

FY2022 3Q National Landing BID Board Meeting

Thursday, January 27, 2022, 9:30 am

Video-Enabled Conference Call

Approved Minutes

Members Present: Matthew Bowyer, Robin Burke, Rich Fernicola, Mark Carrier, Joe Chapman, Gary Cook, Kimberly Driggins, Freddie Lutz, Glenda MacMullin, Nora Dweck-McMullen, Shannon Flanagan-Watson, Judy Freshman, Brian Grant, Charles Hill, Jack Kelly, Kate Paine, Robert Peck, Regina Rees, Rebecca Rivard, Pamela Van Hine, Andy VanHorn

Staff Present: Mai Abdelaziz, Lucas Fichter, Ashley Forrester, Tracy Sayegh Gabriel, Matthew Jones, Robert Mandle, Malaika Scriven, Colleen Rasa

Others Present: Kedrick Whitmore

Members Absent: Kara Alter, Kingdon Gould, Sahil Rahman, Harmar Thompson, Todd Yeatts

Welcome & Introductions

- Board Chair, VanHorn, called the meeting to order at approximately 9:30 a.m. and a quorum was established
- Acknowledged and welcomed meeting attendees that are not on board but represent voting BID members (property owners), non-voting BID members (commercial tenants), and others and briefly went over agenda items

Chair's Report

- Given value of Board relationships, had hoped to welcome everyone in person
- Save the Date: Aiming to plan a board retreat for Friday, March 4 (tentatively)
- Motion to approve FY2022 Q2 Board Meeting Minutes by Gary Cook and seconded by Shannon Flannagon-Watson

Treasurer's Report

- FY22Q2 Close
- Reduction in FY2022 Assessment Revenue due to successful assessment challenges
- Additional revenue through new unanticipated sponsorships to support events and public realm investments
- Overview of Spending Plan Changes
 - Balancing anticipated administrative overages through proportional reductions in planned spending in other program areas
 - Funds originally allocated to wayfinding effort partially reduced due to reality of wayfinding project schedule
- FY2023 Reserve Approach
 - Not expecting to utilize the Downtown Wayfinding Initiative program reserve
 - Continue to carry over given the large, anticipated expense of the wayfinding planning, design, and implementation effort over many years
 - Any other surplus FY2022 funds will also be allocated to wayfinding

FY2023 Work Plan & Budget - Revised

- BID met County to review Work Plan wherein the County provided thoughtful and comprehensive feedback on framing and alignment of the work plan with County plans

and policies and made suggestions to change language to more accurately reflect the BID's intentions and collaboration with County agencies

- Edits and clarifications made to Work Plan
- BID Received updated 2022 Assessment data that drives the FY2023 BID budget – BID budget back at \$4.6 million
- Updated assessments mostly recouped reductions from assessment appeals process and therefore no significant reduction relative to the submitted work plan from the fall
- FY2023 Budget revised in three ways:
 - Added additional Administration & Management expenses to address on-going overages in that program area
 - Incorporated the expectation of at least \$100,000 in sponsorship revenue and event income allocated primarily to the Community Events & Outreach, Public Realm, and Marketing program areas
 - Added a \$100,000 line-item to support the exploration, planning and advancement of the National Landing Foundation concept (some concern was raised about amount needed - discussed further in Foundation agenda item)
- Motion to approve the revised FY2023 Work Plan & Budget by Nora Dweck-McMullen and seconded by Robin Burke
 - Motion passes with Shannon Flannagon-Watson Abstaining

FY2022 Officer Changes

- Motion to approve the nomination of Robin Burke to the Secretary Officer position by Nora Dweck-McMullen and seconded by Matt Bowyer
 - Motion approved unanimously

