

MINUTES

CPRO Board Meeting

Thursday, May 25, 2017 11:30 a.m. Location: CPRO office, 2611 Columbia Pike

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

President's Report: John Snyder will serve as chair of CPRO's Clean & Safe committee. He reported on his suggestions for a Clean program for the Pike:

- 1) Visit property owners to encourage them to take responsibility for cleanliness of their own sidewalks;
- 2) Visit the County's Dept. of Environmental Services to learn what resources they bring to Columbia Pike for trash pick-up, weeding of street tree pits, etc.;
- 3) Public outreach to encourage a No Littering campaign and organize Neighborhood Clean-Up Days, in cooperation with other community organizations (such as APAH) on MLK Day and Earth Day.
- 4) Survey trash can placement and get funding to ensure County pick-up.

He also called on other committee members. Linda LeDuc has called a meeting of the West End Engagement group for May 31, 7 p.m. at the Arlington Mill Community Center.

Service Agreement with County and FY18 Work Plan:

1. Authorize Executive Committee to review Service Agreement with Arlington County.
AED's Karen Vasquez has met with the County Attorney and County Manager about CPRO's Service Agreement with the County. She explained that Arlington's three BIDs have service agreements with the County which outline the mission and goals of the organization. The Service Agreements can be reviewed by CPRO's Executive Committee and are signed by the County Manager. The Work Plan outlines specific strategies and goals and metrics for success, and are reviewed by AED staff, specifically Karen. It is hoped that the Service Agreement will be completed by July 1. A draft work plan can be developed shortly thereafter, as staff researches the viability of various programs called for by the County Board.
2. Market Study. Karen discussed the Market Study, for which the County Board allotted \$150,000 in their April 22 approval of the CPRO budget. She said that the County was not yet sure how to interface with CPRO on the conduct of the study. CPRO might possibly be the contractor to oversee the study and secure the vendor and would have to present the scope of work to the County Manager, though this approach is not yet determined. The group discussed potential vendors and Karen promised to distribute the Ballston study undertaken by Street Sense, a Bethesda firm. Carmen Romero clarified that David Orr and David Peete are co-chairing the Market Study Committee.
3. Outline of FY18 Work Plan. Staff will proceed with work on developing the FY18 Work Plan, which will be based on the Strategic Plan submitted to the County.

Financial Report

Staff distributed the Financial Report prepared by Wendroff CPA Clients for the period ended April 30, 2017. Current Assets total \$80,299.79. Liabilities total \$4,651. Income for April was \$56,819.50 and Expenses totaled \$25,942.71. Additional pledges for the Blues Festival and Movie Nights are expected to be paid in May and June, with beer sales an important revenue component on the day of event.

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Approval of Minutes: Minutes for April 27, 2017 CPRO board meeting were approved unanimously, after corrections were made to membership on the board committees.

Executive Director's Report: Cecilia Cassidy referenced her written report (attached to the minutes) which covers the upcoming process for the new funding from the County; CPRO's major events – the Blues Festival on June 17 and Movie Nights starting June 3; summer interns from Arlington Public Schools, as well as fundraising; communications and community engagement.

Planning Commissioners Report: Kathleen McSweeney was not present to provide a report.

New Business:

Mike Garcia addressed a vacancy on the board and submitted a resume to be considered by the Nominations committee. He also reported on a meeting of the Four-Mile Run Valley Working Group and noted that the group will meet with the County Board on May 31.

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: May 25, 2017

TO: CPRO Board of Directors

FROM: Cecilia Cassidy, Executive Director

RE: Report on activities – April 26, 2017 – May 24, 2017

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

1. In April the County Board approved an additional \$200,000 in ongoing County Funds for a total grant to CPRO of \$400,000, and CPRO staff is getting ready to work with AED on a service agreement and work plan that draws on the strategic plan and identifies expected outcomes for FY18. These outcomes include 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. CPRO is expected to work with County staff to craft and sign off on a service agreement with the County by no later than July 1, 2017.

The County Board further directed that the additional funding of \$150,000 allocated to Arlington Economic Development be used to 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. CPRO staff will also be working with AED to clarify the parameters of this portion of the funding.

