



**NATIONAL
LANDING**

PENTAGON CITY

CRYSTAL CITY

POTOMAC YARD

NATIONAL LANDING BID Board Meeting – Q4 Wednesday, April 27, 2022, 9:00-10:00am In-Person Meeting

Draft Minutes

Members Present: Matthew Bowyer, Robin Burke, Nora Dweck-McMullen, Rich Fernicola, Mark Carrier, Gary Cook, Kingdon Gould, Charles Hill, Freddie Lutz, Glenda MacMullin, Shannon Flanagan-Watson, Judy Freshman, Brian Grant, Charles Hill, Jack Kelly, Kate Paine, Robert Peck, Harmar Thompson, Pamela Van Hine, Andy VanHorn, Todd Yeatts

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

Others Present: Kedrick Whitmore

Members Absent: Kara Alter, Joe Chapman, Kim Driggins, Judy Freshman, Sahil Rahman, Regina Rees, Rebecca Rivard

Minutes

Introductions

- Brief staff introductions
- Updated org chart presented to board
- Two additional postings still active – Public Realm Coordinator and Planning & Innovation Associate

Chair's Report – Andy VanHorn

- Board Retreat
 - Successful board retreat held a few weeks ago
 - Recap memo shared in the board folder
 - Solid foundation to inform upcoming Strategic Plan update
- Recent Wins
 - Successful collaboration with WBJ on Building for Tomorrow Panel unveiling findings of BID's market study
 - BID hosted first-ever Enchanted Rhapsody in partnership with Cherry Blossom Festival
 - PenPlace has moved through Arlington County Board
- **Q3 Board Meeting Minutes Motion**
 - ***Approved Unanimously with no comments***

Treasury Report – Glenda MacMullin

- No major changes in spending – tracking at 84% of plan and lagging in Transportation, Public Realm, and Economic Development program areas
- Forecasting large budget to actuals variances driven by:
 - \$215k Assessment Reduction

**NATIONAL LANDING
BUSINESS
IMPROVEMENT
DISTRICT**

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- Managing anticipated Administration and Management overages
 - Unanticipated sponsorship revenue in Community Events
- Still expecting unspent funds
 - January board vote approved staff recommendation to carry over unspent funds into a wayfinding reserve
- 12th Street Placemaking project implementation expected to cross into FY2023
 - Recommendation to carry over associated funds including \$50k sponsorship from Amazon for parklet portion implementation into new Parklet Program Reserve
- *Motion to approve carry-over request to County Manager that would allocate the unspent parklet implementation funds to the Fiscal year program reserve fund...*
 - *Moved by Glenda MacMullin*
 - *Seconded by Robin Burke, Brian Grant*
 - *Approved*
 - *None opposed*
 - *Shannon Flanagan-Watson Abstained*

Annual Meeting

- Annual meeting scheduled for Tuesday, June 14 (*note that this was rescheduled to Wednesday, June 15th*)
- Main theme of “Forward Together”
- Anticipating the release of the BID’s Equity Framework

FY2023 Proposed Board Slate Reminder

- Class 2 Directors Renewing Terms
 - Joe Chapman – Amazon
 - Mark Carrier – BF Saul
 - Charles Hill – Doubletree/Embassy Suites
 - Freddie Lutz – Freddie’s Beach Bar & Restaurant/Federico
 - Sahil Rahman – RASA
 - Regina Rees – USAA
- New Directors:
 - Katrina Adams – March of Dimes
 - Leslie Edelstein – JBG Smith
 - Aubrey D.K. Fenton – Equity
 - Donna Marquez – Hyatt Regency
 - Arts/Culture seat to remain open for targeted recruitment
- FY2023 Officers & Executive Committee
 - Chair – Jack Kelly, JBG SMITH
 - Vice Chair – Andy VanHorn, Dweck Properties
 - Treasurer – Glenda MacMullin, CTA
 - Secretary – Robin Burke, Beacon
 - Member – Freddie Lutz, Freddie’s Beach Bar & Restaurant/Federico
 - Member – Kim Driggins, Washington Housing Conservancy
 - Member – Robbie Peck, Commonwealth Joe

Draft Equity Action Plan

- *BID staff presented the final draft of the Equity Action Plan.*

- *Motion on content of existing plan and to allow executive committee revisions*
 - *Moved by Andy VanHorn*
 - *Seconded by Robert Peck and Nora Dweck-McMullen*
 - *Approved unanimously*

New Strategic Plan

- New strategic plan update to be initiated in FY2023
- Process will be informed by last month's board retreat and include stakeholder and community engagement

Board Committees

- Proposed Committee Evolution
 - Retire Geography Committees
 - Retain Equity, Transportation, and Wayfinding Committees
 - Establish additional topical committees as needed
 - General Board consensus concurs with proposed committee structure change
- Committee Co-Chairs provided summary of quarter meetings – see overview in board packet

Member Updates

- Dweck
 - New site plan at Crystal Towers site
 - New construction management team
 - Buying new property in North Arlington
- Commonwealth Joe
 - Expanding into office retail
 - Café activity is doing well
- LCOR
 - Adding 11,000 sq feet of retail
- Arlington County
 - County Manager proposing CIP in May with County Board adoption in July 2022
- JBG Smith
 - Waterpark scheduled delivery in spring 2023
 - Focusing on majority and women-owned businesses for kiosk spacing
 - Refresh to marketing center
- 23rd Street
 - Burn and Brew and expanded into Leafy Bikes
- Equity Residential
 - Excited about street level additions and residential growth
- Lidl
 - Continuing to expand in markets that they're already in – between Georgia and New York. Opening next location in Mclean.
- DoubleTree/Embassy Suites
 - Occupancy levels are high and selling out due to Amazon and Government
- Boeing
 - Working with Secretary of Commerce and trade

- Regional Economic Development Commission has assured funding will remain