

FY2020 3Q Crystal City BID Board Meeting

January 23, 2020, 11:30 am

March of Dimes

1550 Crystal Dr, #1300

Arlington, VA 22202

Minutes

Members Present: Andy VanHorn (Chair), Derrick Morrow (Treasurer), Doug Abbott, Christer Ahl, Kara Milkovich Alter, Robin Burke, Crystal Christmas, Nora Dweck-McMullen, Freddie Lutz, Glenda MacMullin, Suzie Sabatier

Ex-Officio Members Present: Emily Cassell

Staff Present: Tracy Sayegh Gabriel (Executive Director), Mai Abdelaziz, Jasmine Gipson, Robert Mandle, Rachel Davis

Others present: Katie Cristol (Arlington County Board Chair), Kedrick Whitmore (Counsel)

Members Absent: Jay Corbalis, Kingdon Gould III, Brian Grant, Brian Moore, Alan Haskel, Pamela Van Hine, David Stern, Harmar Thompson, Todd Yeatts

Welcome & Introductions

- Board Chair, VanHorn, called the meeting to order at 11:43 a.m. and a quorum was established.
- Chair VanHorn introduced Stacey Stewart, president of March of Dimes and meeting host, who gave a welcome.

Chair's Report

- As a part of the area-wide rebranding effort to unify the district, the BID implemented a robust outreach process and secured support of the three civic associations and the CCCRC.
- As a reminder, the Arlington County Board approved the expanded boundaries in September 2019.
- The BID moved into its newly completed office space at 2011 Crystal Drive.
- Approval of minutes from FY2020 2Q Board Meeting and minutes from December and January Executive Committee:
 - Motion made by Chair VanHorn, seconded by Nora Dweck-McMullen and approved

Treasurer's Report

- Treasurer Morrow provided overview of FY2020 3Q financial report.
- Arlington County disbursement completed as scheduled in December.
- County Manager's office approved the Board's request for use of the Program reserve funds.
- Year-to-date, the BID has expended about 46% of its FY2020 budget and is projecting a net surplus of \$23,000 by year end.
- BID recently changed its financial forecasting to show YTD spending and remaining planned expenses/encumbrances, providing a clearer picture of financial standing.

Updated Work Plan and Budget

- The BID submitted the Annual Report and Workplan to the County for approval and received feedback to highlight key priorities and underline themes of supplementing and supporting the work of the County.
- Emily Cassell reported the work plan was shared throughout county departments and gathered key depts for feedback.
- Approval of updated FY2021 Work Plan, allowing for the executive committee to make additional changes upon receipt of updated assessment numbers from County.
 - Motion made by Chair VanHorn, seconded by Robin Burke and approved

Area-Wide BID Name

- Rachel Davis gave an overview of the BID's branding outreach and engagement process. She noted that Arlington residents located outside of the greater Crystal City neighborhoods were neutral about the umbrella name, 'National Landing' while inside the core neighborhoods, residents felt strongly about retaining existing neighborhood names within the umbrella. Reception was positive once residents were assured neighborhood names would not change and that National Landing was meant to be an umbrella term for the three neighborhoods.
- There were presentations to all local civic associations (Arlington Ridge, Aurora Highlands, CCCA, CCRC) and all expressed ultimate support to the County Board for the use of National Landing as an umbrella term.
- Gabriel introduced Katie Cristol, Arlington County Board Member.
- Member Cristol underscored resident concerns and their pride in the names of their neighborhoods. She reiterated the need to explain 'National Landing' as an umbrella term and not a replacement name. Overall, the County appreciates the thoughtful engagement the BID undertook.
- Gabriel noted that at the September approval of the boundary expansion for the BID, the County Board highlighted a need to pass a resolution to rename the BID. The County Board is now contemplating passing a resolution to rename the BID taxing district via county ordinance as Pentagon City, Crystal City, Potomac Yard at National Landing Business Improvement District no later than April. The change will require a request for advertisement. If approved by the County Board, the name change will need to be ratified at the BID's annual meeting.
- Kedrick Whitmore gave an overview of the BID board resolution to approve the change the name of the BID and rectify a variation in the expanded boundaries approval to reflect a change made prior to county board approval but after BID board approval.
 - Chair Vanhorn moved to approve the Resolution dated January 23, 2020 and the associated amendments to the Articles and the Bylaws in order to move forward with changing the name of the BID, including a request to the County Board to adopt the associated ordinance described in the Resolution, and to correct certain descriptions of the service area within the Articles and the Bylaws; seconded by Glenda MacMullin and approved.

Brand Presentation

- Gabriel gave an overview of the place branding presentation prepared by Pentagram, for which the design and approach were well-received.

Member updates

- Morrow – Hyatt Crystal City

- Renovated 2 levels of meeting space, updated technology
- VanHorn – JBG SMITH
 - “Dining in the Park” lease has been signed
 - RiteAid at 1671 Crystal Square will be closing in February
 - JBG SMITH will turn over the Central District retail shells of the theater and grocery store in a couple of months
 - 1900 Crystal Drive is expected to be under construction by mid-year
- Nora Dweck-McMullen – Dweck Property Company
 - Dweck’s Crystal City properties are performing well
 - Dweck acquired two buildings in Pentagon city: The Park at Pentagon Row and Crystal Flats (formerly m.flats)
 - Bowlero will open soon as the flagship location in April or May
- Christer Ahl – CCCRC and Crystal City Civic Association
 - County staff presented its initial plans for the Pentagon City Plan update to planning commission
- Freddie Lutz – Freddie’s Beach Bar & Restaurant, Federico
 - McNamara’s and Agents in Style are now open
 - Flirt Lounge’s lease may not be renewed in August
 - Portofino has plans to build an Italian market to complement its restaurant
- Emily Cassell – Arlington Economic Development
 - AED recently welcomed its new Executive Director, Telly Tucker
- Doug Abbott
 - Gould properties in Crystal City are performing well
 - Gould expects to perform some updates to its office buildings this year
- Crystal Christmas
 - The Crystal City Marriott has completed its guest room renovation
- Suzie Sabatier – JBG SMITH
 - The Freshman restaurant at 2011 Crystal Drive is expected to open in April
 - Sport and Health is expanding its location at 2345 Crystal Dr
 - Hanna, a coworking brand by CBRE, is set to lease 2451 Crystal Drive
 - Amazon has moved in to 1800 S Bell with about 500 employees employed at that location

Office Relocation Updates

- BID has moved into its new offices with plenty of space to accommodate anticipated staff growth.

Committees Update

- Mandle provided an update of the geographic committees.
- The Pentagon City and Crystal City committees met via phone in January.
- The Potomac Yard committee call will be scheduled as soon as possible.
- Freddie Lutz reported the 23rd street committee met on December 13 with a great, positive turn out.

Board Application/Nomination Process

- Resignations from the Board include Josh Lustig and Steve Taylor, both of whom have left their respective companies.
- The recommendation is to keep those seats vacant in order to have more flexibility as the BID expands to include Pentagon City and Potomac Yard.
- The BID is working to develop a formal application process for board of directors which will also underscore participation requirements.

- The Nominating Committee will develop those parameters and circulate them to the board.

FY2020 – BID Priority Projects

- Gabriel gave an overview of BID priority projects for the rest of Fiscal Year 2020.

FY 2020 Key Dates

- Upcoming board meetings
 - Fourth Quarter FY2020 Board Meeting – Rescheduled to Wednesday, April 22

The meeting adjourned at 1:07 p.m.