



BOARD OF DIRECTORS MEETING

**July 21, 2020 7:45 AM
BUP Conference Room**

AGENDA

- 7:45** **Welcome** (*Greg Rooney*)
- 7:45** **Approval of Minutes**
- 7:50 - 7:55** **Marketing/Arts & Entertainment** (*Stephanie Coppola, Jane Fairweather*)
- 7:55 – 8:00** **Maintenance** (*Jeff Oyer*)
- 8:05 – 8:10** **Mobility** (*Kristen Blackmon*)
- 8:10 – 8:25** **Financial Report**
- Financial Statements – June 30, 2020 (*Brian Wynne, Jeff Oyer*)
 - FY21 Budget Approval – (*Brian Wynne, Jeff Oyer*)
- 8:25 – 8:35** **Executive Director Report** (*Jeff Burton*)
- 8:35 – 8:55** **Chairman’s Report** (*Greg Rooney*)
- Committee Updates
- 8:55– 9:00** **Other Business**
- 9:00** **Adjourn**

BETHESDA URBAN PARTNERSHIP, INC.

Minutes of the Board of Directors Meeting

July 21, 2020

Board Members Present: Greg Rooney, Brian Wynne, Marian Block, Debbie Michaels, Robert Donohoe, Andy Jones, Katya Marin, Heather Dlhopsky and Ken Hartman

Staff Present: Jeff Burton, Stephanie Coppula, Kristen Blackmon and Jeff Oyer

Guests Present: Ginanne Italiano – The Greater Bethesda Chamber of Commerce
Derrick Harrigan – BCC Regional Services Center

Call to Order: Meeting called to order via Zoom at 7:45 a.m. by Greg Rooney

Greg Rooney opened the meeting by expressing a lot of gratitude and appreciation for Debbie Michaels for her past year as Chair of BUP. G. Rooney briefly reviewed all of D. Michaels accomplishments at BUP, not only this past year as Chair, but also for everything she has done for the organization during her five years of serving on the BUP Board. Jeff Burton presented D. Michaels a plaque recognizing her achievements as Chair this past year.

Minutes:

Greg Rooney asked for a motion to approve the minutes from the previous Board meeting. A motion was made and seconded to approve the June 16, 2020 Board of Director's meeting with edits provided by Marian Block and Bob Donohoe. The motion passed unanimously.

Marketing Report:

Stephanie Coppula reported that the virtual Bethesda Film Fest was held at the end of June. All the films were available to view and then a virtual Q&A session was held with the various film makers.

Demos with local chefs continue on BUP's Instagram stories as staff continues to keep content fresh and help local restaurants.

Staff is working with judges for the selection of winners for both the Trawick Prize and the Painting Awards to be at Gallery B in September and October respectively. Staff is still working on how opening receptions and gallery hours will be handled for both events.

S. Coppula shared the artwork for the new mural on Garage #35. This project should begin sometime in August and is expected to take 4 – 6 weeks to complete. J. Burton noted that Montgomery County Parking was very excited about the artwork.

S. Coppula reported that the branding committee met recently and has narrowed down the list of proposals received to two organizations. Staff is currently doing reference checks and talking to some of their past customers. The committee should have a final recommendation soon.

Maintenance Report:

Jeff Oyer reported that the spring tree replacement has been completed, landscaping work is continuing and the maintenance staff continues to support the AskMe team at the Streeterly.

The maintenance team has been working on preparing various flower beds in the downtown for new perennial plants. This will reduce costs as there will not be a need to plant annuals each year and this will also reduce the need for constant watering.

BTS Report:

Kristen Blackmon noted that her board report contained a list of BTS staff, the committees and organizations they are involved with and how they are representing BUP on various transportation issues.

BTS conducted a second round of telework Bingo and again received a very positive response. Selected winners again received prizes from either local restaurants or Amazon.

The latest BTS advisory committee meeting had presentations from Montgomery County Department of Transportation and Montgomery County Parks on the areas where they have closed roads for either outdoor dining or walking and biking options. Residents can now request a short-term closure for their road or neighborhood. K. Blackmon also reported that Montgomery County Parks reported that their counts show that the numbers of bikers and walkers using the Capital Crescent Trail is up 41% over last year. These numbers support the decision to close certain parkways to allow for more pedestrian and bike traffic. The parkways are also being highly used.

Financial Report:

Brian Wynne presented the financial statements for the year ended June 30, 2020 noting that these may change slightly as not all year end invoices have been received although their numbers have been estimated at this point. B. Wynne reported that overall revenue came in \$64,000 under budget due to a \$30,000 contract cut and A&E being \$82,000 under budget due mainly to the cancellation of the Fine Arts Festival and also reduced rental income from the various art studios. These were offset somewhat by the Taste of Bethesda being \$36,000 better than budget. Total expenses are projected to be approximately \$250,000 under budget due to a variety of factors including the cancellation of events such as the Fine Arts Festival, Imagination Bethesda and the Painting Awards. Sidewalk repairs and the tree replacement budget also came in at \$84,000 and \$26,000 under budget respectively due to the mild winter. This results in a projected revenue over expenditures of \$180,000. It was also noted that BTS also reflects revenue over expenditures of \$40,000 for a combined \$220,000. This figure will go into the BUP reserve which will be discussed in more detail at a future meeting. B. Wynne did point out that even though expenses were under budget for the year, the expenditures for Urban District services by BUP during the fiscal year are still considerably above what is received from the County under the contract.

B. Wynne presented the FY21 proposed budget. Highlights included budgeted revenue of \$94,000 less than the FY20 budget due to the cancellation of the 2020 Taste of Bethesda and also continuing to collect less rent from the various studios. Marketing expenses reflect a budget of \$76,000 less than FY20 due to the cancellation of the Taste of Bethesda and also the 2020 Movie Series. These saving are offset somewhat by budgeting \$40,000 for the Bethesda Streeterly in the fall. Maintenance and administrative expense budgets are somewhat different than FY20 due mainly to the reallocating of salaries from one department to another. This results in a balanced budget for FY21. After a in depth discussion a motion

was made and seconded to approve the FY21 operating budget as presented. There was no additional discussion. The motion passed unanimously.

Executive Director Report:

Jeff Burton noted that the Chamber golf tournament was moving forward in September and due to the fact that expenses for the tournament are being cut, a portion of those savings will be used to purchase gift cards from local businesses to help in the recovery efforts.

