



**NATIONAL LANDING BID**  
**Board Meeting – Q4**  
**Wednesday, April 26, 2023, 11:30-12:30 p.m.**  
**In-Person Meeting**

Members Present: Matthew Bowyer, Robin Burke, Mark Carrier, Gary Cook, Kimberly Driggins, Richard Fernicola, Shannon Flanagan-Watson, Judy Freshman, Jack Kelly, Freddie Lutz, Elizabeth King, Glenda MacMullin, Donna Marquez, Andrea Murray, Joe Oyler, Robert Peck, Abbey Oklak, Harmar Thompson, Pamela Van Hine

Members Absent: Stacey Brayboy, Aubrey Dennis-King, Nora Dweck-McMullen, Kingdon Gould, Charles Hill, Sahil Rahman, Regina Rees, Patrick Phillippi, Andy VanHorn

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

**Welcome & Introductions**

- Chair Jack Kelly called the meeting to order
- Kelly recognized the work of stakeholders at the Strategic Plan Workshop
- Kelly outlined the agenda for the meeting
- Kelly welcomed two new Directors to the Board – Joe Oyler of Boeing and Andrea Murray of JBG SMITH

**FY2024 Recent Wins**

- Pink in the Park
  - Though impacted by bad weather it reinforced the connection between National Landing and the National Cherry Blossom Festival
  - Massive marketing success
  - Pink in the Pool, continued as planned, successfully elevating the visibility on an incredible National Landing amenity, the Aquatics Center
- Seattle Study Tour
  - Originally envisioned to occur in 2020, the BID was finally able to lead a study tour in Seattle and Bellevue Washington to see how Amazon's investments led the transformation of South Lake Union, and more recently, on what seems to be Arlington's west coast sister city, Bellevue Washington
- Mobility Next Happy Hour
  - The BID also celebrated the release of its update to the Mobility Next report outlining transportation investments throughout National Landing and how they will collectively transform National Landing into the most connected downtown in the Country
  - We look forward to future updates which will include major progress towards key mobility priorities like the recent announcement of federal agency concurrence on CC2DCA and the announcement that MARC and the Virginia Passenger Rail Authority have entered in to a formal MOU regarding the extension of MARC service into National Landing

### **Approval of Meeting Minutes**

- Draft Minutes from both the FY2023 Q3 and Interim March meeting were included in Board electronic packet

### **Motion to approve both the FY2023 Q3 and Interim March Board Meeting minutes?**

- **Motion: Robbie Peck**
- **Seconded: Gary Cook**
- **Approved Unanimously**

### **Treasurer's Report**

- BID Treasurer, Glenda MacMullin, provided the quarterly financial report
- After three quarters, YTD financials remain consistently close to plan though with some familiar variances in specific program areas that have been present throughout the year
- Most notably, Community Events and Outreach continues to be well ahead of plan due to an aggressive return to events over the summer and into the fall during a period of increased costs
- While Public Realm and Economic Development are slightly behind plan, several spring initiatives are underway that will bring us close to plan
- Transportation continues to lag significantly behind plan, primarily due to adjustments to the Downtown Wayfinding Initiative schedule
- Administration and Marketing remain very close to plan

### **End Of Year Forecast**

- With one quarter to go, we can confidently say that our variances in Community Events and Outreach and Transportation will exceed \$50k thereby warranting County Manager notification and subsequent approval
- Though unspent Transportation funds are supporting higher than budgeted spending in each of the other programmatic areas, approximately half of the additional spending in Community Events and Outreach is covered by greater than budgeted sponsorships
- Another major change since last quarter, is that spending of the Downtown Wayfinding Initiative Program Reserve is not expected to occur by year end with remaining wayfinding expenditure covered by FY2023 operating dollars

### **County Manager Letter**

- Given these considerations, the BID will be drafting a letter to the County Manager providing notice of the variance in spending in both Transportation and Community Events program areas
- Additionally, the letter should also address how to repurpose unspent Downtown Wayfinding Initiative Program reserve, which includes \$86,000
- Based on conversation with the Executive Committee, the recommendation to the Board is to carry over the entire Downtown Wayfinding Initiative reserve into FY2024 for continued use in that effort
- BID staff recommend including a request to utilize any remaining unspent funds towards filling the FY2024 Operating Contingency which had been drawn down to address reduced assessment revenue and unexpected expenses from the previous FY.
- A more detailed overview is included in your board packet and includes additional financial reports that may be of interest such as the

Statement of Financial Position, Cash Flows, and Aging Accounts Payable and Receivable Reports.

