

FY2018 Pre-Annual Meeting Crystal City BID Board Meeting

DoubleTree by Hilton, 300 Army Navy Drive

June 11, 2018

Minutes

Members Present: Christer Ahl, Kara Alter, Jay Corbalis, Kingdon Gould III, Alan Haskel, Josh Lustig, Glenda MacMullin, Nora Dweck-McMullen, Harmar Thompson

County Appointees Present: Natalie Monkou, Pamela Van Hine

Members Absent: Doug Abbott, Suzie Boggs, Evan Burfield, Robin Burke, Mark Fallon, Dave Greenberg, Regan Linke, Freddie Lutz, Derrick Morrow, Jerry Norris, Mark Rivers, Steve Taylor, Andy Van Horn, Jim Woods

Staff Present: Rich Bradley, Robert Mandle, Kyle Easter

Introduction and Unofficial Business

- Board Chair, Glenda MacMullin, welcomed the Directors present at 4:43 p.m. A quorum was not present at the time. Because a quorum was not present no official business could be conducted. In lieu of official business, MacMullin asked Rich Bradley, Acting Executive Director, to provide an update on the strategic planning process.

Strategic Plan Update

- Bradley: Strategic planning process is proceeding apace and about one-third complete.
- One emerging theme is that the economy has more strength than first thought. The area is at the start of a new investment/reinvestment cycle with tremendous opportunities for growth. The residential, hospitality, and retail markets are strong, and the office sector is diversifying.
 - Economic strengths to build on are nurturing the STEM-based economy, attracting new federal tenants by focusing on access and value, and capitalize on affordability compared to D.C. with “missing middle” housing.
- Second theme is the issue of place. Crystal City suffers from a bland, inward-looking pedestrian experience.
 - Need to encourage new investment and reinvestment in mixed-use and street-enhancing development.
- Third theme is identity.
 - Opportunity around the area’s scale.
 - The office market in CC is the size of Indianapolis.
- These themes present opportunity; there is a direction to the process with clear, actionable items emerging.

Call to Order & Establishment of a Quorum

- Board Chair, Glenda MacMullin, called the meeting to order at approximately 4:50 p.m. and a quorum was established.

Chair's Report

- A motion was made, seconded, and accepted to approve the minutes from the 4Q18 Board Meeting.
- MacMullin introduces Ked Whitmore, BID Counsel, to provide an overview of the resolution to create an area-wide BID coordinating committee.

Area-Wide BID Update – Coordinating Committee Establishment

- Whitmore: The resolution authorizes a committee to explore an area-wide BID focused on examining the benefits, crafting a new organizational structure, developing a new work plan, and finding the most effective method for expansion.
- Bradley: Coordinating committee is inclusive of the Pentagon City and Potomac Yard areas that are the subject of the Future Cities Project area. Coordinating Committee will determine whether they wish to pursue an area-wide BID and craft a petition to County. BID admin structure would be unchanged. Committee needs to wrap up in the early fall to meet County deadlines. In your folder we have included the assessed value by owner in Pentagon City, Potomac Yard, and Crystal City and the FCPA. Assessed value of BID would double with expansion. Board would change to represent new owners.
- MacMullin: To be clear this action is only to create a Coordinating Committee to explore expansion.
- Natalie Monkou: County supports this next step in expansion conversation. Value proposition for businesses needs to be clear.
- Bradley: Absolutely agree with that. We want to show value proposition not only for businesses but for residents, hotels, and retail.
- MacMullin motioned to accept the resolution, it was seconded, and accepted to approve the resolution to create an Area-Wide BID Coordinating Committee.

Other Business

- MacMullin: No other business.

Proposed FY 2019 Meetings

- 1Q19 Board Meeting – Wednesday, July 18, 2018
- 2Q19 Board Meeting – Wednesday, October 10, 2018
- 3Q19 Board Meeting – Wednesday, January 9, 2019
- 4Q19 Board Meeting – Wednesday, April 10, 2019
- Annual Meeting – Monday, June 10, 2019

The meeting adjourned at approximately 5:00 p.m.