

# FY2018 3Q Crystal City BID Board Meeting

Consumer Technology Association (1919 S. Eads St.)

January 17, 2018

## Minutes

Members Present: Christer Ahl, Doug Abbott, Dori Familiant, Alan Haskel, Vikki Kayne, Shawn Kyle, Regan Linke, Josh Lustig, Freddie Lutz, Glenda MacMullin, Derrick Morrow, Jerry Norris, Steve Taylor, Harmar Thompson, Jim Woods, Ked Whitmore

County Appointees Present: Shannon Flanagan-Watson, Natalie Monkou, Pamela Van Hine

Members Absent: Evan Burfield, Jim Creedon, Karen Gentry, Kingdon Gould III, David Greenberg, Nora Dweck-McMullen, Mark Rivers, Andy Van Horn

Staff Present: Robert Mandle, Kyle Easter, Rich Bradley

Others Present: Suzie Boggs, Natalie Avery, Rachel Davis

## Call to Order & Establishment of a Quorum

- Board Chair, Glenda MacMullin, called the meeting to order at approximately 11:35 AM and a quorum was established.

## Chair's Report

- MacMullin discussed staffing changes at the BID including departure of Angela Fox as president/CEO and Joe Petty as VP of Programs in Dec. 2017
- MacMullin welcomed the BID's new Office Manager, Kyle Easter who joined in December
- MacMullin will put forward vote on making Bradley acting executive director shortly
- MacMullin has assumed role of acting president, per the bylaws
- The McCormick Group, an executive search firm, has been retained to find a new president/CEO
- Motion was made and seconded to:
  - Approve Bradley as acting executive director;
  - Provide Mandle with signatory power and binding authority up to \$25,000
  - Ratify actions taken by Mandle and Bradley between Fox departure and the Board meeting
  - Designate the executive committee as consisting of Glenda MacMullin, Shawn Kyle, Nora Dweck-McMullen, Doug Abbott, and Derrick Morrow
- During discussion of motion, an amendment was proposed and accepted to designate Andy Van Horn as a member of the executive committee instead of Shawn Kyle
- The motion carried unanimously

## Treasurer's Report

- Morrow stated that the BID is in good financial shape
- Mandle presented the current P&L, the current Actuals v. Budgeted, and provided an overview of the financial position
- Mandle discussed idea of bringing in outside bookkeeper to provide more thorough, accurate, and timely reporting

- Question from Taylor: Is marketing in-house or outsourced? Answer from Mandle: Some is outsourced to PR firm Scott Circle, and graphic design work will likely be more outsourced in future given departure of Petty.
- Question from Flanagan-Watson: What costs are in admin partnerships? Answer from Mandle: Primarily the transition team and the executive search firm.
- MacMullin comments that a goal going forward is to have more transparency in the BID's budget. There had been a lack of it in the past. Hence Mandle is going over it in some detail.
- Mandle discusses changes to upcoming programs noting that schedule remains similar to year's past with the exception of the 1k Wine and Beer Walk and a few other smaller programs.
- Mandle emphasized continued commitment to partner strategically for turnkey programs/events
- Question: Some events in yellow (under review) still require a fair bit of staff time. What is happening with those? Answer from Mandle: Programs in yellow will be reengineered to make them less costly and less staff intensive.
- Question from Monkou: Has BID been tracking attendance at events? Answer from Mandle: To a degree, but metrics have been primarily based on educated guesses about ticket sales and crowd sizes, but plan to enhance tracking and metrics moving forward.

### **Stakeholder Updates**

- Boggs presents info on changes JBG SMITH has been making to its properties including building wraps, landscaping, softening lobbies, and painting buildings.
- Question: When do you anticipate most of these changes being complete? Answer from Boggs: Hopefully in March 2018.
- Question: When will painting of red building be complete? Answer from Boggs: Anticipated finish is in the spring of 2018.
- Question: Will crosswalks be repainted? Answer from Boggs: Work should be completed in coming weeks.
- Question: Will there be signage explaining wraps and other art? Answer from Boggs: JBG SMITH has just hired a PR firm to consider such opportunities.
- Question: Something in PenPlace? Answer from Boggs: May be considered as a potential future phase of the effort.
- Question: Have you considered work on Pentagon City projects? Answer: 40k SF retail, 300 units, stick-built. Site plan filed in County. Has been picked up by Washington Business Journal.
- Kayne shared two new brand concepts from two different agencies. Everybody in BID can adopt final brand concept. JBGS is on tight deadline with logo so want to finalize with the group.
- Comment from Thompson: Second looks like a maze but Art Deco style is nice.
- Comment from Monkou: Likes the first one. Fits with current colors.
- MacMullin: What is BID's role in this? Answer from Kayne: If everyone in the room feels comfortable on one option or another, we can adopt those right now for our efforts moving forward, and then further refine all the different elements.
- Comment from Bradley: Brand is promise of experience. What BIDs have to do is make sure they can promise that experience. New brand would be good placeholder, refreshing, setting a new direction.
- Kayne: JBG SMITH is leaning toward the second design, If room feels comfortable with it we will use for short-term events going on.

- Question: Will BID use the second logo in the interim? Answer from Bradley: BID will have conversations with other developments and make a decision in 4-6 months.
- Flanagan-Watson: Would BID adopt this logo? Answer from Bradley: TBD, will be looking at this in the coming months.

### **Strategic Assessment & Discussion of Survey**

- Bradley introduces Natalie Avery and Rachel Davis as members of the transition team.
- Bradley presents results of survey the transition team sent out to Board members.
- Bradley discusses CC strengths highlighted in survey: Proximity, amenities, walkability, and demographics.
- Bradley discusses CC weaknesses highlighted in survey: Built environment, lack of identity, lack of momentum, and role as a part of Arlington.
- Comment by Thompson: Lack of identity is huge. Rosslyn-Ballston corridor has much stronger identity than Crystal City.
- Bradley: One of the ideas is to weave together the different areas/neighborhoods (Pentagon City, Crystal City, DCA).
- Bradley discusses CC opportunities highlighted in survey: Location (DCA and DC close), promise/potential, acting cooperatively (w/County and other areas).
- Threats highlighted in survey: GSA and shrinking gov't footprint, competition from DC and submarkets, and Arlington (county resources constrained).
- Bradley outlines comparisons of area BID composition, budgets, and expenditures

### **Other Business**

- A motion was made, seconded, and accepted to approve the minutes from the 2Q18 Meeting

### **Remaining FY 2018 Meetings**

- Thursday, April 12, 2018 – Board Meeting
- Monday, June 11, 2018 – Annual Meeting

The meeting adjourned at approximately 1:15 PM