

2014 4Q Board Meeting
TechShop
April 10, 2014
Minutes

Members Present: Doug Abbott, Christer Ahl, Dori Familiant, Karen Gentry, Alan Haskel, Freddie Lutz, Glenda MacMullin, Cheryl Mendonsa, Toby Millman, Derrick Morrow, Mara Olguin, Mark Rivers, Harmar Thompson

Members Absent: Joan Berman, Michelle Cowan, Jim Creedon, Larry Duncan, Brian Fitzgerald, Kingdon Gould III, Brenda Krieger, Marc McCauley, Jerry Norris, Peter Priesner, Steve Wilder, Julie Yeung

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

Harmar Thompson, called the meeting to order at 11:45am and a quorum was established. A motion was made, seconded, and accepted to approve the minutes from the January 16, 2013 3Q14 meeting.

A motion was made, seconded and approved to adopt the Fiscal Year 15 board slate.

Crystal City Updates

BRAC: Crystal City is probably at about at 33% vacancy rate counting buildings that are out of service.

Crystal City Plan: 400 Army Navy has their second site plan. 1720 will break ground in May. A site plan amendment has been filed to convert Plaza 6 into 250 micro apartments for WeLive

CCCCRC: The 2nd Metro entrance has been moved up to coincide with the street car. No earlier than 2020.

Retail Updates: We, The Pizza will open next week. The Whole Foods lease is on track for mid-2016.

Final section of two-way for Crystal Drive is waiting on VDOT issues. The BID is having meetings with hotel GMs regarding the shuttle. The aquatics center is on hold due to overages in the cost estimates

President/CEO Report

Finance: The budget is on track.

National Marketing Campaign: Getting close on the B2B campaign.

Innovative: TechShop will open soon and has 400 members already. DesignLAB showed the office of the future and what is capable for office space in Crystal City. Crystal Tech Fund opened. TechCocktail is coming with lots of events.

Events/Programs: Crystal Couture returned to the biggest crowds yet. ARLive had over 250 people. The 1K Beer | Wine Walk is now one day. The BID is creating a "Wynwood" wall on 1851. Food Truck Thursday has returned to Crystal Drive. The Farmers Market is starting earlier in April and is back on Crystal Drive. ArtJamz had two events. 5K Fridays had 1,200 finishers for the first race. The Power Purge and Shred is coming up. May has the Floral Frenzy, Bike to Work Week, Phoenix Derby. Crystal Screen starts in June. The Air Force Association Cycling Class and Crystal Car are also in June.

Creative Expressive Branding: The BID is working on creative expressive branding. PBS Think Wednesday banners are part of creative expressive branding, and the BID is working with the County to have the flexibility to be able to do more big projects.

The meeting adjourned at 12:18pm.