J. Burton wanted to thank the BUP staff for all of their work during these difficult circumstances. They have gone above and beyond to continue to fulfill BUP's contract obligations by coming up with and developing a number of new programs and social media efforts to support and promote the businesses within the urban district. They have shown a lot of creativity and passion. J. Burton also thanked the BUP Board for their support over the past several months.

J. Burton briefly outlined the County's bike lane plans for downtown Bethesda. There are numerous phases that will take several years.

J. Burton reported that the business recovery webinar that was contracted with Streetsense was successful and can now be found on BUP's website. S. Coppola noted that approximately 30 businesses participated in the webinar.

Chairman's Report:

Greg Rooney noted that he is looking forward to being Chair in FY21. The current circumstances will continue to push BUP to focus on what it does best in supporting Bethesda. BUP has an amazing opportunity to lead the way as the spokesperson for Bethesda both locally and nationally. The branding committee will help BUP define this focus and opportunity.

G. Rooney thanked Jeff Burton for his leadership since taking over as Executive Director noting that his leadership has given his team a rejuvenation of spirit towards BUP as an organization.

G. Rooney noted that he was working on a revised committee structure to make sure that all Board members have an opportunity to participate in a committee.

Other Business:

No other business.

Next Meeting: September 15, 2020



BOARD OF DIRECTORS MEETING
September 15, 2020 7:45 AM
BUP Conference Room

AGENDA

- 7:45** **Welcome** (*Greg Rooney*)
- 7:45** **Approval of Minutes**
- 7:50 - 8:00** **Marketing/Arts & Entertainment** (*Stephanie Coppula, Jane Fairweather*)
- 8:00 – 8:05** **Maintenance** (*Jeff Oyer*)
- 8:05 – 8:15** **Mobility** (*Kristen Blackmon*)
- 8:15 – 8:30** **Financial Report**
- Financial Statements – August 31, 2020 (*Brian Wynne, Jeff Oyer*)
 - FY20 Audit Approval – (*Brian Wynne, Robert Donohoe, Jeff Oyer*)
- 8:30 – 8:40** **Executive Director Report** (*Jeff Burton*)
- 8:40 – 8:50** **Chairman’s Report** (*Greg Rooney*)
- Committee Updates
- 8:50– 9:00** **Other Business**
- 9:00** **Adjourn**

BETHESDA URBAN PARTNERSHIP, INC.

Minutes of the Board of Directors Meeting

September 15, 2020

Board Members Present: Greg Rooney, Jane Fairweather, Brian Wynne, Marian Block, Debbie Michaels, Robert Donohoe, Sarah Wolek, Katya Marin, Heather Dlhopsky and Ken Hartman

Staff Present: Jeff Burton, Stephanie Coppula, Kristen Blackmon and Jeff Oyer

Guests Present: Ginanne Italiano – The Greater Bethesda Chamber of Commerce

Call to Order: Meeting called to order via Zoom at 8:00 a.m. by Greg Rooney

Minutes:

Greg Rooney asked for a motion to approve the minutes from the previous Board meeting. A motion was made and seconded to approve the July 21, 2020 Board of Director's meeting. There was no discussion. The motion passed unanimously.

Marketing Report:

Stephanie Coppula reported that Gallery B is currently open with the Trawick Prize exhibit currently being displayed there. There are limited public hours with all safety protocols in place. The opening reception was on September 2. The Bethesda Painting Awards will follow a similar schedule beginning on October 7 with an opening outdoor reception.

BUP will be announcing the "Savor Bethesda Restaurant Week" which will run from October 1 through October 11. This event has been developed by the marketing team and will replace Taste of Bethesda which has been cancelled. There are approximately 35 restaurants participating and they will be offering lunch and dinner specials during this period for both dine-in and take-out.

The mural on Garage #35 has been completed. The mural has been very well received and we have received a great deal of press coverage. There will be a dedication ceremony on Wednesday, September 30 and all partners of the mural project will be in attendance including the artist. Jane Fairweather thanked all of the partners noting that it was a great partnership between local developers and various County agencies.

Maintenance Report:

Jeff Oyer reported that the maintenance team has been busy with regular fall work such as mowing, weeding, aerating and mulching. They have also been supporting the work on the mural project and they continue to work a large number of hours at the Streeterly. The crew also did some painting and various other prep work at Gallery B in preparation for the Trawick Prize and the Painting Awards.

J. Oyer reported that we continue to evaluate and monitor the usage of the Streeterly. We have decided to only close Cordell Avenue for the Streeterly on Thursday through Saturday beginning at 5:00. Cordell had been closed on Wednesday's and Sunday evenings also but these nights did

not seem to be very busy so the decision was made to cut back the days and not operate the Stretery on Cordell on those nights. The retailers on Cordell are happy that the street is now open for several more hours per week.

BTS Report:

Kristen Blackmon noted that the BTS team attended the Greater Bethesda Chamber of Commerce golf tournament on September 1 promoting Car Free Day and Walk and Ride. It was their first public networking event and it felt good to be able to interact with people in person again. Robert Donohoe inquired as to whether there were any concerns among participants or staff with respect to Covid. J. Burton stated that everyone appeared comfortable and that those at the event followed all safety guidelines, were primarily outdoors, and kept distance from one another. R. Donohoe thanked the staff for their marketing efforts and for being able to conduct successful events in person in a safe manner.

Car Free Day is coming up on Tuesday, September 22 and Walk & Ride will be taking place for three weeks in October.

Financial Report:

Brian Wynne presented the financial statements for the two months ended August 31 noting that since we are only two months into the new fiscal year that things are pretty much on budget and there are no significant variances to report.

B. Wynne reported that BUP's annual audit has just been completed noting that the finance committee made up of himself, Bob Donohoe, Jeff Burton and Jeff Oyer met with the \ auditor to thoroughly review the audited financial statements. The committee made several small changes to the notes and format to more accurately portrait the correct information. It was noted that BUP's net assets are up over that past fiscal year. The committee made changes to the notes pertaining to BUP's cash position to make sure that they were clear that a large portion of this cash has been earmarked for both equipment replacement and future strategic plan initiatives. The remaining cash is sufficient for approximately 2.5 months of operations. At this time a motion was made and seconded to accept the audit as presented. There was no further discussion. The motion passed unanimously.

Executive Director Report:

Jeff Burton thanked the finance committee for all of their work in reviewing the audit and getting the audited financial statements in a position to be presented to the board for approval.

