

**2014 3Q Board Meeting
Hilton Crystal City
January 16, 2014
Minutes**

Members Present: Christer Ahl, Joan Berman, Jim Creedon, Dori Familant, Karen Gentry, Alan Haskel, Freddie Lutz, Cheryl Mendonsa, Marc McCauley, Toby Millman, Derrick Morrow, Mara Olguin, Mark Rivers, Steve Wilder, Julie Yeung

Members Absent: Doug Abbott, Michelle Cowan, Larry Duncan, Brian Fitzgerald, Kingdon Gould III, Brenda Krieger, Glenda MacMullin, Jerry Norris, Peter Priesner, Harmar Thompson

Staff Present: Angela Fox, Charles Gray, Robert Mandle, Joseph Petty, Kedrick Whitmore (Counsel)

Arlington County Guest: Sarah Emmans

Steve Wilder, called the meeting to order at 11:42am and a quorum was established. A motion was made, seconded, and accepted to approve the minutes from the October 10, 2013 Q14 meeting.

Crystal City Updates

The Crystal City BID is formalizing a plan that can augment the County's signage policy, particularly as it applies to creative marketing opportunities like wrapping buildings for PBS and other tenants.

TechShop is coming in Spring. There is a new restaurant, Taj of India, on 23rd Street. We the Pizza is under development. Bar Louie is open on 23rd Street. The Sheraton is closing for a full scale renovation on 4/14/13 and will reopen as the Westin Crystal City in late August.

400 Army Navy has completed 2 SPRCs. 1720 S. Eads St. will likely break ground late spring. Lowe is seeing increased leasing activity at 1400 Crystal Drive. 1900 is on hold pending overall Crystal City leasing activity. Work has begun on Mets 4-5 and the Whole Foods is expected in the summer of 2016.

CCCRC is focused on the board report and the status of transportation projects.

The County is working on the final phase of Crystal Drive 2-way, as well as right of way issues with VDOT.

MWAA is raising fees on shuttles, and the Crystal City BID has reinvigorated discussions about the combined hotel shuttle

President/CEO Report

Expansion: The Crystal City BID is targeting an expansion of the drawn boundaries in FY15, with the additional assessments and operations beginning in FY16. The FY15 Workplan will feature just the non-expansion budget.

National Marketing Campaign: Vornado is still working on the creative for the campaign, and the BID is monitoring the process. Once it is approved, and if it works with existing BID marketing, we will go to the County for approval on the campaign.

Nominations Committee: The nominations committee will meet on 2/13 and 3/13.

Finances: The finances are on track. There are still some larger items, like landscaping enhancements and the pending B2B campaign, that are not included at this point.

Events/Programs: The Marine Corps Marathon was another huge success. Gallery Underground is doing well and keeps having well-attended events and open houses. FotoWalk will change to Cherry Blossoms in April. The next 1K Wine | Beer Walks is on Saturday, March 1st. ArtJamz had 230 people painting and they loved being in Crystal City (largest ArtJamz weekend ever). Crystal Couture is February 4th through 8th and is getting good buzz. ArlNow is launching a new event ARLive in Crystal City on February 11th. Virginia State of Wine is returning on March 22nd. The Diamond Derby is now the Phoenix Derby, thanks to a new partnership with Phoenix Bikes. The Crystal City BID has started lighting some of the ArtWalls. Spring plantings will begin soon. The lights are working at the Southern Gateway.

The meeting adjourned at 12:15pm.

