as a third party consultant contractor for the Potomac Yard Community Association (POA) for maintenance and transportation management plan work and 2) designating the Executive Committee to guide any BID proposal of services, with the stipulation that this work would be supplemental to regular BID services, and would be funded solely through separate payments from the POA pursuant to a commercially reasonable contract, all of which is contingent upon on BID expansion to include Potomac Yard, commercially reasonable contract terms, and determination by Arlington County that the BID can in fact engage in such a third-party contractor role.
 - Discussion:
 - VanHorn: Would try to get PYCA/TMPA proposal and go to USAA and Camden in order to get their approval

- Gabriel: would not provide the third party contracting service without expansion
- Moved: Brian Grant
- Seconded: Doug Abbott
- Approved

Strategic Plan Addendum

- Gabriel noted that County did a thorough review across agencies and provided feedback
- Consulted with various civic association leaders and CCCRC
- Took this feedback to develop the Addendum which clarified some elements and roles

Brand Update

- Launched committee in April, hired Pentagram to create a brand story with new visual identity, logo, signage, and wayfinding with a focus on an expanded, Area-Wide BID
- Approaching “naming” as an umbrella that keeps neighborhood names
- Committee will meet again after the County Board vote on Area-Wide BID and survey results
- Aim to have some elements to share after the County Board Vote
- Rachel Davis (Brand Consultant):
 - Have taken into account the input of the stakeholders and committee
 - Foundational narrative to inform our marketing approaches in the future
 - Presented the revised brand narrative developed by Pentagram from the input of committee and stakeholders
- Discussion:
 - VanHorn: likes the inclusion of change and transformation; need to message about the work being done to change the built environment
 - Gabriel: wanted something true today and even better tomorrow: connectivity, parks, culture, urbanity
 - Christmas: timing of the messaging?
 - Davis: waiting for county board vote, would work to launch in late fall
 - VanHorn: need to run things by county board to make sure we’re all aligned
 - Gabriel: Goal for implementation is December
 - Flannigan-Watson: Name change of the BID will require buy-in and support from the elected officials, community, and key stakeholders
 - Gabriel: Aim to use survey to introduce the naming and brand concept as something people can have greater ownership and offer opportunity to share what they think is important about the community
 - Flannigan: glad to hear that and suggest other ways to engage including conversations with civic associations; changing the name of the BID is a significant thing from the county’s perspective
 - VanHorn: BID will change its name but the neighborhood names will remain
 - Sabatier: would we do the engagement ahead of the board vote
 - Gabriel: Board is not taking up the name at the September vote, only the area-wide BID expansion; due to touch points in 2018 and early 2019, there isn’t much new info to share with those that are already engaged; good to point out that we haven’t received negative feedback
 - Flannigan: There is not complete agreement within the Arlington County Board about the name
 - VanHorn: next key group of stakeholders

- Lutz: think most people will like it once they understand Crystal City and other neighborhoods are not being supplanted; Brand narrative - can we add "Diverse"?
 - Joe Cardone: Brand Narrative – Can we add "Innovation"?
- Mandle: We've been successful in making sure people know that the name is about unifying the downtown vs. supplanting the name
- Brian Moore: "heart of greater Washington" makes it feel like a suburb
- Flannigan: Don't see Arlington in the description at all; might want to add
- Gabriel: younger folks see it as greater Washington, and lots of optimism amongst young folks
- Additional feedback can be sent to Rachel – rachel@crystalcity.org

FY2020 Initiatives and Committees

- County approved the 2020 workplan
 - BID expansion
 - New signature events
 - New office location
 - More market tracking
 - Business engagement
 - Pop up dog park
 - Transportation advocacy
 - Greenprint
 - Streetscape guidelines
 - Enhanced engagement and outreach
- Vanhorn: overview board committees: Exec will remain static, new audit and compensation, branding committee was introduced but not formally established
 - May be additional committees after expansion, may need to pinpoint needs
- A motion was made by Lutz to approve committees as shown
 - Second: Gould
 - Flannigan-Watson: Have we always had two vice-chairs?
 - Mandle: Not always, but have for the past several years

Other BID updates

- JLL market study and new fiscal impact analysis
 - Office, res, hotel
- CC2DCA Intermodal Connector Brochure: working with the county on developing new marketing piece for the BID
- Art and culture: working with Syntec on design competition for mural on their façade to improve the street experience
- Pop up dog park design: abutment to metro not coming down as expected; working with Land Design to develop interim dog run concept on the remaining open space
- Office lease: signed! Design in progress with a tentative move in November 2019
- Events: Syntec Neighborhood Night, Crystal City Twiligher 5k, Crystal City Civic Association National Night Out, Beer Garden idea, Oktoberfest Sept 28
- Lutz won business pride award

Other business

- Thank you to Glenda for her leadership
- Mandle: packet has old business plan, by laws, articles of incorporation, service agreement, JLL work in the electronic folder

Key Dates

- Upcoming board meetings
 - Second Quarter 2020 Board Meeting – Thursday, October 24, 2019
 - Third Quarter 2020 Board Meeting – Thursday, January 23, 2020
 - Fourth Quarter FY2020 Board Meeting – Thursday, April 30, 2020

The meeting adjourned at 12:57 p.m.