

MINUTES

CPRO Board Meeting

Thursday, February 23, 2017 11:30 a.m. Location: CPRO office, 2611 Columbia Pike

Members Present: Diane Duston, Mike Garcia, Guy Gotts, Andrew Moore, Kim Plaughter, Carmen Romero, John Snyder, Karen Vasquez. Staff: Cecilia Cassidy, Amy McWilliams. Guests: Linda LeDuc, Rita Rutsohn. Members Absent: Dan Lockard, David Peete, Barbara Taylor.

President's Report: John Snyder reviewed the 2017 schedule of board meetings. Ten meetings a year will be held on the 4th Thursday of the month, with no meetings in August and December. The group discussed whether the meeting time should be moved from 11:30 a.m. to either early morning, or late afternoon, or alternating times. The consensus was to keep the existing time for the meeting, as it remains the most convenient for current Board members. John expressed the need to have a speaker phone available for members who may have to call in at times. He expressed thanks to outgoing Board member John Murphy who had most recently served as CPRO's Immediate Past President. He also reminded members to turn in their conflict-of-interest statements, which had been distributed prior to the meeting.

Update on Strategic Plan for FY 18: John Snyder reported on discussions with County Board members and on next steps in the County Board Budget Schedule. In meetings held with individual County Board members last month, each agreed that the elements of CPRO's strategic plan addressed what needed to be done on Columbia Pike, but cautioned that – due to demands on the County budget from METRO and Arlington Public Schools -- the CPRO budget request of \$1.2 million was unlikely to be funded and suggested strongly that a phased-in budget request be submitted. Staff prepared the phased in budget, lowering the ask for additional County funds to \$460,000, which would bring three part-time staffers to full-time, support a communications consultant and fund a market study. After a rigorous discussion, the CPRO board agreed by consensus to submit the phased-in budget, requesting only \$460,000 in increased County funding. The County Board meets on April 22 to approve the FY18 budget.

Potential new Board members: John Snyder reported on outreach for new board members. He proposed that the Board approve the following persons to join the CPRO board: Linda LeDuc, Arlington Mill Civic Association, for a Residents slot; David Orr, president of Orr Partners, for a Business/Property Owner slot; and Thomas Gibson, a Marine Corps reservist and developer with Winn Partners, for an At-Large slot. Diane Duston moved to approve the three applicants, Carmen Romero seconded. Approved unanimously.

Executive Director's Report: Cecilia Cassidy referenced her written report, which is attached to minutes. The report covers membership and sponsorship campaigns, the 22nd Annual Blues Festival scheduled for June 17 with the assistance of AED's Cultural Affairs Division, the 2017 Movie Nights program, representation with Arlington County government, businesses and residents, staffing and community engagement.

Meeting adjourned at 1:00 p.m.

Executive Director's Report

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

Representation with Arlington County government, local businesses and residents

1. Arlington Cultural Affairs is a division of Arlington's Economic Development Department (AED), CPRO's principal funder. On February 8, CPRO was invited by the Cultural Affairs Division to attend a presentation at AED's offices by Art Space, a Minneapolis nonprofit developer that works to create live/work and/or studio spaces for artists. The meeting was attended by approximately 75 community representatives, who learned that Art Space is looking to identify a project in one (or more) Arlington neighborhoods, including Columbia Pike, Four Mile Run, Ballston and Crystal City. On February 9, Art Space held a special Columbia Pike focus group at the Arlington Mill Community Center to determine what kind of artists project would be needed and feasible on the Pike. Attendees included CPRO staff, five artists from the Columbia Pike Artists Studios, APAH, Alliance for Housing Solutions (AHS) and staff from the County's Housing and Cultural Affairs Divisions. Art Space will write up their findings and return to Arlington for further fact-gathering. They expect that the selection process will take months to settle on a site, and two to five years to develop a project.

2. Regarding CPRO's request to AED for a \$1.2 million budget, CPRO staff responded to County Board members' requests and prepared a phased-in budget for FY18. That budget will be reviewed by the board at their February 23 meeting. When called on last month, all County Board members appeared to agree that CPRO's work is important to the Pike community, but they also cautioned that the demands on this year's County budget are great, including payments to be made to METRO.