The equipment for the Kiosks has now been received at a warehouse within the County. The Kiosks are now in the permitting process and a permit must be filed for each individual location. We are trying to get them added to the expedited permitting process. Debbie Michaels suggested Covid might serve as a reason for an expedited permit as the Kiosks would help cut down the need for personal contact with individuals providing information.

J. Burton thanked the board for supporting his year-long coaching sessions with Joan Fletcher. We now have three sessions scheduled for full staff training.

BUP currently has two upcoming board vacancies being advertised for by the County. The first is for an urban district resident which is a position currently occupied by Marian Block.

Marian has indicated that she will be submitting an application to serve a second term so that should be a formality. The second opening is a citizen within the planning area. This seat is currently occupied by Sarah Wolek who has indicated that she will not be seeking a second term. J. Burton asked everyone to think about any possible replacements they may know and encourage them to apply. J. Burton thanked Sarah for her service these past three years and wished her well.

Chairman's Report:

Greg Rooney noted that he feels that BUP is good position to be able to look at and pursue many opportunities moving forwards in the coming years. He thanked the staff and the board for all of their work that they put in the last year to put BUP in this position. G. Rooney also thanked S. Wolek for all of her contributions to the organization during her time on the board.

G. Rooney commented that we are seeing a new Bethesda coming before our eyes right around the corner. Many development projects are finishing up which will attract many new businesses and residents and BUP is slated to be in a great position to be at the forefront of the new Bethesda. The work of the branding committee and the board will be crucial in positioning BUP to be the leader of this transformation and make sure people know what role BUP plays in Bethesda.

J. Burton noted that the branding committee has worked hard to review all of the proposal from contractors to help BUP with their rebranding initiative. After checking references and doing their due diligence, the branding committee is recommending to the board that they contract with Friendly to serve as the consultant to assist BUP with its rebranding efforts. After a discussion, a motion was made and seconded to approve Friendly as the consultant for the rebranding plan and to expend up to \$30,000 for this particular contract. There was no additional discussion. The motion passed unanimously.

Other Business:

No other business.

Next Meeting: October 20, 2020



BOARD OF DIRECTORS MEETING

October 20, 2020 8:00 AM

BUP Conference Room

AGENDA

- 8:00** **Welcome** (*Greg Rooney*)
- 8:00** **Approval of Minutes**
- 8:05 - 8:15** **Marketing/Arts & Entertainment** (*Stephanie Coppula, Jane Fairweather*)
- 8:15 – 8:20** **Maintenance** (*Jeff Oyer*)
- 8:20 – 8:30** **Mobility** (*Kristen Blackmon*)
- 8:30 – 8:35** **Financial Report**
- Financial Statements – September 30, 2020 (*Brian Wynne, Jeff Oyer*)
- 8:35 – 8:45** **Executive Director Report** (*Jeff Burton*)
- 8:45 – 8:55** **Chairman’s Report** (*Greg Rooney*)
- Committee Structure Approval
 - Committee Updates
- 8:55– 9:00** **Other Business**
- 9:00** **Adjourn**

BETHESDA URBAN PARTNERSHIP, INC.

Minutes of the Board of Directors Meeting

October 20, 2020

Board Members Present: Greg Rooney, Jane Fairweather, Brian Wynne, Marian Block, Debbie Michaels, Robert Donohoe, Katya Marin, Heather Dlhopsky and Ken Hartman

Staff Present: Jeff Burton, Stephanie Coppula, Kristen Blackmon and Jeff Oyer

Guests Present: Ginanne Italiano – The Greater Bethesda Chamber of Commerce
Derrick Harrigan – Bethesda Chevy Chase Regional Services Center

Call to Order: Meeting called to order via Zoom at 8:00 a.m. by Greg Rooney

Minutes:

Greg Rooney asked for a motion to approve the minutes from the previous Board meeting. A motion was made and seconded to approve the September 15, 2020 Board of Director's meeting. There was no discussion. The motion passed unanimously.

Marketing Report:

Stephanie Coppula reported that Gallery B is currently open with the Bethesda Painting Awards exhibit currently being displayed there. There has been coverage from the Washington Post highlighting the art studio being open in Bethesda.

Savor Bethesda has just concluded which is the restaurant week BUP held in lieu of Taste of Bethesda. Approximately 35 restaurants participated and we have received good feedback from the restaurants so far with many saying they showed a nice increase in sales during the event.

Staff is currently working on a downtown gift card with both restaurants and retailers participating. The plan is to launch the program in early November. We will continue to solicit businesses to participate and there will be an entire page devoted to the program on the BUP website. There is no charge to the participating businesses other than the normal fee for processing a credit card.

The Local Writer's Showcase will be launched soon and will be completely virtual.

Outdoors heaters were out at the Streeterly this past weekend and seemed to be a big hit.

The contract and other paperwork are being finalized with the vendor that was chosen and approved by the board to handle BUP's branding initiative. A meeting with the Branding Committee will be scheduled in the next couple of weeks.

Maintenance Report:

Jeff Oyer reported that the maintenance team has been busy with regular fall work such as mowing, weeding, aerating and mulching. We are currently surveying the downtown for fall

sidewalk repairs and tree replacements. Brick repairs have also picked up with a crew of two dedicated to daily brick repairs. The fall flower rotation is scheduled to begin later this week.

BTS Report:

Kristen Blackmon reported that BTS participated in Car Free Day in September. There were approximately 4,000 pledges from around the region for people to go Car Free for that day.

There are couple of vacancies on the BTS Advisory Committee for Chamber representatives. Kristen is working with Ginanne Italiano to identify possible candidates. There is also another vacancy for an individual who lives adjacent to the TMD.

The BTS staff is currently working on the Walk & Ride event that will last through October. There are weekly prizes for winners. Participation is down approximately 50% compared to years past.

K. Blackmon noted that she attended a meeting about the Metro. It looks like Metro will be making some cuts in service including hours of operation to cut costs. K. Blackmon reported that she had also attended a meeting about the status of the Purple Line. The project is definitely behind schedule in Bethesda.

Financial Report:

Brian Wynne presented the financial statements for the three months ended September 30 noting that we are only three months into the new fiscal year and things are pretty much on budget. B. Wynne highlighted and discussed the variances that are outlined on the financial statement narrative.

Executive Director Report:

Jeff Burton reported that the entire BUP staff participated in the virtual International Downtown Association annual conference. There were many very pertinent and timely topics discussed in the various sessions. J. Burton noted it reinforced once again that BUP is a leader in the Urban District management field. There were several good ideas that were discussed that BUP staff is talking about and possibly implementing including turning one block of the Streeery on Norfolk into a Winter Wonderland for the entire season and making it a destination.

