

## **FY2022 2Q National Landing BID Board Meeting**

Thursday, October 28, 2021, 9:30 am  
Video-Enabled Conference Call

### **Draft Minutes**

Members Present: Kara Alter, Matthew Bowyer, Mark Carrier, Joe Chapman, Crystal Christmas, Gary Cook, Kimberly Driggins, Nora Dweck-McMullen, Shannon Flanagan-Watson, Judy Freshman, Brian Grant, Charles Hill, Jack Kelly, Jason Najjourn, Kate Paine, Robert Peck, Sahil Rahman, Regina Rees, Harmar Thompson, Pamela Van Hine, Andy VanHorn, Todd Yeatts

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

Other Present: Chris Roemersma, David Castilleja, Casey Albino, Kedrick Whitmore

Members Absent: Robin Burke, Rich Fernicola, Kingdon Gould, Freddie Lutz, Glenda MacMullin, Titilayo Ogunmakinwa, Rebecca Rivard

### **Welcome & Introductions**

- Board Chair, VanHorn, called the meeting to order at approximately 9:30a.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
- Expect January Board meeting to be in-person
- BID also exploring an in-person Board retreat in the coming months to allow for more Board exchange of ideas and information
- Announcement of resignation of Crystal Christmas from the BID Board
  - Christmas will be leaving the Crystal City Marriott to take on the position of General Manager at the Georgetown Marriott
- Meeting attendees introduced themselves
- BIG WINS since last quarter
  - New mural, Harmony, completed by Lisa Marie Thalhammer at the Crystal City Metro entrance
  - Groundbreaking expected within next few weeks on the Crystal City Metro Plaza Improvements
  - People Before Cars Coalition launched bringing several community and mobility organizations together around shared priorities for a safer and more accessible transportation network in National Landing
    - In addition to the BID, Coalition includes Sustainable Mobility for Arlington County, Arlington Families for Safe Streets, Washington Area Bicyclist Association, and JBG SMITH
    - While focusing collectively on mobility improvements around National Landing, big prioritization around transforming Route 1 into a human-scaled, safe multi-modal urban corridor

- Growing Staff
  - BID continues to staff up with hiring of Luke Fichter as the BID's Community Engagement and Communications Specialist
    - Graduate of Virginia Tech and lifelong Arlingtonian
    - Managed community relations at the Washington Nationals for last 4 years
  - Cassie Hurley moved on from the BID taking a role with the Arlington Chamber of Commerce
  - BID currently hiring for two positions: Events Manager and Economic Development Analyst
- ACTION - Chair VanHorn asked for edits or revisions to the minutes from FY2021 Q1 Board Meeting
  - Hearing none, Chair VanHorn requested a motion to approve the minutes
    - Gary Cook moved and seconded by Nora Dweck-McMullen
    - Motion carried unanimously

### **Treasurer's Report**

- BID Deputy Executive Director, Rob Mandle, provided Treasurer's report which included an overview of the Audit Findings, an updated FY2021 post-audit financial close snapshot, and a look at YTD spending and expenditure forecast after the First Quarter close for FY2022
- Audit Overview
  - BID hired Toole, Katz and Roemersma (TKR) to conduct BID audit last year to provide a fresh look
  - Implemented a number of changes to financial processes and procedures resulting from the recommendations made in FY2020 Audit
  - FY2021 process was much smoother and more efficient and did not identify any major deficiencies
  - TKR provided a comprehensive overview of the FY2021 Audit findings and financial statements
  - QUESTION – VanHorn Asked whether there was anything that TKR recommended the BID do better on
    - TKR – Not a major issue, but improved tracking and recording rationale for voided checks could help during audit process
  - ACTION – Chair VanHorn asked for a motion to approve the FY2021 Audit Report and Transmit to Arlington County
    - Nora Dweck-McMullen moved and seconded by Harmar Thompson
    - Shannon Flanagan-Watson abstained due to her role with Arlington County
    - Approved unanimously by all others
- FY2021 Post-Audit Close
  - Post-audit, financial close looked very similar to the BID's soft-close shared in at the July Q1 Board Meeting:
    - \$640k in unspent operating funds
    - \$315k in unspent reserve funds
    - Program area variances below the \$50k threshold when accounting for the County Manager approved carry over request
    - Only substantive difference resulted in an additional \$30k in unspent operating funds that resulted from a forecast expenditure that ended up shifting into FY2022

