

MINUTES

CPRO Board Meeting

Thursday, April 27, 2017 11:30 a.m. Location: CPRO office, 2611 Columbia Pike

Members Present: Diane Duston, Mike Garcia, Guy Gotts, Thomas Gibson, Linda LeDuc, Dan Lockard, Andrew Moore, David Orr, David Peete, Kim Plaugher, Carmen Romero, John Snyder, Karen Vasquez.
Staff: Cecilia Cassidy, Amy McWilliams, Stephen Gregory Smith. *Members Absent:* Barbara Taylor, Karen Vasquez.

President's Report: John Snyder introduced three new members to the CPRO board and all members introduced themselves. New members are: Linda LeDuc, resident of Arlington Mill, in Residents slot; David Orr, president of Orr Partners, in Business/ Property Owner slot; and Thomas Gibson, a Marine Corps reservist, developer with Winn Partners, and a board member of the Virginia Housing Development Authority (VHDA) in At-Large slot. Open slots remain for two resident representatives – one each for west end and east end representation. John reminded members to hand in their conflict of interest statements.

County Funding for FY 18: Vice President David Peete called for a celebration of the County Board's support of new ongoing funding for CPRO! John Snyder reported that on April 11 the County Board voted to increase CPRO's ongoing County funding by \$200,000 – from \$200,000 to \$400,000 a year. They also voted on one-time funding of \$150,000 for a market study, which would be administered by AED. This is a total of \$350,000 in FY18 funds devoted to Columbia Pike. It strengthens CPRO by enabling three part-time staffers to become full-time, and funds a market study. The new funding will require that a service agreement with the County will be in place by July 1, 2017.

The board had a general discussion on CPRO's goals as articulated in the Strategic Plan – increasing and improving the Pike's image in Arlington and the rest of the region, balancing amenities with development, protecting the authentic Arlington experience on the Pike, emphasizing the role of artists and the arts in creating a thriving community, the need for destination retail, and the importance of transit. In regard to organizational issues, board orientation and training, as well as office appearance and location, were also discussed.

The creation of a Farmers Market at the west end is underway as part of the FY18 work program. CPRO is working with a committee of west end residents to make it happen. CPRO will hold the permit for the market, and can administer the program. Marketing costs, a major consideration, are to be determined.

CPRO Committees:

In preparation for FY18's work, the board established the following working committees and chairs:

1. Governance (Nominations and Finance): Exec. Comm. members – John Snyder, David Peete, Carmen Romero, Kim Plaugher – and Board member Michael Garcia.

2. Market Study: David Orr and David Peete. Members: Dan Lockard, Tom Gibson, Linda LeDuc, Carmen Romero.

3. Clean & Safe: John Snyder

4. Banner Program: Andy Moore

5. West End Engagement: Linda LeDuc

6. Membership: Diane Duston and Linda LeDuc

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Approval of Minutes: Minutes for February 23, 2017 CPRO board meeting were approved unanimously, with three abstentions from the new board members – who were not on the board at that time.

Executive Director's Report: Cecilia Cassidy referenced her written report (attached to the minutes) which covers the process of County Board review of CPRO's strategic plan for 2018; CPRO's major events; as well as fundraising; communications and community engagement.

Planning Commissioners Report: Kathleen McSweeney provided a report to John Snyder that there are no pending applications for Form Based Code projects on the Pike. Also, Arlington Public Schools (APS) is considering building a Community High School for 1300 students at the Career Center. A new elementary school will be built on a separate site, and Patrick Henry Elementary School will become a Montessori School.

New Business: Linda LeDuc reported that the Mega Mart at Pike Plaza has opened. Tom Gibson reported that VHDA has a grant program that might be helpful to CPRO. He has identified a staffer who is interested in meeting with CPRO staff.

Meeting adjourned at 1:00 p.m.

Executive Director's Report

DATE: April 27, 2017
TO: CPRO Board of Directors
FROM: Cecilia Cassidy, Executive Director
RE: Report on activities – February 23, 2017 -- April 26, 2017

A. REPRESENTATION WITH ARLINGTON CO. GOVERNMENT, BUSINESSES AND RESIDENTS

1. CPRO's request to AED for a \$1.2 million budget. CPRO staff responded to County Board members' direction and in March submitted a revised, phased-in budget, requesting only \$426,000 for FY18. Again met with all five County Board members to advocate for increased funding and support of strategic plan. At the County Board meeting on April 22, 2017, the County Board approved just an additional \$200,000 in ongoing County Funds. (Funding is provided by Columbia Pike TIF financing.)

