

## **FY2020 2Q Crystal City BID Board Meeting**

November 22, 2019, 9:30 am

Conservation International

2011 Crystal Dr #600

Arlington, VA 22202

### **Minutes**

Members Present: Andy VanHorn (Chair), Doug Abbot, Christer Ahl, Kara Milkovich Alter, Robin Burke, Crystal Christmas, Jay Corbalis, Nora Dweck-McMullen, Brian Grant, Alan Haskel, Josh Lustig, Freddie Lutz, Glenda MacMullin, Suzie Sabatier, Harmar Thompson, Todd Yeatts

Ex-Officio Members Present: Shannon Flanagan-Watson, Emily, Pamela Van Hine, Kedrick Whitmore (Counsel)

Staff Present: Tracy Sayegh Gabriel (Executive Director), Mai Abdelaziz, Jasmine Gipson, Cassie Hurley, Robert Mandle, Hollis Maye-Key, Aaron Sessions

Members Absent: Derrick Morrow (Treasurer), Kingdon Gould III, Brian Moore, David Stern, Steve Taylor

### **Welcome & Introductions**

- Board Chair, VanHorn, called the meeting to order at 9:37 a.m. and a quorum was established
- Paul Springer, meeting host from Conservation International, gave a welcome

### **Chair's Report**

- The Arlington County Board approved the BID's request for the boundary expansion to include Pentagon City and Potomac Yard-Arlington on September 21, representing a 70% increase in the geography of the BID service area
- The BID implemented an outreach process to Arlington-wide community stakeholders as a part of the area-wide rebranding effort to unify the district
- FY2021 Q1 meeting will welcome new members to reflect the expanded BID
- Approval of Annual Meeting, FY2020 Q1, and September and October Executive Committee minutes:
  - Motion made by Chair VanHorn, seconded by Robin Burke, and approved

### **Treasurer's Report**

- In Treasurer Morrow's absence, Robert Mandle gave the FY2020 year to date financial report including an overview of the financial statements included in the board packet.
- BID staff proposed use of surplus funds (\$214,000 unspent funds from FY2019 and \$146,000 in contingency funds) to cover remaining office relocation expenses and additional area-wide branding effort elements.
- Accessing these funds, requires approval by the BID Board and the County Manager – a draft letter to the County Manager is included in the packet
- Approval of surplus funds request as proposed:
  - Motion made by Glenda MacMullen, seconded by Brian Grant, and approved
- Gabriel gave an overview of the BID office relocation design, layout and stated the target move date as late December
- Mandle gave an overview of the FY2019 Audit and 990 progress
  - The FY2019 Audit and the 990 have been reviewed by Treasurer Morrow

- Approval of FY2019 audit for submission to Arlington County and 990 form for submission to the IRS:
  - Motion made by Chair VanHorn, seconded by Glenda MacMullen, and approved

### **Draft Annual Report and Workplan**

- Gabriel gave an overview of the FY2019 Annual Report, FY2021 Work Plan, and FY2021 Annual Budget
- Approval of FY2019 Annual report, FY2021 Work Plan, and Annual Budget for submission to Arlington County
  - Motion made by Chair VanHorn, seconded by Brian Grant, and approved