Over the next couple of months staff will be working on their departmental and organizational work plan for 2021.

J. Burton noted that he and Ken had a meeting with Councilmember Friedson and he has asked us to put together a plan and a budget for tents and electric heaters to be installed at the Streeery in case there is an opportunity to find funding from the County to implement such a plan.

We are postponing the normal December meeting of current board members and past board chairs until the spring when we hope we can get together in person to network. Debbie Michaels suggest that even though this meeting will be postponed it would might be a good idea to at least send out an email to the entire group with a small update on BUP just to stay in touch with everyone and keep them in the loop.

The revised BUP By-Laws have been reviewed by the County attorney and have been sent to the County Executive and County Council for their approval. We received a few comments and are working on finalizing the changes.

BUP now has a board vacancy for a planning area representative as Sarah Wolek has decided not to serve a second term. The County's Board and Commissions has extended the application deadline and we are still looking for applications. If anyone has any suggestions, please let us know.

Jane Fairweather questioned whether BUP had considered closing another lesser used street and open it up for gyms and local exercise groups to offer more outdoor classes. BUP staff will talk to more gyms to see if there is a need or desire.

The board was advised that the complaint about the RMA driver on which the board was copied was being addressed.

Chairman's Report:

Greg Rooney provide the board with a spreadsheet outlining his proposed committee structure noting that his goals was to make sure that every board member was active and participating in at least one committee. Katya suggested that BUP staff provide the board with notice of any upcoming committee meetings so any board member that is not on a specific committee has the opportunity to participate in a meeting even if they are not on that committee.

Other Business:

No other business.

Next Meeting: November 17, 2020



BOARD OF DIRECTORS MEETING

November 17, 2020 8:00 AM

BUP Conference Room

AGENDA

- 8:00** **Welcome** (*Greg Rooney*)
- 8:00** **Approval of Minutes**
- 8:05 - 8:15** **Marketing/Arts & Entertainment** (*Stephanie Coppula, Jane Fairweather*)
- 8:15 – 8:20** **Maintenance** (*Jeff Oyer*)
- 8:20 – 8:30** **Mobility** (*Kristen Blackmon*)
- 8:30 – 8:40** **Financial Report**
- Financial Statements – October 31, 2020 (*Brian Wynne, Jeff Oyer*)
- 8:40 – 8:50** **Executive Director Report** (*Jeff Burton*)
- 8:50 – 9:05** **Chairman’s Report** (*Greg Rooney*)
- By-Laws Discussion
 - Committee Updates
 - BTS Advisory Committee - 2nd Term Recommendation Letter
- 9:05– 9:15** **Other Business**
- 9:15** **Adjourn**

BETHESDA URBAN PARTNERSHIP, INC.

Minutes of the Board of Directors Meeting

November 17, 2020

Board Members Present: Greg Rooney, Jane Fairweather, Brian Wynne, Marian Block, Debbie Michaels, Robert Donohoe, Andy Jones, Katya Marin, Heather Dlhopsky and Ken Hartman

Staff Present: Jeff Burton, Stephanie Coppula, Kristen Blackmon and Jeff Oyer

Guests Present: None

Call to Order: Meeting called to order via Zoom at 8:00 a.m. by Greg Rooney

Minutes:

Greg Rooney asked for a motion to approve the minutes from the previous Board meeting. A motion was made and seconded to approve the October 20, 2020 Board of Director's meeting. There was no discussion. The motion passed unanimously.

Marketing Report:

Stephanie Coppula reported that the marketing team just launched a "Bethesda Business Spotlight" in the spirit of promoting local businesses and retailers. This initiative includes videos that retailers are putting together and BUP is promoting them on all of the social media sites.

BUP also launched "Bethesda Bucks" which is an E-Gift Card where individuals can purchase the gift card for themselves or as a gift and shop at local retailers and restaurants. We currently have approximately 50 businesses signed up to participate.

The branding committee has met twice with our new consultant. They are developing a questionnaire to be used either in person or sent out via email to solicit feedback from a selected group of partners and constituents, as well as all board members. Phase one of the project will be to re-brand BUP with a new logo and tag line and phase two will be re-branding Bethesda.

Maintenance Report:

Jeff Oyer reported that we are working with the County on a sink hole issue behind Garage #57 where some businesses are having some erosion and draining problems. BUP will coordinate the repair and be reimbursed by Montgomery County Parking.

Fall flowers and plantings have been completed. BUP continues to use more perennial and native plants and flowers to reduce the need for watering and reduce our carbon footprint. There is also a resulting cost savings where the funds can be used to enhance the look at our gateways and other more visible areas.

Sidewalk repairs will be completed shortly and a majority of time is being spent on leaf collection and brick repair.

Operations at the Streeterly continue to go well. Heaters have been added to hopefully extend the outdoor dining for as long as possible. Several planters and other holiday decorations have been added to liven up the area and enhance the dining experience. We are also in the process of wrapping a few more trees on with holiday lights on Norfolk as well as in Veteran's Park. There is a plan to no longer close Cordell as the weather is getting colder and the usage on that street has been diminishing. Bob Donohoe asked if there has been any feedback from retailers about how long they would like to have the streets either open or closed. Jeff Burton noted that Norfolk will be permanently closed and we have only had one complaint from a business on that street that the closure is hurting their business. BUP has worked very hard with them to try to accommodate their needs for deliveries and things. There were some complaints from Cordell retailers and we adjusted the hours to close the street later. They will most likely be happy that we won't be closing Cordell any longer.

Jeff Burton reported that Councilmember Friedson asked us to get a quote on a price to put up tents and heaters on the Norfolk closure in case funds were made available to keep the Streeterly open throughout the winter. We received quotes from three vendors and have given him that quote. Discussions will continue to see if this is a viable option. There is a significant cost involved.

BTS Report:

Kristen Blackmon reported that BTS staff member Branden Stuckey wrote a blog for the Chamber's newsletter with a topic on vibrancy and how BUP and BTS are trying to keep Bethesda vibrant and relevant.

The Walk & Ride event ended. The top three teams received prizes.

Kristen noted that there are currently several open positions on the BTS Advisory Board including two Chamber representatives and one adjacent resident to the TMD. Brian Wynne offered to help push getting the Chamber positions filled.