CPRO's County Board rep. Katie Cristol sent the following note on April 22 to report the decision:

"I wanted to loop back with you to share the decision of the Board on CPRO funding for FY18: We have designated \$200,000 above the Manager's recommendation of \$200,000, for a total grant to CPRO of \$400,000. We also included the below guidance with the adoption of the budget, and our expectation is that staff will work with you, Cecilia, on a service agreement that draws on your strategic plan and clearly identifies expected outcomes for FY18. Please let me know if you have any questions. Thank you for all the work to date on the strategic planning and visioning for CPRO and the Pike. I look forward to continuing to work with you all to realize these elements of the vision. " Very best, Katie.

"FY18 Guidance: *Columbia Pike Revitalization Organization (CPRO): The Board directs that the County Manager develop and execute a service agreement to accompany the \$400,000 grant to CPRO that details expected outcomes of: enhancing organizational capacity to sustain and expand its entertainment programming; instituting a "clean and safe" program to beautify the public realm; expanding a place-making program including developing activities and initiatives located at the western end of Columbia Pike.*

The Board further directs that the \$150,000 allocation to Arlington Economic Development produce a retail and market study conducted by an independent firm that interprets existing commercial conditions and challenges and opportunities for revitalizing the Columbia Pike submarket. The County Manager will propose a scope of work to the County Board by the fall of 2017 and will consider these possible areas of analysis: existing zoning, transit and area plans; recommendations to encourage private investment; identification of where public or P3 investment is necessary and recommendations on branding opportunities for Columbia Pike nodes. "

CPRO staff and board members will be working together with County staff to craft a service agreement with the County by no later than July 1, 2017.

2. The Pike Presidents Group (PPG). See "Community Engagement" below. Presidents of the Pike's 10 civic associations provide reports on the concerns and activities of the neighborhoods along the Pike. They will set up a tent adjacent to CPRO at Blues Fest.

B. EVENTS

1. Blues Festival performers for the June 17 event have been chosen, with Grammy Award nominee Bettye LaVette as headliner. Major funding has been secured from the

Washington Forrest Foundation with a \$10,000 grant, a \$7500 award from the State's "Virginia is for Music Lovers" program, and a \$3,000 pledge from the County's Car-Free Diet program.

2. Movie Nights – Celebrating CPRO's 30th anniversary and the Great Movies of 1987(ish). Washington Forrest Foundation is the major underwriter with a \$17,250 grant for this event, with venues at both Penrose Square and Arlington Mill. To increase the number of movies at Arlington Mill, secured two \$1500 pledges, totaling \$3,000 from APAH and Orr Partners. Pledges totalling nearly \$4,000 also received for sponsorships of individual movies.

3. Farmer's Market. For the Pike Plaza market, printed 6,000 copies of a new Farmers Market brochure, updated to include more prominent information about the SNAP program. Billings were sent out to farmers for summer vendor fees, which were raised from \$15/day to \$16/day or \$---- for the season. Received grants from Washington Forrest Foundation (\$5,000) and I-95 Express (TransUrban) (\$2,500) to support the SNAP program.

For a potential market at Arlington Mill Community Center, staff worked with a group from the west end to identify the preferred day a second Farmers Market could be created at Arlington Mill. We collaborated with Columbia Forest Civic Association president Diana Baron to host a survey on our web site, and publicize in our e-newsletter, a survey regarding the preferred day -- which turned out to be Saturday mornings. CPRO Associate Director Amy McWilliams met with the group to help in their research on vendors and marketing. Their hope is to open a new market by May of 2018. CPRO can hold the permit for the market. Clear guidelines have to be established regarding CPRO and resident responsibilities as the project moves forward.

C. COMMUNICATIONS

1. Weekly e-newsletter. Work closely with CPRO's social media manager for content and the design firm Winking Fish for design and distribution. The newsletter is distributed every Thursday at 10 a.m. and has over 3,000 subscribers. Working with social media manager to analyze readership and reach for both newsletter and Facebook postings.

2. Publicity. Contracted with PR firm of Karen Bate for publicity for Blues Festival.

D. ADMINISTRATION/FUNDRAISING

1. Fundraising. Received notification of three grants totaling \$50,525. Received a \$38,525 major grant from the Washington Forrest Foundation which included: \$17,250 for Movie Nights, \$10,000 for Blues Festival, \$6,275 for Farmers Market SNAP program, and \$5,000 for Communications. Other grants include \$7,500 from Virginia State Tourism Corporation for the Blues Festival; and \$2500 for the Farmers Market from I-95 Express (Transurban). Other revenue sources include memberships billings (receipts have increased considerably over last year, to be reported next month), as well as event sponsorships.

