



NATIONAL LANDING

PENTAGON CITY

CRYSTAL CITY

POTOMAC YARD

NATIONAL LANDING BID
FY24 – Q1 Board Meeting
Wednesday, July 19, 2023, 9:30-11:00am
In-Person Meeting
American Management Association

Minutes

Members Present: Stacey Brayboy, Mark Carrier, Shannon Flanagan-Watson, Judy Freshman, Kingdon Gould, Charles Hill, Freddie Lutz, Elizabeth King, Donna Marquez, Andrea Murray, Abbey Oklak, Joe Oyler, Robert Peck, Patrick Phillippi, Sahil Rahman, Harmar Thompson, Pamela Van Hine, Andy VanHorn

Members Absent: Gary Cook, Aubrey Dennis-King, Kimberly Driggins, Nora Dweck-McMullen, Richard Fernicola, Regina Rees

Staff Present: Mai Abdelaziz, Tracy Sayegh Gabriel, Lucas Fichter, Robert Mandle, Malaika Scriven, Ben Wills

Welcome & Introductions

- Vice Chair Andy VanHorn called the meeting to order.
- Board and BID Staff introductions.
- Andy announced that Jack Kelly has left JBGS and is no longer a Director.

Recent Wins

- Pink in the Park
 - The BID's second foray into an annual partnership with the National Cherry Blossom Festival was a major win and great trial run for next year.
 - The event generated 144M media impressions and 205K social media impressions. The event sold out in the first month.
- HQ2 Ribbon Cutting
 - After nearly 5-years of planning, construction, and anticipation, Amazon opened their first phase of HQ2 at Metropolitan Park – Jasper and Merlin.
 - Concurrently, a new park with a variety of offerings and a distinctly modern and cosmopolitan feel opened in Met Park for which the BID is partnering to deliver community programming.
- Annual Meeting
 - There was great attendance and flow for the 2023 Annual Meeting, which showcased the Alamo theatre.
- RAMMYs
 - In partnership with Amazon, National Landing shined at the 2023 RAMMYS – the restaurant association's awards – presenting an award and featuring a beautiful National Landing activation with a mural designed by No Kings and lite bights from several local eateries.

BID Office Lease

- The BID's lease at 2011 Crystal Drive expires on June 30th 2025. There is an option for a two-year extension (with 12-month notice) or relocation options.

- The BID expects to on-board the broker team in August and begin site visits in the fall and expects a decision point likely in early 2024.

Motion on Approval of Meeting Minutes

Motion: Harmar Thompson

Seconded: Robbie Peck

No Oppositions

No Abstentions

Time: 9:37

Treasurer's Report (Robbie Peck)

- At the conclusion of the Fiscal Year, the BID completes a “soft-close,” to provide a pre-audit picture of the end of year financials.
- This close is subject to some change as late invoices come in and the auditors complete their work and potentially make recommendations adjustments that change the bottom line.
- Fortunately, the soft-close landed very close to where the BID had been projecting over the past several months ending the year with \$57,800 in unspent FY2023 Operating Funds and \$150,900 in unspent Program Reserves.
- As a reminder, the BID faced a \$248,400 assessment reduction in December following the final decisions around Arlington County Assessment Appeals
- Rather than plan for major reductions in programming so early in the year, the BID opted to fully draw \$108k from its County Appeals Reserve as well as draw \$140k from the Operating Contingency
- Fortunately, the BID also saw an increase in Community Events & Outreach Sponsorship revenue - \$259,600 more than budgeted
- This sponsorship revenue funded a resurging, post-covid events line-up including various markets, Pink in the Park, Garage Races, Movies at Mets, Jazz at Mets, and more.
- Balancing the increase in sponsorship revenue were increased spending on events, hence the large variance of \$333k.
- The BID spent significantly less than anticipated in the Transportation program area as progress on Wayfinding moved slower than anticipated.

County Manager Letter

- The Board voted to submit a letter to the County Manager outlining the use of any unspent funds from FY2023 in FY2024.
- The letter was submitted to Mark Schwartz in June who responded in support of our outlined utilization which includes:
 - Preserving the purpose of the unspent Downtown Wayfinding Initiative Reserve which includes \$86,000
 - Applying any additional unspent funds towards the FY2024 Operating Contingency
- The soft-close yielded a slightly lower amount of unspent FY2023 funds at \$57,800 versus \$97,635
- This reduction results in a smaller Downtown Wayfinding Initiative Reserve than anticipated, but still allows the FY2024 Operating Contingency to be filled to its 5% maximum

FY2024 Budget

- The FY2024 budget includes an increase over FY2023 of about 5.9% driven by a 3.8% projected increase in assessment revenue and a doubling of sponsorship revenue
- This year's budget provides increased funds where the BID has been focusing spending while right-sizing those that have seen lower or slower spending
- Of note, there is a real possibility of another budget reduction when 2023 property assessment appeals are finalized
- The BID expects that any potential reduction would be fully covered by the combination of the BID's County Appeals Reserve and the Operating Contingency Reserve
- That concludes the Treasurer's Report. A soft-close snap shot and other financial reports are included in the packet. Any questions?