Financial Report:

Brian Wynne presented the financial statements for the four months ended October 31 noting that things appear to be right on track. Revenue is very much in line with budget with the exception of the positive variance in trash renewal due to picking up a contract with Wheaton that was not budgeted. Promotions expenses has a negative budget of around \$11,000 due to the purchase of heaters for the Streeterly, of which \$10,000 will be reimbursed by the County and a private donation. Greg Rooney suggested that we give the private donor some recognition for their contribution and that this recognition may show other businesses that there is an opportunity to make donations if they chose. Debbie Michaels also recommended sending a note from the Board thanking them.

Katya Marin suggested giving a discount program to teachers on the Bethesda Bucks? Jeff Burton noted the concern would be who would pay for the subsidy and how would you be able to limit the program to just teachers. It could be a great idea if we could expand it but we would need a sponsor for the subsidy because asking the retailers and restaurants to provide a discount right now would be tough. Stephanie Coppola noted that the main goal of the gift card is for the community to purchase it in order to support local business. If we can figure out a way to make that happen and expand it to support other initiatives without losing our main focus, that would be fine. Staff will continue to develop ideas.

B. Wynne noted some additional current positive variances against budget in categories such as communications and the AskMe program expenses. It was also noted that the positive variance in Streeterly expenses continues to shrink as we operate the Streeterly longer than originally planned.

Executive Director Report:

Jeff Burton reported that the staff is having its last professional development training session with our contractor tomorrow. The sessions have been very valuable and the last session will be on goal setting and individual professional development. We will also be revamping our annual evaluation process.

The annual Goodwill Dinner has been repurposed this year. Items such as gift cards, toys and food baskets will be assembled and then be delivered to all of the communities and homeless housing that usually attends the dinner. Numerous companies have provided donations to purchase these items.

The window has closed for nominations for the planning area representative on the BUP board. There are now several strong candidates and the interview process will begin shortly. The interview process is coordinated by the Regional Services Center as the Citizens Advisory Board conducts the interviews and makes the recommendation to the County Executive.

Chairman's Report:

Greg Rooney reminded everyone that the corporate document committee has reviewed the by-laws and presented a revised version to the board that was voted on for approval. The approved version was sent to the County Executive and County Council for their approval. There were a couple of issues that the County attorney raised and had concerns with, the main one being a provision on who can and can't attend a closed meeting and how a conflict of interest of a board member is determined when a closed meeting is being called about a specific topic. There is also a question about the requirements for insurance that BUP must maintain, especially for directors and officer's coverage. As chair of the documents review committee, Marian Block has been working with the County attorney on a mutual resolution and understanding on all of the issues raised. M. Block discussed the process she went through with the County attorney and outlined the revisions being made which she was in agreement with. Greg Rooney noted that a new version of the by-laws with these changes is being recommended by the document review committee to be approved by the board. Once approved, the document will then be sent back to the County for final approval. There was a discussion to clarify and come to agreement on changes being presented. One suggestion made was to have a statement available before going into a closed session for each board member to sign that states they do not have conflict of interest with the particular interest. That would just be a procedural issue for BUP to adopt and follow. A motion was made and seconded to approve the revised version of the by-laws to be sent to the PHED committee. There was no further discussion. The motion passed unanimously.

G. Rooney reminded staff about developing a method to disseminate information to the entire board about upcoming committee meetings, events, contact information so the board is aware of them and can participate even if they don't sit on a specific committee. A suggestion in the meantime was to provide a document as part of the board packet with upcoming meetings and events for the next three months.

Other Business:

There is a letter in the board packet from the Western Montgomery Citizens Advisor Board recommending a current BTS advisory board member to serve a second term on the Advisory Board. The letter has the signature of the incorrect chair of the CAB. A motion was made and seconded to approve the nomination of this individual to serve a second term on the board pending the revision of the letter to acquire the correct signature. There was no discussion. The motion passed unanimously.

Next Meeting: January 19, 2021



BOARD OF DIRECTORS MEETING
January 19, 2021 8:00 AM
BUP Conference Room

AGENDA

- 8:00** **Welcome** (*Greg Rooney*)
- 8:00** **Approval of Minutes**
- 8:05 - 8:15** **Marketing/Arts & Entertainment** (*Stephanie Coppula, Jane Fairweather*)
- 8:15 – 8:20** **Maintenance** (*Jeff Oyer*)
- 8:20 – 8:30** **Mobility** (*Kristen Blackmon*)
- 8:30 – 8:40** **Financial Report**
- Financial Statements – December 31, 2020 (*Brian Wynne, Jeff Oyer*)
- 8:40 – 8:50** **Executive Director Report** (*Jeff Burton*)
- 8:50 – 9:05** **Chairman’s Report** (*Greg Rooney*)
- Committee Updates
 - Planning Area Board Nomination
 - BTS Advisory Board Nominations
- 9:05– 9:15** **Other Business**
- 9:15** **Adjourn**

BETHESDA URBAN PARTNERSHIP, INC.

Minutes of the Board of Directors Meeting

January 19, 2021

Board Members Present: Greg Rooney, Jane Fairweather, Brian Wynne, Marian Block, Debbie Michaels, Robert Donohoe, Katya Marin, Heather Dlhopolsky and Ken Hartman

Staff Present: Jeff Burton, Stephanie Coppula, Kristen Blackmon and Jeff Oyer

Guests Present: Allie Williams – Greater Bethesda Chamber of Commerce
Derrick Harrigan – Bethesda Regional Services Center

Call to Order: Meeting called to order via Zoom at 8:00 a.m. by Greg Rooney

Minutes:

Greg Rooney asked for a motion to approve the minutes from the previous Board meeting. A motion was made and seconded to approve the November 17, 2020 Board of Director's meeting. There was no discussion. The motion passed unanimously.

Welcome:

Jeff Burton noted that Allie Williams who is the new President and CEO of the Greater Bethesda Chamber of Commerce was joining his first BUP Board of Directors meeting. J. Burton noted that A. Williams has hit the ground running and been a great asset to the community already. A. Williams then gave a description of his background, how he made it to the Chamber and noted that he was excited for the opportunity at the Chamber and looked forward to working with BUP and the community.

Marketing Report:

Stephanie Coppula reported that BUP is in the middle of planning some virtual programming and events. Facebook Live concerts started back up a couple of weeks ago on Thursday evenings and the Local Writers Showcase will be a virtual event coming up in March. The Arts & Entertainment District will also be holding the Bethesda Film Fest virtually in April. Filmmakers will be selected sometime in February.

