

2016 1Q Board Meeting
Crystal City Business Improvement District Office
July 23, 2015
Minutes

Members Present: Doug Abbott, Christer Ahl, Alan Haskel, Michael Breitenbach, Nora Dweck-McMullen, Freddie Lutz, Derrick Morrow, Jerry Norris, Mara Olguin, Mark Rivers, Harmar Thompson, Steve Wilder

Members Absent: Jim Creedon, Dori Familiant, Brian Fitzgerald, Karen Gentry, Kingdon Gould III, Glenda MacMullin, Cheryl Mendonsa, Toby Millman, Reid Wepler, Karen Vasquez

Staff Present: Angela Fox, Robert Mandle, Joseph Petty, Therese Quiao, Kedrick Whitmore (Counsel)

Mara Olguin, called the meeting to order at 11:40 AM and a quorum was established. A motion was made, seconded, and accepted to approve the minutes from the 4Q15 Meeting and FY15 Annual Meeting.

Crystal City Updates

The BRAC/Shutdown: There is a growing population of Associations and Non-Profits relocating to Crystal City. Angela Fox continues to give more presentations to new and potential tenants moving to the area.

Crystal City Plan/Development Updates: We Work Residential is currently having exterior painting treatments done and will open by the end of 2015/start of 2016. The Bartlet/Whole Foods development is on schedule with preleasing scheduled for early 2016 and move in April/May 2016. Whole Foods will be completed around August 2016. The 12th Street South roadway connection is about halfway complete.

CCCRC: There have been no new meetings since the last update. The most recent Committee Chair stepped down from the position. The next meeting is scheduled for September 30, 2015.

Retail Updates: The Local Motors Mobi Factory opened at the corner of 20th Street South and Crystal Drive.

Transportation: The Transitway stations are still currently under construction and scheduled to be completed in the spring of 2016. The new Multimodal Center broke ground last week.

President/CEO Report

Admin/Finance: The budget has been received from Arlington County. The Crystal City BID Audit will take place in August, and will be presented at the October Board Meeting. The FY2017 Work Plan is currently being drafted.

Creative: Angela Fox recently won the Cornerstone Award for Smart CEO for her work as President/CEO of the Crystal City BID. The area pole banner program has expanded from four to eight colors and taglines, and they are currently being installed. Angela Fox and Donna Harris, 1776 Founder, were radio guests on WAMU's The Kojo Knamdi Show on July 16, 2015. Crystal City and Synetic Theater was the host of Kojo Knamdi's show, Kojo in Your Community, on July 21, 2015 with special guest Senator Tim Kaine of Virginia.

Events/Programs: Crystal City saw thousands of runners during the month of April at the 5k Fridays Series. The Freshfarm Market continues to see good numbers through the summer. The annual Power Purge and Shred has recycled over a total of 150 tons of electronics throughout the years. Outdoor Yoga and Zumba still continue to see growing numbers of active people. The Sparket Arts Market is in its first full season in Crystal City and is happy with their presence in the area. Everything Esmonde's biweekly mobile bike repair service has seen an uptick in business this season. Our annual Bike to Work Week hit its fifth year and saw record numbers with 109 riding in everyday, and 429 checking in on Friday's Bike to Work Day. Phoenix Bikes hosted their annual fundraiser the Phoenix Derby bike race. Crystal Screen continues to show the best spy movies through August. Wine in the Water Park saw great crowds in June, and was enhanced by adding ArtJamz to the event. Bad weather and smaller crowds dampened Blues, Brews and Barks, leading the BID to shift the focus in the future to potential restaurant partnerships. The Air Force Association Cycling Classic saw a record number of riders and exciting racing. The third annual Crystal Car Father's Day Auto Festival was threatened with severe thunderstorms, but the weather held off to attract great crowds and cars. The Community Supported Agriculture (CSA) continues to serve fresh fruits and vegetables to shareholders. The Crystal City Twilighter is this Saturday, July 25, 2015. Planning has already started for the upcoming Vintage Crystal events Sip & Salsa (9/13/15) and Pups & Pilsners (9/20/15).

The meeting adjourned at 12:17 PM.