



**NATIONAL LANDING BID**  
**Board Meeting – Q2**  
**Wednesday, October 26, 2022, 9:00-10:00am**  
**In-Person Meeting**

**Minutes**

Members Present: Katrina Adams, Matthew Bowyer, Robin Burke, Gary Cook, Kimberly Driggins, Nora Dweck-McMullen, Richard Fernicola, Shannon Flanagan-Watson, Judy Freshman, Kingdon Gould, Charles Hill, Jack Kelly, Freddie Lutz, Glenda MacMullin, Donna Marquez, Robert Peck, Abbey Oklak, Sahil Rahman, Regina Rees, Pamela VanHine, Andy VanHorn,

Members Absent: Mark Carrier, Aubrey Dennis-King, Harmar Thompson

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

Guests: Casey Albino, TKR; David Castilleja, TKR; Elizabeth King, AED; Latoya Thomas, Brick & Story; Valerie Weiner, AED

**Welcome & Introductions**

- Vice-Chair Andy VanHorn called the meeting to order in Jack Kelly's absence
- Welcomed the Board to the recently opened Long Bridge Park Aquatics and Fitness Center - a tour will follow the meeting
- First fully in-person Board meeting since January of 2020
- Provided that the broader pandemic situation allows, strong preference for in-person board attendance;
- Virtual or call-in options may be provided at future meetings depending on tech availability at future board meeting locations
- Welcomed Abbey Oklak of Kimco to the Board of Directors
- Announced departure of long-time board member, Todd Yeatts of Boeing

**Chair's Report – Andy VanHorn**

- Recent Wins
  - Marketing team secured great TV coverage to showcase all the National Landing area with a Fox 5 Zip Trip hosted at Long Bridge Park - Board Chair Jack Kelly and Board Members Freddie Lutz and Sahil Rahman each gave on-air interviews during live segments
  - BID began implementation of a Parklet Pilot at 12th Street and South Fern with the first segment along S Fern Street to be unveiled with programming next week and a second parklet installed on 12th Street in November; first project to go through the County's new parklet regulatory framework
  - County identified a recommended preferred alternative alignment and facility type for the CC2DCA Connection that aligns with BID recommendations
  - Major groundbreakings including Army Navy Drive Complete Street project, which included remarks from Tracy, and Boundary Chanel Drive improvements.
  - AWS Skills Center opened new facility in October on Crystal Drive

- with a mission to build an inclusive tech workforce through free training
- BID saw a full return to events with several successful programs including summer music, outdoor movies, last week's Oktoberfest, and the Fall Market
- **Motion to Approve Q1 Board Meeting Minutes**
  - **Motion to approve by Nora Dweck- McMullen**
  - **Seconded by Glenda MacMullin and Gary Cook**
  - **Approved Unanimously**

#### **Treasury Report – Glenda MacMullin**

- **FY2022 Audit**
  - BID's auditor of record, TKR, presented financial statements and findings to the audit committee on October 6<sup>th</sup>
  - Process was smooth, efficient, and did not identify any deficiencies of concern to the auditor or the audit committee
  - Representatives from TKR presented financial statements and findings and a determination of a "clean audit"
- **Motion to Approve FY2022 Audit Report**
  - **Motion to approve by Robin Burke**
  - **Seconded by Glenda MacMullin**
    - **During discussion, VanHorn commended the BID staff for accounting and procedures changes that led to a successful audit and more transparent process**
  - **Approved unanimously with Shannon Flannagon-Watson Abstaining**
- **Post Audit Close**
  - After completion of Audit, BID revisits the End of Year financial close shared in July
  - Post audit statements were relatively consistent with the previous soft-close
  - Noted a \$26,300 increase in FY2022 expenditures resulting not from audit adjustments or corrections, but from invoices received after processing the financial close – typically occurs every year
  - Results in a small reduction in the available carry over funds approved by the board earlier in the year
  - BID applied this reduction to the Downtown Wayfinding Initiative Reserve Fund leaving approximately \$85,700
- **FY2023 Q1 Financial Close**
  - BID spent more rapidly this quarter than in years past led by expenditures in Community Events and Outreach
  - Driven primarily by an aggressive summer events schedule as the pandemic waned and higher labor and supply costs, total events spending was double the Q1 plan
  - Other program spending is also more rapid than during the pandemic, but remains behind plan ranging from 51% to 72% for Marketing, Transportation, Public Realm and Economic Development program areas
  - Administration & Management, however, is very close to plan at 96%
  - Spending of FY2023 program reserves is also well underway and the BID anticipates these funds will be fully drawn down by the end of the FY.
  - NOTE - BID has utilized approximately \$30,900 of its FY2023