The new downtown gift card "Bethesda Bucks" made around \$8,500 during the holidays. We are pleased with the amount since the program was only active for a few weeks before the holidays. The gift cards are being redeemed and used in local shops and restaurants in Bethesda.

BUP is also getting ready to start a "Shop & Dine Local" campaign. When patrons spend a certain amount of money at a local shop or restaurant, they will be able to email us their receipt and then be eligible for a drawing to receive downtown Bethesda gift cards.

Jane Fairweather reported that the next Arts & Entertainment mural project will be on parking garage #11 across the street from BUP on the corner of Old Georgetown Road and Woodmont Avenue. A&E is working with the County to determine exactly what part of the garage can be

painted and to put a memorandum of understanding in place as was done with garage #35. Once those arrangements are in place, a call for artists will go out. J. Fairweather also noted that A&E was also asked by the developer of the property at the corner of Woodmont and Edgemoor to assist in picking an artist for a mural project they would like to do if development on that piece of property moves forward. This shows that A&E continues to get more cooperation from the development community. Marian Block made the assumption that the artwork on Garage #11 will only be on the Old Georgetown side of the garage which is correct. She asked if there was any interest to include the white space in the alley by the Lionsgate. S. Coppola noted that the budget to include that would be too high. J. Fairweather noted that A&E had considered approaching Lionsgate when it was first built to see if they would be interested in contributing funding to include the alley but that has been tabled for now. J. Fairweather noted that M. Block could take it to their board if she was interested in doing so and she said she would mention it. S. Coppola noted that all sponsorship contributions would be helpful at any level.

Maintenance Report:

Jeff Oyer reported that all fall sidewalk repairs have been completed and that brick repairs continue. There has only been one very small snow event so far this winter and everything was taken care of with no issues. Streetery operations continue. We have winterized the Streetery with tents, heater and lighting.

In mid-December BUP finalized a contract with Silver Spring to resume trash collection in that urban district seven days a week. We had provided this service five days a week a few years ago. We have had to make a few adjustments with staffing but we have the resources and things seem to be going well so far. We did not have to add any staff. There will be some additional direct costs in overtime, dumping fees, fuel and supplies. The contract will generate almost \$20,000 per month in revenue which will easily offset any additional costs. G. Rooney asked if that new service has any impact on our fleet, specifically the trash truck. J. Oyer noted that the trash truck is fairly new and although there may be a need for more maintenance, we are not expecting any significant impact but we will of course be monitoring it.

J. Oyer reported that BUP had its first Covid-19 case from the maintenance team over the holidays. We have had two additional cases since then. BUP made sure that everything has been disinfected and we have followed all County protocols for quarantining and getting individuals back to work appropriately. We also had the rest of the entire maintenance team tested and all results came back negative. M. Block asked if BUP employees would receive priority in regards to receiving the vaccine. J. Oyer noted that as a government instrumentality and due to the fact that BUP staff is considered essential workers, it is his understanding that BUP will be part of the 1B vaccination phase.

J. Oyer also noted that BUP assisted in delivering bags of food, clothing and toys to various low or fixed-income housing developments leading up to the holidays. This distribution was in lieu of the Goodwill Dinner which could not be held this year. J. Oyer noted that Shelly Belk from the Hyatt did unbelievable work in leading this effort and put a huge amount of time into making this distribution a huge success. Jeff Burton commented that the Goodwill Dinner has been a great success and it was disappointing it could not be held. Because of Covid-19, we were able to turn a negative of not being able to hold the event into a huge positive by impacting a much larger group of people this year than we have in the past.

BTS Report:

Kristen Blackmon reported that BTS had an advisory committee meeting last week. There was an update about the bike lane construction on Woodmont and Bethesda Avenue. They are

working on storm drains, signal conduit and creating a larger bump out on the corner. There will be a pedestrian only signal phase. The completion date may come in May sometime.

K. Blackmon noted that she would be speaking about bicycling in Bethesda as part of Bethesda Greens sustainability series.

K. Blackmon mentioned that the County has a climate action plan draft. There are transportation items in it. All of the TMD's will be planning a meeting to discuss this draft.

K. Blackmon noted that she has been following 495/270 managed lane project. Most of the discussion concerned the widening of Cabin John Bridge and transit as part of that. There is draft report that looks at adding bi-directional transit between Northern Virginia and Bethesda.

Financial Report:

Brian Wynne presented the financial statements for the six months ended December 31 noting that things appear to be right on track. Revenue is \$15,000 over budget as of December 31. This is a result of trash collection. BUP had been collecting trash in Wheaton on weekends but started picking up trash in Silver Spring seven days a week in mid-December. This will result in \$20,000 of unbudgeted revenue every month and will be offset somewhat by additional direct costs. Promotions expenses are over budget due almost entirely to Streetery operations. There has been a large investment to winterize the Streetery but all of those expenses will be reimbursed by an appropriation from the County. Co-sponsored events and constituent communications line items are well under budget. The first is due to the cancellation of Winter Wonderland and the latter due to not publishing the events calendar. There are also savings in maintenance and administration. Total expenses for the year are \$27,000 under budget.

Debbie Michaels asked if any of the projected savings can be used to make a contribution from BUP to help with one of the mural painting projects. J. Oyer noted that is definitely a possibility. It may be a little too early to make a decision or allocate any money right now but we should have a much better picture of what might be available in another month or two. D. Michaels also suggested using any savings to help individuals around Bethesda that are hurting financially because of Covid-19.

Executive Director Report:

Jeff Burton reported that he participated in a call regarding security for the upcoming inauguration. They are not expecting any issues in Bethesda as most authorities believe Bethesda is too far out of DC. Preparations are still being made in case something does arise. BUP will be of assistance should there be a need.

BUP has an RFP out for bids for the design of a permanent closure of Norfolk Avenue for the Streetery. BUP would like to keep the two blocks on Norfolk closed permanently. Discussions continue with the County on this project. They see the success of the Streetery and seem very inclined to the possibility of making this permanent. They encouraged BUP to move forward with the RFP so they could get a better picture of what this permanent closure would look like.

BUP is working on our first quarter work plan. Due to Covid-19, we feel that the best course of action is to develop a work plan on a quarter-by-quarter basis right now instead of annually since things are so fluid. J. Burton also noted that he is working on BUP's professional development plan for the year.

Chairman's Report:

Jeff Oyer reported that the revised By-Laws that were sent to the County Council did not make it onto the PHED committee schedule in January. It is now on their February calendar.