### **Member Updates**

- VanHorn – JBG SMITH
  - 1770 Crystal Drive will deliver to Amazon by mid-2020 and should be fully occupied by 2021
  - Central District construction underway with interior work to begin in early 2020
  - Alamo Drafthouse and the grocery store to be completed by the end of 2020
  - Amazon's first phase HQ2 facility at Metropolitan Park goes to the County board in December 2019
- Nora Dweck-McMullen – Dweck Property Company
  - Strong residential market across all properties
- Christer Ahl – CCCRC and Crystal City Civic Association
  - CCCRC is excited to see increased collaboration among residents and between resident groups and developers, citing the 22202 Livability Framework
- Harmar Thompson - LCOR
  - 12<sup>th</sup> Street Apartments project at 400 11<sup>th</sup> Street South was approved by County Board in October
  - Includes 306 residential units, 10,000 square feet of ground floor retail, and additional funding provided to Arlington County to implement the “tear drop” parcel park, a new open space not originally envisioned by the Crystal City Sector Plan
- Alan Haskel – PBS
  - PBS is relocating to 1225 S. Clark Street
  - First construction meeting held and moving towards a late August 2020 move-in
- Freddie Lutz – Freddie's Beach Bar & Restaurant, Federico
  - Several new businesses opened along 23<sup>rd</sup> Street including Agents in Style, a vintage clothing store, and McNamarra's Pub and restaurant
  - The businesses on 23rd are working with the county to ameliorate parking concerns related to the Crystal House development
- Shannon Flanagan-Watson – Arlington County Manager's Office
  - November County Board meeting approved the incentive packages for PBS and ITG
  - Board directed staff to produce a FY2021 budget that does not increase the real estate tax rate

### **Area-Wide BID**

- Gabriel reiterated the County Board approval of the BID boundary

### **Potomac Yard Community Association Proposal (PYCA/TMPA)**

- Gabriel gave an overview of the proposal submitted by the BID to the Potomac Yard Property Owners Association (POA) for the BID to manage the PYCA/TMPA
- The proposal highlights the potential to deliver significant cost savings particularly on transportation management
- BID staff formally presented the proposal to the POA Board of Directors in August
- If awarded to the BID, all POA-related work would be funded and performed separately from the BID budget

### **Brand Update**

- Gabriel gave an overview of the BID's renaming status
- The name of the BID as an organization was not addressed at the September 21, 2019 Arlington county board boundary expansion vote
- County Board Chair Christian Dorsey noted that the name of the BID would require an ordinance change to be considered at a later hearing after additional community engagement
- BID continued to conduct robust outreach to the Arlington community including nearly 17,000 direct mailers sent, a brand feedback survey received over 1,000 responses, 6 focus groups, local and county-wide open houses with over 120 attendees, office hours throughout the county, visits to the local civic associations resulting in three letters of support including a joint letter from the Crystal City and Aurora Highlands Civic Association, the Arlington Ridge Civic Association, and the Crystal City Citizens Review Council (CCCRC)
- The County Board has asked the BID to demonstrate support from the broader residential community, ensure that alternative names had been considered, and provide mechanisms to deliver feedback before making any formal request to change the name – feeling is that this criteria has been met by the outreach already conducted, but will continue to engage

### **Committees**

- Gabriel gave an overview of planned committees: 23<sup>rd</sup> Street, Crystal City, Potomac Yard, and Pentagon City
- As a committee of the BID Board, a board member will act as Chair with additional leadership from the area identified to act as vice-chairs
- The following chairs were proposed for each committee:
  - 23rd Street: Freddie Lutz
  - Potomac Yard: Jay Corbalis
  - Pentagon City: Brian Grant
  - Crystal City: Suzie Sabatier
- The chair appointments will potentially change in July as members from the expansion area join the board
- The Executive Committee will act as the nominating committee and will develop a nomination process and procedure that will aid in achieving the geographic, gender, and racial diversity goals outlined in the Area-Wide BID Business Plan
- Chair VanHorn moved approval of the committees as proposed, seconded by Glenda MacMullen, and approved

### **Board Membership**

- Joe Cardone of DoubleTree is stepping down from the BID board and the vacant seat will remain open until July 2020 due to the recasting to occur to support Area-Wide BID

**Other BID updates**

- BID recently completed the Synthetic Façade mural
- Several additional projects in the works for the spring including an interim Dog Run, metro plaza improvements, and interim wayfinding

**Other Business**

- None

**FY 2020 Key Dates**

- Upcoming board meetings
  - Third Quarter 2020 Board Meeting – Thursday, January 23, 2020
  - Fourth Quarter FY2020 Board Meeting – Thursday, April 30, 2020 (TENTATIVE DATE)

The meeting adjourned at 11:10 a.m.