Nominating Committee

- Andy reiterated that Jack Kelly has left JBGS requiring his resignation from the BID Board of Directors.
- To address the vacancy in the chair seat, the Nominating Committee discussed a revised Officers' slate for consideration.
- As a reminder, the Executive Committee membership serves as the Nominating Committee.
- The slate that the Nominating Committee proposed is:
 - Andy, as Vice Chair, would move into the Chair role;
 - Kimberly Driggins would step into the Vice Chair role;
 - Donna Marquez would become Secretary;
 - There would be no change to the Treasurer position which is held by Robbie Peck.

Motion to elect Andy VanHorn as Chair, Kimberly Driggins as Vice Chair, and Donna Marquez as Secretary?

Motion: Shannon Flanigan-Watson

Seconded: Stacey Brayboy

No Oppositions

No Abstentions

Time: 9:46

Sahil asked if Andy being back on as Board Chair was a transition or permanent move. Andy confirmed that he would like this to be an interim role.

Nominating Committee – Board Vacancies

- In addition to the existing vacancies that we started the year with, we have three additional resignations.
- One vacancy emanates from Jack Kelly's departure; the other two vacancies are from newly received resignations from Robin Burke and Glenda MacMullin. For those who weren't at the Annual Meeting, we were happy to celebrate Glenda's outstanding 16 years of service to the BID.
- The Nominating Committee will continue to explore and recruit potential candidates that help us maintain our core metrics outlined in our bylaws and our business plan.
- To replace Jack, JBGS has requested consideration of David Ritchey, Chief Commercial Officer
- The Nominating Committee unanimously supported via email David's candidacy for a Board of Directors slot to represent JBGS
- David would provide invaluable perspective and experience in commercial

office leasing and asset management to the BID

Motion to elect David Ritchey to the FY2024 National Landing BID Board of Directors?

Motion: Kingdon Gould

Seconded: Charles Hill

No Oppositions

No Abstentions

Time: 9:53

- Each year, the Board establishes an Audit Committee which is made up of the Chair, the Treasurer (who serves as Chair of the Committee), and an additional at-large Director not on the Executive Committee.
- The Audit Committee provides feedback and guidance in the completion of the annual Audit and reviews the draft Audit ahead of the Q2 Board Meeting in October where the formally presented, accepted by the Board, and subsequently submitted to the County by a November 1 deadline.
- Abbey Oklak volunteered to join this year's audit committee
- Staff has engaged TKR, our auditor of record for the past several years, to conduct this year's audit.

Motion to establish this year's Audit Committee of Andy, Abbey, and Robbie

Motion: Patrick Phillippi

Seconded: Joe Oyler

No Oppositions

No Abstentions

Time: 9:56

Transportation Committee (Hamar)

- The Transportation Committee discussed key progress in both the Route 1 and CCDCA projects. Both projects will benefit from strong and coordinated BID Member advocacy. For Route 1 this will continue to focus on delivering best-in-class safety and design elements but also on closing an expected funding gap (only 75% funded). CC2DCA advocacy will hone in on what sort of experience the bridge will deliver – a simple piece of infrastructure, or a destination in and of itself. The Committee also celebrated the MDOT and VPRA MARC expansion MOU and discussed how to help shape improved MOT policies.
 - Additional discussion was focused around the importance of a regional funding solution for Metro's operations
 - Important for BID to lead on this effort when public feedback cycle opens

Equity Committee (Sahil)

- The Equity Committee met on July 7th. They had a robust discussion on Q4 equity activities, applying for the American Planning Association equity award, National Landing BID DEI Playbook for small businesses, and BID Board Census. Further discussion was had on how we get more board members engaged with the Equity Committee and how we can be more intentional about how we add equitable access with regard to disabilities and speakers of multiple languages to our equity mix. The next Equity Meeting will be on September 28 at 10 am.

Wayfinding Committee (Malaika)

- On May 23, the Wayfinding Committee convened with phase 2 consultants Gensler to discuss the future Wayfinding Concept Plan. They

went over all the work done with the needs and trends analysis and plotted the future by prioritizing our needs, examining our sub-districts, and mapping our multimodal access points and landmark zones. On July 12, we invited key department leaders from Arlington County to the BID offices to discuss navigating county regulations to implement the forthcoming plan. The next Wayfinding Committee is tentatively scheduled for September 26 at 10 am.