Debbie Michaels reported that the branding committee had a meeting earlier this week to review the goals and objectives of moving forward. S. Coppula has been the lead contact with Friendly Design and she will be going back to them with a few changes to the plan. S. Coppula noted that Friendly Design has reached out to a variety of constituents during the last month both with in person interviews and a survey to do a month of research. This was used to form the draft document that was reviewed by the committee. They definitely understand that after 25 years that BUP is looking for a fresh look. We have explained that we don't want to forget our past successes but want to be strategically positioned for the future. S. Coppula expects to have some new logos to be ready to look at soon and have more to look at for the next board meeting.

J. Oyer reported that the vacant board position had been advertised for a total of about eight weeks in 2020. The advertisement had been closed and the Western Montgomery Citizen's Advisory Board established an interview committee and interviewed six or seven different candidates. J. Oyer noted that he just received word late last week that the position is being readvertised by the County for another three weeks or so. Ken Hartman reported that he had met with the executive committee of the Citizen's Advisory Board and they determined to re-open the solicitation for the position to see if there were more diverse candidates who might be interested in filling this seat to add to the pool. All of the current candidates are still under consideration. There was a discussion of this decision and the possible ramifications. There was also a discussion of the importance of making sure the proper procedures are in place and being followed for advertising, interviewing and selecting all future BUP board candidates.

Other Business:

G. Rooney noted that there was information on two individuals in the packet who have been nominated by the Chamber of Commerce to serve on the BTS advisory board that need approval by the BUP board. There was a motion and a second to approve the two nominations. The motion passed unanimously.

Next Meeting: February 16, 2021



BOARD OF DIRECTORS MEETING
February 16, 2021 8:00 AM
BUP Conference Room

AGENDA

- 8:00** **Welcome** (*Greg Rooney*)
- 8:00** **Approval of Minutes**
- 8:05 - 8:15** **Marketing/Arts & Entertainment** (*Stephanie Coppula, Jane Fairweather*)
- 8:15 – 8:20** **Maintenance** (*Jeff Oyer*)
- 8:20 – 8:30** **Mobility** (*Kristen Blackmon*)
- 8:30 – 8:40** **Financial Report**
- Financial Statements – January 31, 2021 (*Brian Wynne, Jeff Oyer*)
- 8:40 – 8:50** **Executive Director Report** (*Jeff Burton*)
- 8:50 – 9:05** **Chairman’s Report** (*Greg Rooney*)
- Committee Updates
 - Planning Area Board Nomination
- 9:05– 9:15** **Other Business**
- 9:15** **Adjourn**

BETHESDA URBAN PARTNERSHIP, INC.

Minutes of the Board of Directors Meeting

February 16, 2021

Board Members Present: Greg Rooney, Jane Fairweather, Brian Wynne, Marian Block, Debbie Michaels, Robert Donohoe, Katya Marin, Heather Dlhopsky and Ken Hartman

Staff Present: Jeff Burton, Stephanie Coppula, Kristen Blackmon and Jeff Oyer

Guests Present: Allie Williams – Greater Bethesda Chamber of Commerce
Derrick Harrigan – Bethesda Regional Services Center

Call to Order: Meeting called to order via Zoom at 8:00 a.m. by Greg Rooney

Minutes:

Greg Rooney asked for a motion to approve the minutes from the previous Board meeting. A motion was made and seconded to approve the January 19, 2021 Board of Director's meeting. There was no discussion. The motion passed unanimously.

Marketing Report:

Stephanie Coppula reported that BUP is in the middle of the "Shop & Dine Bethesda" campaign. Constituents can submit their receipts from local restaurants and retailers to us and they go into a drawing for an \$150 Bethesda Bucks gift card. We are giving out three gift cards a week.

Facebook live concerts continue for two more weeks on Thursday nights. Other virtual events coming up in March are the Essay Contest and the Poetry readings.

There has been a new artist move into the Triangle Arts studios. Gallery B has been booked for the year.

The Arts & Entertainment District is still proceeding with the mural on Garage #11. We are still working on the MOU with Montgomery County. The hope is to announce the project and go out for bids for artists this spring. Jane Fairweather noted that the negotiations with Washington Properties about placing a mural on one of their properties on Wisconsin Avenue have slowed down. Talks continue but A&E is not as hopeful about the project as it was earlier in the month although the owner may do something on their own.

Greg Rooney asked about the status of the "Bethesda Bucks" program. S. Coppula noted that over 50 restaurants and retailers are currently participating. Sales to date are right around \$10,000. The program is in its early stages but we are pleased with the results so far and we hope the program continues to build. Allie Williams noted that he would like to donate a Chamber membership to a current non-member to the awards program.

Maintenance Report:

Jeff Oyer reported that the maintenance team has been busy with several projects including working at the various artist studios doing some repairs, some painting and some flooring to get them ready for new artists. They have also been busy with a number of snow and ice events. The team is making sure that all curb cuts in Bethesda are free of snow and ice. Other winter projects such as tree pruning and brick repairs are being conducted on a regular basis.

With the assistance of Ken Hartman and Derrick Harrigan, BUP was put in touch with individuals from the County who help implement and conduct Covid-19 testing for the County. As a government instrumentality, BUP is eligible to participate in the County's program. J. Oyer noted that he has worked with the County on logistics and training and that BUP conducted its first tests last Thursday. 18 BUP employees were tested. The plan is to conduct regular tests on maybe a bi-weekly or every third week schedule. All 18 tests from last week came back negative.

Greg Rooney noted that Pollinger Companies are planning on renovating their plaza outside Gallery B and wondered if that would affect Gallery B in any way. S. Coppola noted that BUP has been in contact with Pollinger and although it may be a little noisy and messy, there will still be access to Gallery B and it should not affect its operations.

BTS Report:

Kristen Blackmon reported that she and Jeff Burton hosted an orientation for the new BTS advisory committee members.

K. Blackmon noted that she attended a Vision Zero conference hosted by Councilmember Glass. It was an opportunity for the County and State Highway to let the community know that they are focused on pedestrian safety.

K. Blackmon encouraged the board to look at the second page of her summary that includes information about a number of interesting meetings and webinars she has attended recently.