**Motion to approve the drafting of a letter to the County Manager providing notice of anticipated end of year variances in Transportation and Community Events and Outreach, a request to carry over up to \$86,000 of the Downtown Wayfinding Initiative Program Reserve into FY2024 for utilization of the same purpose, and a request to designate any other remaining unspent funds to fill the FY2024 Operating Contingency Reserve.**

- **Motion: Robbie Peck**
- **Seconded: Robin Burke**
- **Abstained: Shannon Flanagan-Watson**
- **Approved Unanimously**

#### **Nominating Committee**

- Nominating committee reported that Robbie Peck has agreed to serve as the Treasurer for FY2024
- At the start of the new Fiscal Year on July 1, Robbie will replace Glenda MacMullin who is stepping down from her Officer position after many years of stellar service and oversight of the BID's financial reporting
- This nomination rounds out the FY2024 Officer Positions with me continuing to serve as Chair, Andy VanHorn as Vice Chair, and Kimberly Driggins as Secretary
- Welcomed Joe Oyler of Boeing and Andrea Murray of JBG SMITH to the BID's Board of Directors

**Motion to elect Robbie Peck as the FY2024 Treasurer and Andrea Murray for Co-Chair of Planning and Development**

- **Motion: Gary**
- **Seconded: Kimberly**
- **Approved Unanimously**

#### **Committee Report-Outs**

##### ***Transportation***

- The Transportation Committee did not meet this quarter
- The next meeting will be held on May 18th at 10AM
- We are looking forward to discussing the County's Performance Parking program, opportunities to improve access during construction through updated Maintenance of Traffic plan policies, and cover likely updates to CC2DCA and Route 1
- Notably, VDOT will be hosting their next public info meeting for Route 1 on May 15th at 6:30pm

##### ***Equity***

- The equity committee met on March 15, where we had a comprehensive presentation about the history of Arlington County and the National Landing area from Sean Denniston from the Arlington Historical Society
- The presentation touched on the area's colonial past, the rise of Black Communities throughout the County including Queen City, the community closest to National Landing, the civil rights era, and the present day

- We also received an update on the Equity Forward Action Plan implementation: vendor questionnaire, a door-door survey of the Crystal City Underground, and a commemorations campaign
- The next committee meeting will be on May 24

### **Wayfinding**

- The wayfinding committee did not meet this quarter, however, we are very excited to be kicking off phase 2 of the National Landing BID's wayfinding effort this afternoon
- We have retained Gensler as our consultant as they not only have extensive experience with wayfinding but also extensive experience with navigating Arlington County regulations, which will be a huge component of this phase
- At the end of this engagement, we will have a scalable concept plan with a variety of typologies for signage and recommended locations along with non-signage wayfinding interventions like the use of art, augmented reality, and virtual reality
- The next committee meeting will be on May 23
- Tracy mentioned that the BID is seeking a BOARD member for a leadership role for wayfinding

### **23rd Street**

- The Committee did not meet this quarter but did participate in a Strategic Plan Focus Group dedicated to 23<sup>rd</sup> Street stakeholders
- There was active participation from 23<sup>rd</sup> Street stakeholders at last week's Public Safety meeting where the BID team was able to convene representatives from Arlington's Department of Human Services, PathForward, and ACPD to address perceptions of safety issues and learn more about crime trends in the area
- A big takeaway from this meeting is a national concern related to a shortage of police officers and quality officer candidates
- The BID's letter to the County Manager supporting additional funding to ensure the County's status as a safe, urban community is maintained was appreciated by the group

### **Bylaws Clarification**

- At the March meeting we shared and approved recommended amendments to the BID's bylaws
- One recommendation from the BID's counsel, however, was not fully included in the redlined document reviewed by the Board
- This recommendation enhanced clarity around the noticing requirements for Voting Members for upcoming BID meetings by enabling the posting of upcoming meetings on the BID's website to constitute appropriate means of notice
- These changes have subsequently been made to the redlined version of the proposed Bylaws Amendments included in the Board electronic folder earlier this week and shown on this slide

### **Motion to approve the Bylaws as amended**

- **Motion: Glenda MacMullin**
- **Seconded: Burke**

### **Strategic Plan Vision/Mission/Values**

- Core Values from 2019

- Innovation + Entrepreneurship
- Inclusion
- Design Excellence
- Sustainability
- Partnership
- BID Team 2023
  - Inclusive
  - Innovative
  - Collaborative
  - Playful
  - Ambitious
  - Adaptive
- What values matter?
  - Burke: Being an advocate for anyone in our inclusive environment; for the community, the businesses, and the residents
  - Flanagan-Watson: Inclusivity builds upon equity work that the BID is already doing; Look to integrate “equity” as part of our values
  - Pam Van Hine: Being fiscally responsible and realistic
  - Elizabeth King: Creative
  - Kimberly Driggins: Creative
  - Gabriel: Bringing joy, fun, and balance not only into the workplace, but into our campaigns and overall scope of work
  - King: Cities should be playful
  - Harmar Thompson: Whimsy
  - Kelly: Nimble – as an organization we can be responsive to changing environments
  - Cook: Leadership – how can the BID be a trailblazer for new initiatives
  - Peck: Loves the addition of “adaptive”

#### **MEMBER UPDATES**

- Flanagan-Watson shared that the Arlington County Board adopted the FY24 budget and are wrapping up this budget season; included approval of BID work plan and budget
- Gabriel shared there is enthusiasm for a BID ambassador team which could impact the current rate
- Matthew Bowyer shared that this was his last BID meeting; acknowledged wonderful staff and board in place and looks forward to staying in touch