

2016 3Q Board Meeting
1400 Crystal Drive
January 21, 2016
Minutes

Members Present: Doug Abbott, Jim Creedon, Dori Familiant, Alan Haskel, Nora Dweck-McMullen, Freddie Lutz, Cheryl Mendonsa, Toby Millman, Mara Olguin

Members Absent: Christer Ahl, Michael Breitenbach, Brian Fitzgerald, Karen Gentry, Kingdon Gould III, Glenda MacMullin, Derrick Morrow, Jerry Norris, Mark Rivers, Harmar Thompson, Karen Vasquez, Steve Wilder

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

Mara Olguin, called the meeting to order at 11:41 AM and a quorum was established. A motion was made, seconded, and accepted to approve the minutes from the 2Q16 Meeting.

Crystal City Updates

Crystal City Updates: Shift is coming to Crystal City bringing 100 engineers. They will start by working in 1776. Sweetgreen is opening in early February, with Taylor Gourmet not far behind. EarthTrek, a 450,000 square foot climbing gym, will open in the former Gateway Sport & Health location. The first apartments for the Bartlett are coming in April/May with the Whole Foods in July/August. Dweck is at 94% occupancy in their apartment buildings. Construction has started on 400 Army Navy Drive. The DoubleTree completed its renovation. WeWork is 50% leased and opens in February. The plan for 1770's redevelopment was approved.

CCCRC: They are working on what to include in their biannual report.

Transportation: Transitway is planning on opening in April. It will feature new, cheaper bus shelters and dedicated lanes during rush hour (6:00am to 9:00am and 3:00pm to 7:00pm).

President/CEO Report

Admin/Finance: Arlington is adding a new liaison to the Crystal City BID Board. This person will not be a voting member. The BID is working on formalizing the Overlay concept. The nominations committee will be meeting in February and March. The Crystal City BID is working on changing some of the VA ABC policies surrounding events.

Creative/Expressive: Banners went up on 2231 Crystal Drive for 1776's opening weekend. WeWork banners just went up on 23rd Street. Banners went up along Crystal Drive to celebrate the final season of Downton Abbey.

Events/Programs: Farmers Market had another strong season. Outdoor Yoga and Zumba did well and return in the Spring. The BID experimented with Screen, adding four movies in October. Next year's theme is Star Wars. Food Truck Thursday continues to be a good solution to the food truck issue. There were great crowds again for the Marine Corps Marathon. Crystal Couture is coming up in February. Wednesday Night Spins come back for the second year in March. 5K Fridays look to return for five Fridays in April.

The meeting adjourned at 12:21 PM.