3. CPRO was invited to be a partner in APAH's preliminary application for a \$2.25 million state grant for the Vibrant Communities Initiative of the Virginia State Dept. of Housing and Community Development (DCHD). The grant focuses primarily on affordable housing and workforce development, but also included a \$500,000 component for place-making, the element for which CPRO was invited to participate. However, at the DCHD team's preliminary site visit to APAH January 11, they advised that the place-making component of their program is funded by state CDBG monies, and since Arlington County runs its own CDBG program, CPRO's project was ineligible for state funding. Discussed the possibility of using local CDBG dollars. Despite this setback, made valuable contacts with potential funders at the state level. APAH received notice last week that the site visit was quite successful and they are being invited to present a formal proposal to DCHD. Discussions will be held with APAH to see if there is still a way for CPRO to be part of the proposal.

4. The Pike Presidents Group (PPG) – Arlington Mill Farmers Market Project. PPG met at Arlington Mill Residences conference room on February 11. A PPG concern regarding CPRO is a possible Farmers Market at Arlington Mill Community Center, which would be run by CPRO. Late last fall, PPG president Adam Henderson offered to pull together a group to identify the preferred day that a second Farmers Market could be created on the west end of the Pike. CPRO can hold the permit and will work to encourage the creation of a market at Arlington Mill, but the local community is doing research on marketing and vendors. CPRO has worked with Columbia Forest Civic Association president Diana Baron

to host on our web site a survey regarding the preferred day of the week that a Farmers Market might be held at Arlington Mill. The survey period extends through March 9.

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Events

1. Blues Festival Planning for June 17, 2017 event is underway. Memorandum of Understanding on the music programming services to be provided by Cultural Affairs has been finalized. Awaiting word on \$15,000 grant application submitted to the State's "Virginia is for Music Lovers" program last month. Our headliner has been identified and contracted: Bettye LaVette.

2. Movie Nights – Celebrating the 30th anniversary of the Great Movies of 1987 – and of CPRO Last year Washington Forrest Foundation was the major underwriter (\$15,000) for this event, with venues at both Penrose Square and Arlington Mill. We have filed an application to WFF for a \$17,250 grant to be considered at their March meeting. Residents of Arlington Mill have lobbied for more movies and we are working to accommodate them, seeking an underwriter to provide more movies at the west end. Sponsorship forms have been distributed to last year's

Administration/Fundraising

1. Sponsorship/Membership Campaigns. Sponsorship collateral for the Movie Nights have been updated, and Blues Festival sponsorship form will be updated this week. Membership outreach information has to be updated to coordinate a sponsorship/membership campaign in March.

2. Staffing. 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). Both Amy and Stephen, who have been established actors in the Washington theater community, would be ready and available for full-time employment with CPRO for FY18 – a critical component for the organization's viability.

Community Engagement

Feb. 8, 2017 – Art Space community meeting at AED/Cultural Affairs office

Feb. 9 – Art Space Focus Group for Columbia Pike at Arlington Mill Community Center

Feb. 14 – Phone meeting with Congressman Don Beyer's District Director Noah Simon regarding Foreign Service Institute future construction, in preparation for the Alcova Heights Civic Association meeting.

Feb. 14 – APAH Community Partners meeting for Columbia Pike project

Feb. 15 – Arlington Crime Solvers – Met with SEEC Exec. Director Andres Tobar, ACPD's Public Affairs Director Leslie Savage, Cecily Whitfield, E.D. of Bonder & Amanda Johnson Community Development Corporation and John Murphy, Washington Workplace

Feb. 16 – Attended Alcova Heights Civic Association Meeting, with CPRO Pres John Snyder presenting a CPRO slide show

Feb. 17 – Met with Arlington Dept. of Human Services Public Services Bureau Chief to discuss outreach for CPRO's SNAP benefits program at the Farmers Market

Feb. 21 – Attended monthly meeting of Arlington Economic Development Commission. Main topic was AED's Strategic Plan and Four Mile Run Initiative.