

FY2021 1Q National Landing BID Board Meeting

July 23, 2020, 10:30 am
Video-Enabled Conference Call

Draft Minutes

Members Present: Christer Ahl, Matt Bowyer, Robin Burke, Joe Chapman, Crystal Christmas, Gary Cook, Nora Dweck-McMullen (Vice-Chair), Richard Fernicola, Shannon Flanagan-Watson (Arlington County), Matt Gerber, Brian Grant (Secretary), Freddie Lutz, Glenda MacMullin (Treasurer), Jason Najjoun, Titilayo Ogunmakinwa, Robert Peck, Regina Rees, Rebecca Rivard, Suzie Sabatier, Harmar Thompson, Andy Vanhorn (Chair), Edward Virtue, Todd Yeatts

Ex-Officio Members Present: Judy Freshman, Jill Hunger (Arlington County - appointed temporary liaison), Katie Paine (Arlington County), Pamela Van Hine

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

Others present: Kedrick Whitmore (Counsel)

Members Absent: Kara Alter, Kingdon Gould, Derrick Morrow

Welcome & Introductions

- Board Chair, Vanhorn, called the meeting to order at 10:39a.m. and a quorum was established

Chair's Report

- Approval of minutes from FY2020 4Q Board Meeting, FY2020 Annual Meeting, and minutes from May, June and July Executive Committee Meetings
 - Motion made by Chair Vanhorn, moved by Thompson and seconded MacMullin and approved, with new members abstaining

Treasurer's Report

- MacMullin was introduced as new treasurer for FY21, taking over from Morrow. She handed over to Mandle to go over last FY20
- Mandle noted the move of funds due to COVID-19 that was approved by board in FY20 4Q meeting and approved by county manager in May 2020 outlined below:
 - Reallocation of approximately \$700k for two purposes:
 - New programming oriented around interim COVID-19 goals (~\$247k)
 - Establishment of FY2021 Reserve Funds (\$385k) in three buckets:
 - Staff Recruitment - \$95k
 - BID Operating Contingency - \$119k
 - COVID Continuity Reserve - \$170k
- Mandle provided overview of FY2020 soft close noting that numbers are preliminary until audit has been completed
- Explained County Retained Funds which includes a 2% administrative fee on collections and a delinquency reserve as a bucket of money held by county in the event of delinquency in assessments

- FY2020 ended with \$360,000 unspent in Program Reserve funds: BID Operating Contingency of \$119,000, Staff recruitment of 95,000 (to be focused on senior level hires), COVID Continuity Reserve of \$145,00 reduced from \$170,000 to balance out budget
- Due to impacts of COVID-19, BID has moved some Public Realm & Transportation projects to FY21
- Gave an overview of FY21 budget noting that first actuals + forecast versus budget report would not be available until the end of the first quarter
- Audit committee will oversee audit which will be complete it by Q2 Board meeting; findings will be presented there, Board will vote to accept the audit and then be submitted to Arlington County in November

FY2021 Priorities & Programming Update

- Gabriel went through key fiscal year priorities and work plan items that have pivoted due to pandemic
- Highest level priority still remains: growing staff, expanding services to the expansion areas, and continuing our brand launch and promotion, there are new areas of practice and emphasis that need to take shape such as a focus on small business and restaurant/retail assistance, open space enhancements especially temporary placemaking, hospitality support, and recovery readiness and a safe return to offices
- Due to new priorities:
 - Making sure to take Equity lens throughout our work
 - Enhance and reposition how we support our small and restaurant business community in the COVID-19 era
 - Implement public realm markings and messages that reinforce safety precautions, socially distanced use of space, support for businesses, and neighborhood spirit
- Plans to unify downtown with new wayfinding
- Modifying events to a virtual format with options for the community nearly every day of the week
- Begun to incorporate modified in-person programming with masks required and safe, socially distanced protocols in accordance with the Commonwealth's guidance. These include a weekly Farmer's Market and outdoor exercise classes put on in partnership with local gyms
- Plans for public events put on hold for in person programming after discussions with Executive committee due to liability and move to virtual format as well as drive-in series in Potomac Yard
- Asked for board suggestions regarding programming approach with considerations to the BID's best interest

Route 1 Exploration

- Gabriel provided an overview of the BID's Reimagining Route 1 effort that sees an attractive urban boulevard that could stitch together our neighborhoods
- Route 1 boulevard was one of the "Big Moves" highlighted in our Strategic Plan and called out for further study to strengthen east-west connectivity and the front door to the neighborhood
- FY 2020 Workplan included an objective to "study precedents and prototypes to inform conversion of Route 1 into a boulevard" and the BID retained Toole, transportation consultants, to study precedents and prototypes that could inform community dialogue and VDOT's imagination