23rd Street Committee (Freddie)

- Following up on April's Public Safety Meeting, the BID hosted a robust 23rd Street Committee last Thursday. Hosted at the Sports Pub, recorded the highest attendance since prior to the pandemic. ACPD provided an optimistic update illustrating that NL and Arlington are faring better than most downtowns amidst a national increase in crime. Arlington County shared the latest on the FOOD Study and how existing TOSAs can be maintained. Parking for employees and customers clearly remains a key priority for area business owners. The Committee also discussed strategy for events programming and will be circling back for additional conversations about Oktoberfest, Miracle on 23rd Street, and other marketing collaborations.

Planning & Development Committee (Andrea)

- Co-Chairs Rich Fernicola and Andrea Murray met on June 20th to establish the following Committee priorities to support National Landing's transformation as one of the Washington Region's fastest-growing urban downtown:
 - Opportunities to spur economic activity:
 - Arlington County's 4.1 process- encourage more transparency and highlight opportunities to streamline the regulatory process
 - Office to Residential Conversions-Share concerns about the process of converting Office to Residential uses and highlight opportunities to offer greater flexibility as office market trends shift.
- Ongoing NL Market Intel Updates- Through quarterly analysis, BID will share Market sector Trends reported through the BID's Quarterly Snapshots; highlight development deliveries and recent County approvals.
- NL Innovation District- Committee will lead and prioritize efforts to support NL's designation as an Innovation District
- If Board members are interested in joining this committee, please reach out to Malaika and plan to attend our upcoming meeting tentatively scheduled for September 27 at 10am.

Other Roundtables

- Transportation Roundtable – June 14, 2023
 - The Transportation Roundtable convened on June 14, where there were presentations on Crystal City Bike Network, Route 1, Recap of National Landing Bike Month activities, Army Navy Drive Complete Street Project, and an update on the myriad of active public and private projects in National Landing. Public engagement on the following projects is taking place this summer: Arlington Transit Strategic Plan, 15th Street S. Complete Street, Long Bridge Drive Multimodal Connection, and CC2DCA. The next Transportation Roundtable will be on September 21 at 10 am.

Strategic Framework (Tracy)

- The BID is pleased to finalize an updated Strategic Plan Framework following months of work and really kicking off with many of you at a Board Retreat in early 2022.

- The updated framework builds on the strong foundation of our 2019 Strategic Plan, but provides updated Organizational framing and redefined strategic pillars
- The updated plan is action oriented around 12 key priority initiatives or “Big Moves”
- The draft Strategic Framework was distributed electronically to the Board in June along with a request for unanimous approval
- Though receiving near universal approval, by not attain full unanimous support, the final decision was deferred to today’s meeting
- The deferral enabled additional time for Board digestion, review, and provision of feedback along with an opportunity for additional discussion today

Motion to approve the National Landing BID Strategic Framework

Motion: Robbie Peck

Seconded: Sahil Rahman

No Oppositions

No Abstentions

Time: 10:06

Work Plan Priorities

- Tracy noted that there is an error throughout the workplan where “FY23” should be replaced with “FY24.”
- Tracy noted that we will be focusing on destination, mobility, next generation parks, and community.
- Tracy noted that the BID will be setting up meetings with the County to walk through the Work Plan prior to the Board Meeting in October.
- Mark noted that there will be a huge focus on rail transportation over the next 6 months both regionally and in the immediate area.

Open Rewards

- The BID has been exploring innovative business support concepts for quite some time
- Though many local currency models require a heavy lift from business to incorporate into their POS systems, BID found that AED was a step ahead of us in their launch of Open Rewards
- The program allows customers to receive 5 percent rewards AT NO COST TO BUSINESSES
- The BID plans to join the program in August and enable additional rewards for transactions occurring within National Landing
- Additionally, it will enable the BID to explore strategic “throttling” of benefits to drive customer traffic around special events, holidays and initiatives.
- Stay tuned for more information about this program!

FY2024 Board of Directors Meeting Dates (Andy)

- FY2024 BID Board of Directors Meeting Dates were announced.
- The Annual Meeting will take place between June 4th and June 14th
- As a reminder, that attendance at Board Meetings and the Annual Meeting is expected as part of your commitment to the organization as is participation on AT LEAST one committee
- Please be sure to communicate ahead of time if you have a conflict that prevents you from attending and make every effort possible to avoid future commitments on these dates.
- Additionally, a Virtual Board Orientation will be scheduled for all of our new Directors who joined in the last two years

- This orientation will be required for new directors, but also encouraged for all directors as a refresher

Closing Remarks

- Andy concluded the meeting.

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