- Operating Contingency fund to address outstanding balances from two separate vendors received after the audit team got underway.
- Rather than incorporate these expenditures into already higher than normal expenditures for Community Events & Planning, into which these expenses would fall, staff recommended utilization of the Contingency Reserve.
  - After receiving concurrence from the Executive Committee, staff sought and received approval from the County Manager as required by Section 4C of the BID's Service Agreement.
  - Approximately \$197k remains in the Contingency Reserve Fund.
  - BID looking ahead to December when these funds may be needed again to counter anticipated budget reductions resulting from successful property appeals

#### **FY 2022 Annual Report**

- Tracy Gabriel provided overview of the BID's FY2022 Annual Report
- Report is due to the County by December 1
- Board Member Comment: Pam Van Hine recommends utilizing more photos of seniors, babies, and disabled people to enhance inclusivity; BID Staff committed to reviewing and making changes to address the comment
- **Motion to Approve FY2022 Annual Report**
  - **Motion to approve by Gary Cook**
  - **Seconded by Nora Dweck-McMullen**
  - **Approved unanimously with Shannon Flannagan-Watson Abstaining**

#### **FY 2024 Work Plan & Budget**

- FY2024 Work Plan assumes assessment revenue remains flat relative to FY2023
- Increased our sponsorship revenue budget to reflect recent successes in attracting sponsors to support events
- Budget also recalibrates planned expenditures to provide funds where the BID has needed them the most
- Prioritizes staff led initiatives for Economic Development and Transportation over external vendors and/or consultants
- Board Member Questions/Comments
  - Andy VanHorn – Add office re-use to our County Priority list
  - Shannon Flannagan-Watson – Pointed to the County's Commercial Resiliency Efforts exploring how to change zoning ordinance to enable alternative uses of space like micro-fulfillment centers, urban ag, etc
  - Kim Driggins – Important to ensure area remains vibrant – art is a key tool; temporary uses could also be a useful tool to activate office; explore a speaker series to identify strategies being utilized elsewhere
  - Shannon Flannagan-Watson – Thanked BID team for partnership and having conversations ahead of the drafting of Work Plan and keeping their teams informed

#### **FY 2024 Budget**

- Assumes assessment revenue remains flat relative to FY2023

- Increases sponsorship revenue goals to support Events and Public Realm initiatives
- Recalibrates budgets to provide funds where needed most
- Prioritizes staff led initiatives
- **Motion to Approve FY2024 Work Plan & Budget**
  - **Motion to approve by Nora Dweck-McMullen**
  - **Seconded by Katrina Adams**
  - **Approved unanimously with Shannon Flannagon-Watson Abstaining**