2. Staffing. Hired a temporary worker to handle membership billings and follow up thank you's. Interviewing a high school student through APS' PRIME program, to intern at CPRO in month of July and help staff Movie Nights. The Strategic Plan calls for full-time positions for the two part-time employees who have been serving CPRO as Associate Director (Amy McWilliams since 2000) and Events and Social Media coordinator (Stephen Gregory Smith since summer 2016). Hire letters will be developed for them by no later than July 1.

E. COMMUNITY ENGAGEMENT (March and April)

Feb. 23, 2017 – County Manager’s Work Session on 2018 Budget

March 1 – Lunch with Karen Rosales, CEO, and Kim Plaughter, COO, Arlington Community Federal Credit Union to discuss the arts on Columbia Pike

March 2 -- County Board Work Session on 2018 Budget for AED (partnerships not discussed)

March 3 – Lunch with Michelle Isabelle Stark, Cultural Affairs Division Director to follow up on ArtSpace meeting and Arlington Arts participation in Blues Fest

March 4 – Pike Presidents Group meeting at CPRO. Speakers were from AED (Karen Vasquez for Victor Hoskins) and APS (School Board members Reid Goldstein and Barbara Kaninen).

March 10 -- Leadership Arlington Legislative Bkfst with Va. State Delegation at Army Navy CC

March 14 -- Economic Development Commission Meeting

March 14 -- Arl. Co. Dept. of Human Services (DHS) re: SNAP benefits at Farmers Market

March 16-- County Board 2018 Budget Session with BIDs and Public Private Partnerships

March 17 -- Blues Fest planning meeting with Arlington Arts team

March 20 -- Attended Americans for the Arts lecture at Kennedy Center re: arts advocacy. Keynote speaker was president of The Ford Foundation.

March 22 -- Form-Based Code meeting on architecture

March 24 -- Lunch with CPRO’s bankers -- Linda Grove, BB&T’s Vice Pres. and local commercial officer and local branch manager Ariana Flores

March 26 -- Arlington Mill Civic Association meeting -- Orr Partners and the Pillars group gave presentations on the Harris Teeter and 4707 Columbia Pike projects

March 27 -- Stacey Viera, Vice President of local synagogue, Etz Hayim

March 28 -- Met with Arlington County Board member Christian Dorsey on CPRO budget

March 28 -- Met with Penrose Civic Assoc. Pres. “Pete” Durgan re: booth at Blues Fest

March 29 -- Farewell reception for Wanda Pierce, Arlington Community Foundation, at Westin

March 30 -- Ribbon-cutting ceremony for grand opening of United Bank branch on the Pike

April 1 -- Pike Presidents Group mtg at APAH’s Arlington Mill Residences. Topic: A Pike Vision

April 6 -- Arranged for Leadership Arlington Neighborhood Day Tour of the Pike, led by S. Smith

April 7 -- A-SPAN Breakfast Fundraiser at NRECA. Met keynote speaker from Graham Holdings (formerly The Washington Post Co.).

April 7 -- Met with Arlington County Board member John Vihstadt on CPRO budget

April 10 -- Met with Arlington County Board member Libby Garvey on CPRO budget

April 15 -- Attended West End Food Truck Party organized by Columbia Forest Civic Association

April 16 -- Phone meeting with Abdul Khaliq, lease holder for Pike properties

April 18 -- Met with Nancy White, E.D., Arlington Free Clinic re: SNAP benefits for AFC clients

April 18 -- Met with Arl. Co.’s Bryna Helfer, new Deputy County Manager for Communications and Public Engagement and her assistant Jennifer Smith.

April 19 -- DHS/CPRO/Va. Coop. Extension/AFAC -- SNAP outreach at Farmers Market

April 21 -- County Manager’s forum on Community Outreach and Engagement at Arlington Mill

April 23 -- Attended Columbia Pike Farmers Market to meet with “The Poet Is In” poet -- Katherine Young, Arlington County’s first Poet Laureate and discuss the SNAP program with the market manager

April 24 -- Met with Adam Henderson, president of Douglas Park Civic Association and Pike Presidents Group to discuss CPRO’s new funding and the possibility of organizing a Clean-Up Day on the Pike in cooperation with the civic associations and Pike property managers.