- Hoping to offer a presentation to all board members in August
- Awaiting comments and feedback from Arlington County after February meeting with VDOT where the work was shared
- Focus on COVID-19 response has delayed receipt of feedback, but reset meeting is scheduled for first week of August
- Gabriel emphasized the importance of BID as an advocate for the project
- Ahl mentioned Civic Association's frustration with county handling of project and concern about understanding current status
- Flanagan-Watson provided status update of project
- Vanhorn underscored the importance of this work and moving forward
- Gabriel mentioned that the transportation committee could help guide the work and advocacy for this effort for the BID
- Van Hine requested that a copy of the presentation be circulated to Board Members and that community members be present at the BID's meeting with the County – no decision was made on either

Board Committees

- Chair Vanhorn outlined one of the best practices of an engaged board is to have active, participatory committees to dig deeper into the BID's work
- Several existing board committees that are recommended to be retained including those mandated in the BID's by-laws (Executive and Audit) and four geographic -specific ones (23rd Street, CC, PY, and PC) created last year
- Recommendation to consider the creation of two new committees: an equity committee and a transportation committee; Committee descriptions included in the board packet
- Brand committee thanked for hard work and is to be retired
- Committees will likely meet on a quarterly basis in between board meetings with the goal of committee chairs reporting out on the work of their committee at Board Meetings
- New board expectations require each member to participate in at least one committee
- Non-board members may participate in geographic and transportation committees and act in vice-chair roles, but committees must be chaired by at least one member of the board
- Opened it up to discuss committees and for anyone interested in serving in a leadership capacity for transportation and equity committees, to self-nominate as Board member committee chairs.
- Najjoum asked about meaning of roundtables and Gabriel explained the need for regular forum amongst specific constituencies and added the need for a hospitality roundtable as well (Other than those listed in document)
- Goal for roundtables is provide opportunity for all stakeholders in the boundary to engage with BID and a forum for regular and direct dialogue especially within current climate – more of an informational platform than that of the committees
 - Motion made by Chair Vanhorn to approve committee structure as laid out in meeting documents, moved by Dweck-McMullen, seconded by Gerber/Cook and approved.

Organizational Growth

- Vanhorn outlined the current staff of only five full-time positions and one part-time position and the goal to grow personnel to scale activities for the boarder district
- Depending on the contract for Potomac Yard, the BID may increase to up to 12 staff
- Recruiter being retained for two senior level searches as well as general hiring management

- Postings will be sent to board members for circulation and distribution
- BID also going to enrich its diversity and equity efforts as part of the organizational development plan

POA Contract

- As part of demonstrating value to Potomac Yard property owners during the BID expansion process, the BID had explored serving as Managing Agent to enable the Potomac Yard Community Association (PYCA) and the Potomac Yard Transportation Management Program Association (TMPA) – typically referred collectively as the POA - to realize cost savings in meeting required site plan conditions while also improving programmatic outcomes and transparency
- Demonstrating this opportunity was key to securing BID expansion support
- BID outlined a possible Managing Agent role to the PYCA/TMPA Board of Directors in August and formally responded to their RFP for Managing Agent services in May
- Should the BID be retained for these services, 1.6 FTEs would be devoted to this work
- BID is awaiting feedback on the proposal

Member updates

- Andy Vanhorn – JBG SMITH
 - Continuing with entitlement activities
 - 2 big projects in the Plaza block; LRPC & SPRC scheduled
 - Prepping 1900 Crystal Dr to start construction shortly
 - Completion of Central District (Pharmacy, Movie Theatre, Grocer...etc) by end of year
- Gary Cook, Lincoln Property Company
 - Old Airport Plaza 2 is being rebranded as 2611 S Clark St .
 - Continuing forward with Century Center with additional details to be provided soon
- Robert Peck, Commonwealth Joe
 - Updating safety protocols in café and production facilities
 - Making Cold Brew and delivery to frontline workers in hospitals
 - Working on providing safer amenities for current clients with touchless technology
- Nora Dweck-McMullen, Dweck Properties
 - Occupancy has dipped (not as significantly as rest of country)
 - In the past month, leasing activity has gone up
- Brian Grant, Equity
 - Northern Virginia properties (96.4 % occupied) are doing better than DC which is still better rest of country
 - Tour /leasing traffic is same as last year this time, but replacement rent is down
- Jason Najjoun, Syntetic Theater
 - Started a ten-day release of digital content.
 - First ever digital production project of Decameron written about the Black Plague that has been doing well
 - Using info and data from this pilot to make plans for next season
- Crystal Christmas, Marriott
 - Reopened and taking reservations for meetings of 50 people or less
 - Seeing more traffic during the weekends which is different than normal times since they are mostly a corporate hotel

Other Business

- 2Q Board Meeting – Thursday, October 22, 2020

The meeting adjourned at 11:42 a.m.