- Additional surplus funds allocated to the FY2022 Back-to-Office Program Reserve as outlined in the approved carry over request
  - Metro Plaza Enhancements - \$460,000
  - Back-to-Office Reserve - \$154,780
  - Downtown Wayfinding Initiative - \$112,300
  - Operating Contingency - \$229,000
- Expecting a rapid drawdown of these funds with the Metro Enhancements and Back-to-Office Reserves being fully expended by the end of Q3 and the Downtown Wayfinding Initiative launching in late Q3/early Q4
- Operating Contingency provides an additional reserve to tap into if necessary to fund unexpected emergencies or opportunities
- Important reminder that utilization of the Operating Contingency in amounts of \$2500 or more requires notice be provided to the County Manager
- FY2022 Q1 Financial Close
  - YTD spending tracking at about 84% of plan
  - While Administration & Management and Community Events & Outreach are both ahead of plan, delayed starts to several projects (metro mural and parklets) have caused Public Realm and Transportation to be well behind plan
  - BID expects quickly catching up over the next several months as project costs hit the books in the second quarter
  - Overages in Community Events & Outreach result from increased costs to execute in-person programming for the return of Oktoberfest and a new partnership with Arlington to host the celebration of Long Bridge Park's opening
  - Though future spending may be absorbed by Back-to-Office Reserve funding, spending will be close to budget for remainder of the year
  - Budget gap for Administration & Management is not likely to close and may even widen
    - BID has added additional funds to this program area for FY2023
  - BID has updated the forecasting model to make planning better and easier to update
  - Associated financial documents – the audit, the revised FY2021 close snapshot, and the QTD Quarterly Close Overview memo are all included in the Board electronic packet

## **FY2021 Annual Report**

- Tracy Gabriel provided an overview of the FY2021 Annual Report
- FY2021 marked the first full year of the expanded National Landing BID and had a focus on:
  - Implementing a new name for the larger BID organization while maintaining individual brand identities
  - Extending core BID services and programming to Pentagon City and Potomac Yard
  - Launching a branded marketing campaign to support the entire BID Service Area
  - Supporting County and area property owners in delivering signature urban design to priority capital projects - roads, street, buildings
  - Highlighting the area's transformation story in the context of the collective downtown and managing growth and change

- As Pandemic continued to impact occupancies, tourism, and sales at area retail and restaurant businesses, BID balanced these priorities with more immediate needs:
  - Small Business Assistance
  - Communications and Outreach
  - Virtual and Small In-Person Events
  - Community Spirit & Support
  - Transportation and Planning Advocacy
  - Business Continuity
- ACTION – Chair VanHorn asked for a motion to approve the FY2021 Annual Report
  - Brian Grant moved and seconded by Matt Bowyer
  - Shannon Flanagan-Watson abstained due to her role with Arlington County
  - Approved unanimously by all others

### **FY2023 Work Plan & Budget**

- Tracy Gabriel provided an overview of the FY2023 Work Plan & Budget
- Theme of “Bold Transitions – Managing Change and Building Community”
- Being a responsible steward of change focused on championing people-centered improvements, building community and being a model for downtowns experiencing major reinvestment
- Four Primary FY2023 Priorities
  - Supporting a strong economic recovery, return to office and tourism and business attraction environment and highlight National Landing as a regional and national story of downtown reinvestment, renewed amenity, innovation, and opportunity
  - Build neighborhood identity, sense of community, and regional recognition through an enhanced public realm, stimulating events and activations, and a fund and welcoming environment
  - Champion plans, development, and transportation projects to be people-oriented and well-designed to support creation of the most connected district in the country
  - Grow the organization and build a culture and climate that fosters collaboration and creativity, embraces future-forward strategy, and values diversity, equity, and inclusion in all facets of the BID’s work
- FY2023 Budget assumes flat assessments though uncertainty remains
  - Downtown DC saw 10-15% declines in office assessments
  - Not anticipating any FY2022 deliveries
  - Official assessments will be provided in January and budget will be recalibrated
  - Increase in Administration & Management reflects on-going FY201 and FY2022 deficits
- ACTION – Chair VanHorn asked for a motion to approve the FY2023 Work Plan & Budget
  - Harmar Thompson moved and seconded by Nora Dweck-McMullen
  - Shannon Flanagan-Watson abstained due to her role with Arlington County
  - Approved unanimously by all others

