

2013 2Q Board Meeting
Crystal City Marriott – 1999 Jefferson Davis Hwy
October 11, 2012
Minutes

Members Present: Doug Abbott, Marty Almquist, Joan Berman, Mitch Bonanno, Michelle Cowan, Jim Creedon, Jean-Marc Dizard, Kingdon Gould III, Alan Haskel, Freddie Lutz, Glenda MacMullin, Marc McCauley, Cheryl Mendonsa, Mara Olguin, Peter Priesner, Maribeth Spitz, Jim Whittaker, Julie Yeung

Members Absent: Larry Duncan, Dori Familant, Brian Fitzgerald, Brenda Krieger, Jerry Norris, Steve Wilder

Staff Present: Angela Fox, Charles Gray, Robert Mandle, La Fonte Nesbit (Counsel), Joseph Petty

Mitch Bonanno, 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 July 19, 2012 Board Meeting.

Crystal City Updates

Retail: California Tortilla is open.

CCCRC: The group recently met with Staff to discuss the community assets/amenities list (current and future).

Crystal City Plan: The 1900 Crystal Drive Site Plan was approved by the County Board on September 15, and expects to deliver in 2016. 1400 Crystal Drive is being re-skinned and has an approximate 12 month construction window. Kettler has started the process to build at the old post-office site on Eads.

BRAC: Most of the move outs have occurred. Owners are working diligently to backfill vacancies as well as redevelop and repositions existing stock.

Governance

A motion was made, seconded, and approved to accept the FY12 Audit and submit it to the County. A motion was made, seconded, and approved to accept the FY Annual Report and submit it to the County. A motion was made, seconded, and approved to expand the boundaries of the Crystal City BID. The Crystal City BID will move forward to expand, ideally finishing the process in time for FY14. In addition to possible expansion, the Crystal City BID proposed the following supplemental projects in to spend down the carry-over reserve: build-out for a Synetic rehearsal space, build-out for an entertainment venue, additional landscaping, the 15th Street Gateway, and Clark Street enhancements. A motion was made, seconded, and unanimously approved to fund and complete the supplemental projects. A motion was made, seconded, and approved to accept the FY14 Workplan with BID Expansion and submit it to the County, as well as to extend the CEO Contract for an additional three year term rather, replacing the existing one year term.

Committee/Working Groups

Operations: Work has started on the Metro Gateway. 15th Street is on hold due to Crystal Drive 2-way. The Farmers Market has been renewed for 3 more years. The process has started for a possible second entrance to the Metro station on Crystal Drive.

Marketing: The Vintage brand has taken off from one day to a yearlong series of great events. The 6th Annual Taste of Wine and Jazz was another success. MCM has a different route this year and an extra mile in Crystal City.

President/CEO Report

Administration: The Crystal City BID's finances are on track, and the 1H13 Disbursement was received on-time.

Active: The outdoor active programs have ended. The Twilighter filled the streets of Crystal City again. The second Diamond Derby was 9/29 and brought 1,000 people to a parking garage.

Artful: Blockbusters will be the theme of next year's Crystal Screen. Wine in the Water Park continues to be popular. The 6th Annual Taste of Wine and Jazz was 9/16. Pups and Pilsners showcased another great outdoor space and was packed on 9/23. Three new Artwalls are up.

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.

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 Tropical Storm was held on 10/9.

The meeting was adjourned at 12:40pm.