### **Board Committees**

- Transportation (Rob reported in Harmar's absence)
  - Committee focused on BIG MOVE projects – CC2DCA, Regional Rail and Route 1
  - Requested Board to submit feedback on the County's website regarding the preferred type and alignment for the CC2DCA connection
  - Committee agreed to take action to elevate the opportunity for MARC run through service
  - Mobility Next to be released soon
  - Additional VDOT public meeting to be scheduled soon.
- Equity (Reported by Katrina Adams, Committee Co-Chair)
  - Committee outlined priorities for 2023
  - Expressed importance of all BID marketing materials to embrace the BID's culture and focus on inclusion
  - Sahil Rahman asked how the BID can make sure all communities feel safe in light of resurgent anti-semitism
- 23rd Street (Reported by Freddie Lutz, Committee Co-Chair)
  - Committee focused on four key topics:
    - County's Future of Outdoor Dining Study (FOOD) exploring how to make permanent regulations that support TOSA investments and the restaurant community
    - BID's plans to replace the existing temporary art on the Royal Pawn
    - County's Plans to upgrade the 23<sup>rd</sup> Street pocket park
    - How to collaborate on successful events – as demonstrated by the Oktoberfest event the previous week
  - Sahil Rahman noted that restaurants are still struggling so FOOD Study is important
- Wayfinding (Reported by Malaika Scriven)
  - New committee co-chair – Shyam Patel from JBG SMITH
  - Reviewed Phase 1 work that included the needs and trends analysis
  - Discussed how to approach phase 2 which would include procuring a consultant, collaborating with the County on regulation, and developing a concept plan
  - Next meeting scheduled for February 16, 2023
- Planning & Development Committee
  - Given the amount and scale of transformation in National Landing, the BID proposes standing up a Planning & Development Committee
  - Purpose would be to educate the Board and others about area projects
- **Motion to Establish Planning & Development Committee**
  - **Motion to approve by Robin Burke**

- **Seconded by Matt Bowyer**
- **Approved unanimously**
- Nominating Committee
  - Committee discussed recent Board Member resignations and potential replacement nominations
  - Shyam Patel of JBGS was nominated to replace Leslie Edelstein of JBGS
  - Patrick Phillipi of Amazon was nominated to replace Joe Chapman of Amazon.
  - **Motion to Approve Nominations**
    - **Motion to approve by Andy VanHorn**
    - **Seconded by Robbie Peck**
    - **Approved unanimously**
  - Tracy reminded the Board that these elected seats are temporary until ratified by the membership at the annual meeting in June.
  - Additional discussion
    - How does the nominating committee select these individuals?
      - Executive Committee serves as Nominating Committee
      - BID hosts an open application for future board members to fill out
      - Staff welcomes feedback on how to improve nominations
    - What skills are needed on our board?
      - Financial skills for redundancy and a future Treasurer
      - Currently have a vacant arts/culture seat
      - Smaller-scale tech / start-up
      - Space for “observer” roles like MWAA or Virginia Tech?
    - Need to highlight inclusivity among businesses

### **Strategic Plan**

- Tracy Gabriel provided an introduction to BID’s strategic plan consultant, Latoya Thomas of Brick and Story
- Experience working in the built environment combined with expertise in engagement, facilitation, and creative storytelling
- Goal is to bring forth strategic plan by Annual Meeting

### **Mobility Next**

- BID completed draft of an updated version of the Mobility Next Report to show progress on BID’s most important transportation infrastructure projects
- Staff encourages the Board to review and provide feedback

### **Member Updates**

- Matthew Bowyer, Lidl – Lidl opened first store in DC in Anacostia; Opening another store next year
- Katrina Adams, March of Dimes – On January 3, celebrating 85<sup>th</sup> Anniversary
- Nora Dweck-McMullen, Dweck Properties – Apartment portfolio continues to do well, but experienced an enormous drop-off in leasing activity in the last few weeks
  - Residential across the region appears to be out-performing National Landing
  - Could be a result of Yellow Line Shut down on Metro

- BID could potentially explore some actions in response

#### **Other BID Updates**

- BID exploring local currency pilot – Ucoin is a potential partner
- BID released its Q2 Market Report – encourage the Board to review and offer feedback
- Parklets at Fern and 12th Street coming soon – County regulatory process taking longer than anticipated
- Exploration of a “Quarterly Walk” program inviting the community to walk with the BID to identify issues within the Public Realm that require attention
- BID seeks assistance with providing your support to Arlington County’s proposed regulatory change to enable alcohol to be served at County-sanctioned community events at Long Bridge Park
- Robust line-up of holiday events and activations including art installations, holiday market, peppermint mocha latte competition, tree lot, and new collaboration with Melwood’s Miracle on 23rd Street
- BID celebrated a key milestone of being fully staffed in June, but the VP of Marketing & Communication departed the BID in September; Actively recruiting for a replacement