### **Board Committees**

- Transportation Committee

- September 22<sup>nd</sup> meeting focused primarily on the draft Route 1 Report and the closing comment period
- Committee pleased with the robust engagement from the community and stakeholders around supporting the at-grade urban boulevard concept while pushing for the scope and the design to go further
- BID also introduced the People Before Cars Coalition
- Early assessment of the County's Purpose and Need scoping survey reveal that the BID and area stakeholders should be sure to follow closely to ensure the desire for an iconic design that has the potential to contribute to open space needs is heard
- Next Transportation Roundtable is December 8<sup>th</sup> and next Committee is December 16<sup>th</sup>
- Equity Committee
  - Committee did not meet during the quarter but was very busy
  - Committee, BID Board, and BID staff completed a 3-part Racial Equity Training
  - BID staff in the midst of drafting an Equity Action Plan highlighting actionable steps the organization can take to advance equity, inspire others, and build a more inclusive and representative culture and community
  - Equity in Action Newsletter was released that highlights news and resources
  - BID successfully worked with VDOT to replace the Jefferson Davis Highway commemorative marker that was installed by the United Daughters of the Confederacy with an elegant "Richmond Highway" sign
- Crystal City Committee
  - October 14<sup>th</sup> Meeting focused on Innovation/Smart City Theme
  - Team from JBGS' Smart City Initiative provided an overview of effort to make the National Landing downtown the first 5G Smart City
  - Recent announcements included partnership with County for access to the Dark Fiber Ring (Connect Arlington) and with AT&T for deployment of 5G infrastructure
  - BID team shared findings from the HR&A Innovation findings which notes that BID should prioritize development of more programming assets – like event spaces, innovator events, etc – to support innovation community
  - Next meeting is on December 1<sup>st</sup>
- Pentagon City Committee
  - August 10<sup>th</sup> meeting continued the focus on the Pentagon City Plan
  - First draft had only just been released prior to the meeting
  - Committee Co-Chair Rich Fernicola outlined the three things necessary for plan to be successful – 1) flexibility; 2) clearly defined community benefits; and 3) sufficient density to make redevelopment economically feasible
  - Since the August meeting, an improved second draft has been released
  - Still some concerns that the plan will be too rigidly interpreted and the vision does not adequately reflect Pentagon City's role in and presence within the broader National Landing downtown
  - County feedback survey now available through October 31<sup>st</sup>
  - Next meeting is November 10<sup>th</sup>
- 23<sup>rd</sup> Street Committee
  - At the September 27<sup>th</sup> meeting, committee received an early read-out of the HR&A Retail Market Findings
  - Report suggests that National Landing is poised to rebound more quickly than other comparison markets

- Committee also initiated a conversation about priorities for 23<sup>rd</sup> Street specifically
- Keen interest in having a conversation of how 23<sup>rd</sup> Street fits into the future of National Landing in light of all area growth including in the immediate vicinity
- Upcoming CCCRC discussion will include this topic on the agenda on November 3<sup>rd</sup>
- Next Committee meeting is November 18<sup>th</sup>
- Potomac Yard Committee
  - Successful Oktoberfest event recently held
  - Met on October 6<sup>th</sup> and heard from Arlington County about the status of Short Bridge Park - Great addition, but not yet funded
  - Will be important for the BID and the committee to remain engaged and encourage its inclusion in the County's next Capital Improvement Program
  - Virginia Tech provided an overview of their new innovation campus and the contributions it will make to the Smart City Initiative
  - Next meeting will be early in the new year on January 12<sup>th</sup>
  - DISCUSSION – Pam Van Hine recommends that everyone review the committee presentations and notes and encourages the BID to post notes and presentations on the BID website

## **Hotel Support**

- Identify opportunities across local hotel, hospitality, and tourism sectors for recovery support and marketing and promotion assistance
- Work with both local and regional partners to maximize efforts (i.e., Stay Arlington/ACVS and Destination DC)
- Create a hotel, hospitality, and tourism roundtable
- Supporting efforts to encourage the County to consider additional funding for hotel community

## **Small Business Support - Love Local Grant Program**

- Interest from retail and restaurant businesses in additional support as we enter winter months
- BID identifying current small business needs and exploring implementation of a second round of BID grants
- Ideal to replicate the Love Local program and partnership with RAMW
- Looking at approximately \$50k budget and anticipate providing assistance for up to 20 businesses
- ACTION – Chair VanHorn asked for a motion to approve allocation of approximately \$50k to support a new edition of the Love Local Grant Program
  - Brian Grant moved and seconded by Gary Cook
  - DISCUSSION – Flanagan-Watson notes that the County and the BID are in discussions
    - Gabriel adds that the hope is that this program would receive administrative approval based on inclusion of similar programs in Work Plan and would not require board action
  - Shannon Flanagan-Watson abstained due to her role with Arlington County
  - Approved unanimously by all others

## **Other BID Updates**

- Homecoming
  - New “Back to Office” campaign to welcome people back and celebrate the hope, anticipation, and joy of being back together
  - Embraces a spirit of togetherness with innovation, high-impact activations and programming
  - Touches on collegiate nostalgia and “school spirit”
  - Programs include
    - Swing into Fall in the 2121 Courtyard
    - Picture Day + Notebook Monogramming with a local artist
    - Outdoor Spin Class at the Water Park
    - Fall Carnival at Virginia Highlands Park
      - Pumpkin Spiced Latte Competition
      - Free Pumpkin patch
      - Pumpkin painting Apple Cider
      - Fall Maze and Photo installations
- Route 1
  - VDOT Report came out in September
  - BID sent a letter in support of the at-grade option, but encouraged consideration of additional scope and design considerations to ensure achievement of the vision of an urban, safe, people-first boulevard
- Pentagon City Plan
  - Pentagon City Draft Plan is out for review
  - BID’s comments focus on how Pentagon City is part of a broader downtown community and that the plan can be improved by taking that into account
  - BID will be submitting comments to this effect
- Crystal City Heights Study
  - County study is investigating how and whether additional heights could yield additional benefits – like more significant and notable architecture – while still achieving the intent and vision of the Sector Plan
  - Study coming to a close with board consideration by years end

## **Other Business**

- FY22 3Q Board Meeting (IN-PERSON/HYBRID) – January 27 @ 9:30am

The meeting adjourned at approximately 11:00am