

**2015 3Q Board Meeting  
Westin Crystal City  
January 22, 2015  
Minutes**

Members Present: Doug Abbott, Jim Creedon, Nora Dweck-McMullen, Dori Familiant, Karen Gentry, Alan Haskel, Freddie Lutz, Glenda MacMullin, Cheryl Mendonsa, Jerry Norris, Mara Olguin, Paul Singh, Harmar Thompson, Karen Vasquez, Reid Weppler

Members Absent: Christer Ahl, Brian Fitzgerald, Kingdon Gould III, Toby Millman, Derrick Morrow, Peter Priesner, Mark Rivers, Steve Wilder

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

Harmar Thompson, called the meeting to order at 12:00 and a quorum was established. A motion was made, seconded, and accepted to approve the minutes from the 2Q15 meeting.

Crystal City Updates

400 Army Navy Drive is going through the County process. Work has started on 1720 S. Eads. The Bartlet is expected in 2016. WeWork Residential is underway. Plaza 5 is in negotiations with the County. DoubleTree renovations are completed. CCCRC doesn't have any meetings planned.

*Retail:* Highline, a new bar/restaurant concept, is now open. The BID is working on the ZoCo short term use proposals and the overlay concept to make the area more flexible and competitive.

*Transportation:* The streetcar was canceled, and will now be a bus. The Transitway is still going forward and is a dedicated lane. There are still plans to add a Crystal City Metro stop on Crystal Drive.

President/CEO Report

*Admin/Finance:* The nominations process is starting for the next two year term. BID expansion is progressing, but waiting on the County.

*Creative:* The Crystal City BID is building out the work section on the website. The Spark campaign continues with new banners. Creative expressive marketing happened with Downton Abbey on PBS and temporary lights on CEA. The BID's social media presence is growing. Recent press has been good, particularly with the listicles in Bisnow.

*Events/Programs:* The marathon had huge crowds like always. The farmers market had a great season and like being back on Crystal Drive. Sparket wants to come back. The TechCocktail series of events have been well attended. Zen and Zin celebrated Mind Your Body Oasis's anniversary. TechShop happy hours have been great. Diamonds and Desserts extends the Couture brand and relationship with the Junior League of Washington. ARLive is having its 5 year anniversary at Disruption. Bisnow is hosting a series of tech focused events in Crystal City. Crystal Couture is coming back, but to the former Dress Barn space. Wednesday Spins will be a bike race in the 2345 Crystal Drive every Wednesday in March. 5K Fridays return in April.

The meeting adjourned at 12:20pm.