**MINUTES**

CPRO Board Meeting

Thursday, June 22, 2017 11:30 a.m. Location: CPRO office, 2611 Columbia Pike

*Members Present:* Thomas Gibson, Linda LeDuc, Tad Lunger, Andrew Moore, David Orr, David Peete (by phone), Kim Plaugher, John Snyder, Karen Vasquez. *Staff:* Cecilia Cassidy, Amy McWilliams, Stephen Gregory Smith. *Members Absent:*  Diane Duston, Mike Garcia, Guy Gotts, Carmen Romero, Barbara Taylor. *Guests*: AED’s Alex Iams and Marc McCauley.

President’s Report: John Snyder, as chair of CPRO’s Clean & Safe committee, reported on a June 14th meeting with Erik Grabowsky and his staff of the County’s Dept. of Environmental Services’ Solid Waste Bureau (SWB) to discuss what resources SWB brings to Columbia Pike for trash pick-up, weeding of street tree pits, etc. CPRO staff participated in the meeting and discussed volunteer Clean-Up Days, an anti-litter campaign, service requirements for the Pike to be clean, and how to alleviate confusion over the responsibilities of both the County and local commercial property owners in keeping the Pike clean.

Regarding CPRO Board membership, long-time board member Dan Lockard has stepped down, leaving a new vacancy. Mike Garcia heads the Nominations Committee and expects to present a candidate, Amanda Fischer, for approval at the July meeting.

*[As part of discussion on the FY18 work plan (see below), AED’s representative to the CPRO board, Karen Vasquez, announced she was leaving the County to take a position with the Rosslyn BID, effective May 30. AED’s Asst. Dir. Alex Iams will take her place on a temporary basis. All wished her well.]*

Linda LeDuc reported that as chair she had convened an initial meeting of the West End Engagement group for May 31 at the Arlington Mill Community Center.

Approval of Minutes: Minutes for May 27, 2017 CPRO board meeting were approved unanimously.

Service Agreement with County and FY18 Work Plan:

FY18 Work Plan. Staff presented the FY18 Work Plan, which is based on the Strategic Plan submitted to the County Manager in April. Diane Duston moved, and Linda LeDuc seconded that the FY18 Work Plan be adopted. Approved unanimously. It will be presented to the County Manager July 1. The Service Agreement with the County is still under review by the County Attorney and AED staff.

Market Study. AED’s representative to CPRO Karen Vasquez and AED’s Director of Real Estate Development Mark McCauley attended to discuss the Market Study, for which the County Board allotted $150,000 in their April 22 approval of the Columbia Pike budget. They informed the board that AED will be managing the market study internally and that the scope of work of the study would be submitted to the County Board in the fall. Since CPRO had initially been under the impression that they would be leading the study, the question was raised about the participation of board members who had been named to the Market Study Committee. McCauley assured that group the CPRO would be engaged in developing the scope of work for the study. The discussion centered on what the study could entail, including key metrics on how the Columbia Pike market is performing today, who the consumers are, general demographics and income levels, what is and isn’t working in retail, affordability, the arts, day care, the possibility of a new high school on the Pike and other elements. David Orr of Orr Partners offered his experience in doing a market study for the new Harris Teeter project at George Mason Drive.

Financial Report: Report was prepared by Wendroff CPA Clients for period ended May 31, 2017. Current Assets: $67,472. Liabilities: $4,798. Income for May: $13,772. Expenses totaled $26,707.

Executive Director’s Report: Cecilia Cassidy referenced her written report (attached to the minutes). Meeting adjourned at 1:00 p.m.

DATE: June 22, 2017

TO: CPRO Board of Directors

FROM: Cecilia Cassidy, Executive Director

RE: Report on activities – May 25 – June 21

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. C0MMUNICATIONS

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 25 – Retirement party for AHC staffer Catherine Bucknam

May 26 – Meeting with architect Doug Stadtler, of Little, Inc., and resident of Columbia Heights.

May 30 – Reinstallation of “Living Diversity” photography show in CPRO office by Lloyd Wolff

June 3 – Pike Presidents Group meeting at CPRO office

June 8 – Open House at Phoenix Bikes office at Arlington Mill Community Center

June 13 – Economic Development Commission. Topic: Arlington Arts Commission’s Strategic Plan

June 13 – APAH’s Community Progress Makers meeting

June 14 – Installation of L-O-V-E letters on Walter Reed Drive by Virginia Tourism Corporation

June 15 – WERA Radio Interview by Karen Bate speaking with Amy McWilliams about Blues Fest

June 20 – Meeting with VHDA’s grant maker at HAND conference at Omni Shoreham