FY2023 Board Slate

- Nominating Committee formally presents four individuals for nomination to the FY2023 Board of Directors including:
 - Katrina Adams of the March of Dimes
 - Donna Marquez of the Hyatt Regency
 - Aubrey Fenton of Equity Residential
 - Leslie Edelstein of JBGS
- Motion to approve the FY2023 Board Slate by Glenda MacMullin and seconded by Jack Kelly
 - Motion approved unanimously
- Nominating Committee presented a slate of FY2023 Board Officers and Executive Committee Members including:
 - Jack Kelly as Chair
 - Andy Van Horn as Vice Chair
 - Glenda MacMullin as Treasurer
 - Robin Burke as Secretary
 - Freddie Lutz as an at-large member
 - Kimberly Driggins as an at-large member
 - Robbie Peck as an at-large member
- Motion to approve the FY2023 Officers Slate by Nora Dweck-McMullen and seconded by Gary Cook
 - Motion approved unanimously

DISCUSSION – NL BID Foundation Framework

- Discussed draft memo on the proposed creation of a 501(c)(3) philanthropic arm of the BID called National Landing Foundation to create additional funds and partners in the realm of:
 - Environment & Open Spaces
 - Arts and Culture
 - Programming and Events
 - Social Impact
- Noted that it will be important to identify which type of events are appropriate for core area programming.
- Shannon Flannagon-Watson noted need for County approval, additional information and collaboration with County Agencies in the formation effort
- Kate Paine shared that the County needs additional detail before approving including on how the two entities will interact especially on Work Plan alignment and budget
- Acknowledgement that BID would collaborate closely with the County on details and approval before proceeding
- Kim Driggins raised concern around whether the \$100K budget allocation for exploring foundation concept is too high, especially if for formation efforts only. She noted that forming the foundation is straightforward and should be less costly and more quickly accomplished. She requested a better understanding/clarification of intention for \$100k.
 - Intended for legal counsel costs and providing initial launch funds
 - BID will circle back and provide additional detail on any foundation formation expenditures

DISCUSSION – DRAFT EQUITY PLAN

- Presented a high level summary of the draft Equity in Action Plan, a culmination of the Equity Committee’s work, covering organizational, programmatic and outreach goals:
 - Strengthen DEI efforts at the staff and board to build more inclusive and responsive organization.
 - Develop equity-specific actions for programmatic Work Plan
 - Ensure community engagement, public-facing materials and event programming reflects broad, diverse demographics and celebrates cultural diversity.
- Goal to publish in Spring with a final draft for approval at Q4 Board meeting
- Discussion of draft plan content:
 - Recommendations to provide an implementation matrix to identify how the objectives will be implemented and how success will be measured with the purpose of insuring that its achievable and sustained for a long period of time.
 - Pages 2-6 the information wasn't all tied together with how the program works.
 - Recommendation to add a glossary for equity terms.
 - Recommendation to work with the alternative high school in Amazon HQ2. Tanya Talenti is the Arlington County Public School contact.
 - Recommendation to spend some time on storytelling and interviews because people can be glazed over by data. The human-side/impact and intentionality can really move people.
 - Recommendation to focus on in-reach goals. Building bridges with everyone on the board.

- Recommendation to be cognizant that everyone is at different points on the equity journey.

Board Committees

- Committee Co-Chairs reported on Committee meetings and activities from previous quarter
- Summaries and meeting notes are available in the Board Folder

Other BID Updates

- Metro Plaza
 - Board approved a resolution to support expending up to \$460,000 to complete the Metro Plaza Improvements
 - Several additional elements expected to be implemented in FY2023 including the purchase of furniture for the plaza area and the installation of artistic lighting along the mural
 - Given that incorporation of these elements into the existing contract is more economical, BID seeking approval to expend additional funds in the amount of \$60,000.
 - BID provided a draft amendment to the July resolution in Board folder
 - Motion to approve resolution by Gary Cook and seconded by Robbie Peck
 - Motion passes with Jack Kelly of JBGS recusing due to Conflict of Interest

FY22 4Q Board Meeting – April 28th @ 9:30am

The meeting adjourned at approximately 11:05am.