2. The Pike Presidents Group (PPG). See the May 13 entry in “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. CPRO is hard at work in collaboration with AED’s Arlington Arts arm to present the 22nd annual Pike Blues Festival on June 17. A complete list of sponsors, vendors, and activities is available on the www.Columbia-Pike.org web site. A final report will be presented in June.

2. Movie Nights – Celebrating CPRO’s 30th anniversary and the Great Movies of 1987(ish). In addition to our generous underwriters for the Movie Nights (Washington Forrest Foundation, David Peete, Penrose Square Association, APAH, and Orr Partners), ten small and medium-size businesses on the Pike have also stepped up to raise nearly \$5,000 to sponsor individual movies. They are Mancini de Paris, Wendroff & Associates, Pentagon MMA, Mike Garcia, State Farm, High Sierra Pools, Naked Juice, AHC, Arlington Animal Hospital, and Pike 3400 Apartments. First movie is “9 to 5” at Penrose Square June 3. Arlington Mill movies start June 22 with La Bamba.

3. Farmer’s Market. For a potential market at Arlington Mill Community Center at the Pike’s west end, staffer Amy McWilliams, who has been the long-time manager for the Pike Plaza market, has met with the west end group to move the project forward and open a Saturday morning market by May 1, 2018. Amy is helping the group identify vendors and plan for marketing efforts and costs. CPRO can hold the permit for the market. Guidelines have to be established regarding CPRO and resident responsibilities as the project moves forward.

C. COMMUNICATIONS

1. Weekly e-newsletter. The newsletter has seven standard sections: Events, Pike Businesses, Pike Places, Pike People, Construction and Development Updates, Artists on the Pike, and CPRO Notes – a small section generally dedicated to publicizing Arlington County activities and services. Distributed every Thursday, the newsletter has over 3,000 subscribers

2. Publicity. Arlington Magazine has created a new advertising section focusing on neighborhoods. The July/August issue will be the first to feature the new section and will focus on Columbia Pike. CPRO will run a quarter page ad, with prominent placement on a spread that features a map of the Pike, and a chart of all the Pike advertisers. BM Smith has contracted for a double-page spread in the section.

D. ADMINISTRATION

1. Staffing. CPRO's two part-time employees, Amy McWilliams and Stephen Gregory Smith, have agreed to 'hire on' as full-timers when the FY18 funding is available on July 1. This enables us to do a seamless staffing up to implement the FY18 work plan. A benefits package including leave time and health insurance needs to be developed with the assistance/agreement of the executive committee.

2. Interns: The PRIME Summer Internship program, sponsored by the Arlington Career Center (which has partnered with CPRO in years past), contacted us to place one or two interns at CPRO. We have accepted Ribka Tewelde, an extraordinary student who will work four days a week July 3 – 28. One day per week is spent working on group activities at the Career Center, and earning one college credit from NOVA. We hear about a second intern this week. The plan is for the intern(s) to work on planning for beautification, clean-up and entertainment activities, and general help in the CPRO office.

E. COMMUNITY ENGAGEMENT

May 11 – Met with Penrose Square Civic Association president "Pete" Durgin re: Blues Fest

May 12 – Met with Arlington County Director of Human Services Anita Fruman re: potential for a lunch-time bus shuttle between Sequoia Office complex on Washington Blvd. and restaurants on Columbia Pike. Follow-up discussion with David Peete of BM Smith for a one-day test/pilot run. Will work with DHS Facility Director on a survey to gauge worker interest in the Sequoia Plaza complex.

May 13 – Pike Presidents Group meeting at CPRO. Guest speaker was Noah Simon, director of District Office for Congressman Don Byer.

May 15 – Met with Courtney Reeves, Executive Director of ASPIRE (formerly Greenbrier Learning Center), a subtenant of the CPRO office, to discuss her program and deadlines for moving their office to Arlington Mill Community Center

May 16 – Met with Publisher of Arlington Magazine, Greg Hamilton, to discuss upcoming July/August issue's special advertising section on Columbia Pike. CPRO will run a quarter page ad, and BM Smith will run a two-page spread.

May 18 – Attended meeting of Alcova Heights Civic Association for presentation of APAH's project at Gilliam Place (formerly the Presbyterian Church site)

May 19 – Attended Bike-to-Work Day at Penrose Square.

May 21 – Attended and was a speaker during a "Wandering the Pike" walking tour sponsored by AED's Cultural Affairs Division and led by public artist Graham.