

FY2019 1Q Crystal City BID Board Meeting

2345 Crystal Drive

July 18, 2018

Minutes

Members Present: Doug Abbott, Suzie Boggs, Jay Corbalis, Nora Dweck-McMullen, Mark Fallon, Shannon Flanagan-Watson, Brian Grant, Alan Haskel, Josh Lustig, Glenda MacMullin, Natalie Monkou, Mark Rivers, Steve Taylor, Harmar Thompson, Andy VanHorn, Todd Yeatts

County Appointees Present: Pamela Van Hine

Members Absent: Christer Ahl, Kara Alter, Robin Burke, Kingdon Gould III, Dave Greenberg, Regan Linke, Freddie Lutz, Derrick Morrow, Jim Woods

Staff Present: Rich Bradley, Robert Mandle, Kyle Easter

Call to Order & Establishment of a Quorum

- Board Chair, Glenda MacMullin, called the meeting to order at approximately 11:37 a.m. and a quorum was established.

Chair's Report

- A motion was made, seconded, and accepted to approve the minutes from the Pre-Annual Meeting Board Meeting and the Annual Meeting.
- A motion was made, seconded, and accepted to elect an Executive Committee composed of Glenda MacMullin as Chair, Nora Dweck-McMullen, Andy VanHorn, Derrick Morrow, and Kingdon Gould III.
- MacMullin outlines creation of an Audit Committee, per the bylaws which will include Derrick Morrow as chair, MacMullin as a member, and a third board member; MacMullin solicited volunteers.
- MacMullin and VanHorn discuss the hiring process for the new Executive Director, Tracy Gabriel.

Treasurer's Report

- Rob Mandle provided the financial update, including the FY 2019 budget, FY 2018 budget vs actuals, and the budget narrative.
- Mandle reported that the BID would end the year with unspent funds of approximately \$50k
- Shannon Flanagan-Watson also the BID on increased transparency in materials presented at Board Meetings.

Programs Overview

- Mandle highlighted Fridays at the Fountain, a weekly beer garden-style event with live music. The event is performing well and make break even financially, which is unusual for BID events.
- Mandle reported on two new events for the fall: the first is an adult field day, the second is an Oktoberfest-style event on September 29 that will replace Pups & Pilsners and Sip & Salsa. The Oktoberfest event is expected to attract 3000 – 6000 people.
- Mandle reported on several Operations contracts including a new banner maintenance agreement and a renewed landscape management contract.

- Mandle also reported on a major tree removal/replacement project on area medians presently underway.

Member Updates

- Harmar Thompson: The Altaire has 75 pre-leases and will be ready for occupancy in the beginning of September.
- VanHorn: JBG SMITH is moving forward with the “Central District” development which has the theater and grocery store. Getting final approvals from the County in October and will break ground by the end of the year. JBG SMITH has an LOI [letter of intent] with a grocer and a lease on the theater. There is also a lot of interest in the infill retail.
- VanHorn: JBGS also received approval for two restaurant kiosks in the courtyard of 2121 Crystal Drive. They will be under construction in early 2019.
- Taylor: Lyft is investing a billion dollars in retail nationwide. Going to create overt driver hubs. Also reported excitement about Lyft’s purchase of Motivate, the parent company of Capital Bikeshare
- Flanagan-Watson: The County Board adopted the CIP at its meeting last Saturday. Good news is that Crystal City, Pentagon City, and Potomac Yard funding levels are unchanged; received funding for CC2DCA planning, which is a new project for the area.
- VanHorn added that the groundbreaking for the next phase of Long Bridge Park which includes the aquatics and fitness facility is scheduled for next week.

Strategic Planning Update

- Bradley provided update on strategic planning process timeline.
- Bradley highlighted the fiscal impact study showing the area has a net fiscal benefit of \$57 million to the County
- Bradley mentioned Neighborland process and community engagement.
- Dweck-McMullen shared how excited her tenants are about the process; more excited about Neighborland than any outreach Dweck has done themselves.

Area-Wide BID Update

- Bradley provides update on Area-Wide BID Coordinating Committee and engagement to date. He and Mandle have met with all of the large owners in the area. The Coordinating Committee had its first meeting on Monday, July 16.
- MacMullin: This Board can be advocates by sharing their experiences in a BID with owners in Pentagon City and Potomac Yard and to help them understand what a BID does. Dweck-McMullen and Thompson both made case well at Monday’s meeting.
- VanHorn: Requested that staff develop talking points about Area-Wide BID benefits
- Bradley: County and Pentagon City and Potomac Yard owners want business plan that details what BID will do in the near-term. There is also going to be some legal action this Board will have to take if the Area-Wide BID happens.

Remaining FY 2018 Meetings

- Wednesday, October 10, 2018 – 2Q19 Board Meeting
- Wednesday, January 9, 2019 – 3Q19 Board Meeting
- Wednesday, April 10, 2019 – 4Q19 Board Meeting
- Monday, June 10, 2019 – Annual Meeting

The meeting adjourned at approximately 12:39 p.m.