**MINUTES**

CPRO Board Meeting

Thursday, September 28, 2017 11:30 a.m. Location: CPRO office, 2611 Columbia Pike

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

President’s Report: John Snyder reported on CPRO’s upcoming events – the 3rd Annual CPRO’s Fall Festival on Sunday, October 7 and the bus tour on October 13 for members of the Virginia Housing Development Authority (VHDA). He also noted that the approvals for recommendations of the Nominations Committee, chaired by Mike Garcia, will be approved at the Oct. 26 meeting.

County Grant to CPRO and FY18 Work Plan: Cecilia Cassidy and Alex Iams reported on their work in August finalizing the FY18 Work Plan. The Work Plan and a chart explaining the uses of the new $200,000 grant were approved by the County Manager on August 30, 2017. They also discussed the Cleaning Program funded by the County, in which CPRO and AED have arranged an agreement with Dept. of Environmental Services/Solid Waste Bureau (SWB) to transfer $40,000 to SWB for hiring of second FTE to clean Columbia Pike. A meeting with SWB and Pike Property Owners will be scheduled for early November and a Neighborhood Clean-Up Day will be organized for MLK Day, January 2018.

CPRO’s Assistant Director Amy McWilliams described the start-up work for the new Banner Program, including research on County costs associated with approvals and installation, as well as useful life/warranties for the banners. She presented a first draft of a design for the new banners, which received a very positive response from board members – the primary suggestion was that the CPRO logo could be larger. Staff also applied for and won a $10,000 grant from the Washington Forrest Foundation for the banner program. Amy also gave a progress report in establishing an Arlington Mill Farmers Market. The County Board review is scheduled for October 21/October 24. Linda LeDuc, chair of CPRO’s Committee on West End Activation reported that the group will work to market the new Farmers Market, and will be installing several Little Free Libraries in the West End.

Proposed Work Plan for AED Market Study for Columbia Pike: Marc McCauley, AED’s Director of the Real Estate Development Group and AED Assistant Director Alex Iams discussed how AED must first refine the elements of the study before entering into a public procurement process for a contractor to undertake the study. Michael Stiefvater, a new AED staffer recently hired to oversee the contract, will be involved with this staff-led discovery process, which will identify core issues and submarket clusters. In the follow-up discussion, CPRO board members asked about the level of involvement expected of CPRO’s Retail Study Committee, office vs. retail focus, future development scenarios, need for child care facilities, language services, ownership of the data, cost of the study itself vs. funds remaining for implementation, difficulties with permitting in Arlington County and developers’ ability to use the data. County Manager is expected to propose scope of work to County Board by the end of the calendar year.

Planning Commissioners Report: Kathleen McSweeney reported on the Four Mile Run Valley working group – maintaining the spirit of the existing community and yet establishing an arts district – and the Form Based Code meeting on architectural standards. John Snyder also raised the issue of the redevelopment of the Career Center, with JFAC public hearings scheduled.

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

DATE: September 28 26, 2017

TO: CPRO Board of Directors

FROM: Cecilia Cassidy, Executive Director

RE: Report on activities – August-September 2017

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

During the first two weeks in August, worked with CPRO’s new AED representative, Alex Iams, to refine and finalize CPRO's FY18 work plan. After Alex had met with Deputy County Manager Carol Mitten to review the plan in early August, he reported back that the Manager's office and AED's Director Victor Hoskins wanted to see a separate document outlining the exact manner in which CPRO would spend the additional $200,000 in County funds approved by the County Board in April. They were especially interested in the work to be undertaken with additional CPRO staffing. (Many thanks to Amy McWilliams for expanding AED's version of this chart.) Together, we developed:

1) A revised FY18 Work Plan, approved August 18 by the County Manager's office.

2) A chart outlining the uses of the new $200,000 in County funding -- which made possible an additional 2177 hours of staff time.

Deputy Manager Carol Mitten, upon consultation with County Manager Mark Schwartz, gave the go-ahead to proceed with the plan and release the funding for the first half of the fiscal year. For the NEW $200,000 portion of the County grant, $75,000 had already been released, and arrangements were made for CPRO to receive the remaining $125,000 in late August.

Come January, the second $200,000 portion of the County grant will be released. Of that, about $47,000 is scheduled to be transferred to the Solid Waste Bureau (SWB) to cover the hiring of one additional FTE for the cleaning of Columbia Pike. Since this hiring took place in early September -- two months into the fiscal year -- I requested that the July/August dollars for SWB be returned to CPRO. Our thinking is that some of these funds could be allocated to the Banner Program -- so that we have a really robust program to show for our first year efforts! SWB and the Manager’s office have agreed to this. About $7,000 of the SWB funds will be ‘returned’ to CPRO in the January drawdown – which will

In addition to the County Board’s approval of a total of $400,000 in ongoing County support for CPRO, the County Board further directed that additional funding of $150,000 would be 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. In August, AED hired Michael Steiflic, to develop a scope of work for the study, so that the County Manager can propose a scope of work to the County Board in the fall of 2017. CPRO staff and board members are expected to work with AED to clarify the parameters of the study.

B. NEW PROGRAMS

1. Farmer’s Market. The Use Permit for the new market at Arlington Mill Community Center was advertised at the Arlington County Board meeting on October 21, and the County Board is expected to approve the Use Permit at its November meeting. Assistant Director Amy McWilliams, is working with the west end group open a Saturday morning market by May 1, 2018. The group has identified potential vendors and will be signing them up by December.

2. Banner Program. After the $47,000 allocation for the Cleaning program, the remainder of the County grant available for a banner program is $16,000. In September, CPRO staff received the $10,000 grant from the Washington Forrest Foundation for the Banner program, bringing funds available up to $26,000. Staff has received from sign vendors for the cost of 48 banners, as well as hardware and installation costs, identifying the light poles available for hanging the banners at the four major nodes of the Pike, working to ascertain the status of permits required to move the program forward, and developing a draft design for consideration by the board.

3. Cleaning Program. See above report on work with the County’s Solid Waste Bureau (SWB). Met with SWB staff on October 17. Plans include a November meeting with SWB staff and Pike property owners/managers to determine areas of responsibility, as well as a Neighborhood Clean-up Day for the MLK holiday.

**C. EVENTS**

1. Blues Festival. CPRO staff met with AED’s Arlington Arts arm to review the 22nd annual Pike Blues Festival held on June 17, and begin planning for the 23rd Annual Festival on June 18, 2018. A follow-up planning meeting is scheduled for January. The music line-up should be complete by late February/early March, with sponsorship development taking place during the winter and early spring of 2018.

2. Movie Nights – Celebrating CPRO’s 30th anniversary and the Great Movies of 1987(ish). The movie season finished up first weekend in September, with a total of nearly 2,500 attendees at our two venues -- Penrose Square and Arlington Mill Community Center – over the course of the summer. Our intern developed a thank you video for sponsors, published in the e-newsletter for September 28, which will be edited to serve as a fundraising tool for next year’s movie series.