Financial Report:

Brian Wynne presented the financial statements for the seven months ended January 31. Revenue continues to exceed budget and is currently \$40,000 over budget compared to \$15,000 over budget last month. Expenses are \$65,000 under budget compared to \$28,000 last month. That results in revenue over expenses being \$105,000 ahead of budget as of January 31. Trash collection revenue continues to be a positive variance due to new contracts with Wheaton and Silver Spring that were not budgeted. B. Wynne reviewed several of the other significant variances including a negative variance in Bethesda UP events due entirely to the operations of the Streeterly being over budget. This line item is currently \$28,000 over budget. Jeff Oyer noted that the County appropriation is covering the winterization of the Streeterly but this variance will increase somewhat each month as BUP continues to pay for propane, cleaning supplies, signage and other expenses to operate the Streeterly that are not part of the winterization appropriation. Overtime costs to run the Streeterly will also increase the variance monthly for as long as the Streeterly is operated.

Debbie Michaels questioned if the current budget includes fully funding BUP's reserve for equipment replacement. J. Oyer noted that this reserve line item was taken out of the budget a few years back and is now only funded at the end of each year at the discretion of the board if revenue exceeds expenses.

Executive Director Report:

Jeff Burton noted that Andy Jones would be leaving Brookfield at the end of the month. A. Jones is interested in continuing to serve on the board and BUP has been in contact with the County to determine what is needed for A. Jones to continue to qualify to serve on the BUP board as an OMD representative. A. Jones has several opportunities he is looking at and once he lands with an employer, we will determine whether or not he qualifies to continue to serve in his current capacity.

J. Burton noted that we received 12 proposals from the Norfolk Avenue RFP for the design of a semi-permanent street closure and Streeterly for two blocks on that street. We hope to narrow it down to two or three proposals and then present those proposals to the parks committee. There are a few really good proposals in a very reasonable price range.

The PHED committee of the County Council met last week to approve BUP's proposed by-laws revisions. They approved the revisions and they will now go before the entire Council for their approval.

J. Burton noted that he and K. Blackmon met last week with the County's Department of Transportation to discuss the circulator budget for the remainder of this fiscal year as well as FY22. J. Burton noted that with the reduced schedule it looks like there will be a savings to the County of approximately \$350,000 in FY21. We then provided DOT with several options for service in FY22 including a couple of reduced service scenarios as well as a full services budget for the entire year.

J. Burton reported that he and A. Williams from the Chamber met with County officials to discuss the status of the Parking Lot District (PLD). The PLD revenue is clearly not at its normal level and the County is looking at a number of options for FY22 PLD budget. There is hope that an option exists to make sure BUP is fully funded in FY22.

J. Burton noted that BUP has been tracking numbers of users of the Streeterly and has been pleasantly surprised that the usage has been fairly high and consistent even though the temperatures have been quite low. J. Burton noted that the winterization of the Streeterly that includes renting tents, heaters, propane, generators and tables and chairs is much more expensive than originally anticipated mostly due to the cost of propane and gas expenses that were almost \$25,000 for the first month of operations. Based on the current information it looks like the \$175,000 in appropriated funding from the County for the winterization will run out any day now. If BUP decides to continue with the winterization of the Streeterly through the end of February there would most likely be a need for BUP to cover an additional \$15,000 - \$20,000 out of its own operating budget or reserve. There was a discussion of whether or not BUP should close the Streeterly immediately or continue operations to the end of either February or March. It was decided that there should be time to inform the restaurants that BUP would need to remove the tents and heat from the Streeterly due to budget issues and that BUP should end the winterization program at the end of February. J. Oyer noted that BUP would work hard over the remainder of the month to reduce the operating costs of this winterization but there would clearly be some amount of money that would need to come from BUP's operating budget to operate until the end of the month. The Streeterly would then go back to just tables and chairs and propane heaters.

Chairman's Report:

G. Rooney asked for an update on the status of the planning area representative on the BUP board. Derrick Harrigan noted that the advertisement period had closed and they are still

waiting on a list of new names that have applied but has not heard whether anyone new applied or not. J. Oyer reported that he has heard that there were seven new applicants.

G. Rooney asked Debbie Michaels to give an update on the branding committee activities. D. Michaels reported that the committee has been working with Friendly Design. There was a meeting with them last week and they presented a few different ideas on a new logo concept for BUP. The branding committee then met to discuss the various ideas and has responded to Friendly Design and asked them to make some modifications and return with a new rendition of the original concepts with a little more focus. S. Coppola will be following up with them to review the suggestions and comments from the branding committee to make sure everyone is on the same page. There is still plenty of work to be done but everything appears to be on the right track. The committee hopes to have another meeting with Friendly Design in the next couple of weeks to review the revised concepts.

Other Business:

No new business.

Next Meeting: March 16, 2021



BOARD OF DIRECTORS MEETING

March 16, 2021 8:00 AM

BUP Conference Room

AGENDA

- 8:00** **Welcome** (*Greg Rooney*)
- 8:00** **Approval of Minutes**
- 8:05 - 8:15** **Marketing/Arts & Entertainment** (*Stephanie Coppula, Jane Fairweather*)
- 8:15 – 8:20** **Maintenance** (*Jeff Oyer*)
- 8:20 – 8:30** **Mobility** (*Kristen Blackmon*)
- 8:30 – 8:40** **Financial Report**
- Financial Statements – February 28, 2021 (*Brian Wynne, Jeff Oyer*)
- 8:40 – 8:50** **Executive Director Report** (*Jeff Burton*)
- 8:50 – 9:05** **Chairman’s Report** (*Greg Rooney*)
- Committee Updates
 - Planning Area Board Nomination
 - Approval of By-Laws
- 9:05– 9:15** **Other Business**
- 9:15** **Adjourn**

BETHESDA URBAN PARTNERSHIP, INC.

Minutes of the Board of Directors Meeting

March 16, 2021

Board Members Present: Greg Rooney, Jane Fairweather, Brian Wynne, Marian Block, Debbie Michaels, Robert Donohoe, Katya Marin, Heather Dlhopsky and Ken Hartman

Staff Present: Jeff Burton, Stephanie Coppula, Kristen Blackmon and Jeff Oyer

Guests Present: None Present

Call to Order: Meeting called to order via Zoom at 8:00 a.m. by Greg Rooney

Minutes:

Greg Rooney asked for a motion to approve the minutes from the previous Board meeting. A motion was made and seconded to approve the February 16, 2021 Board of Director's meeting. There was no discussion. The motion passed unanimously.

Marketing Report:

Stephanie Coppula reported that BUP has several new virtual events coming up. The Writer's Showcase which includes both an essay and poetry contest will take place in the next couple of weeks. The films for the Bethesda Film Festival have been selected and will be available for viewing online in advance of the discussion with the filmmakers on April 16. The Bethesda Painting Awards is also coming up and is planned to be a live event in June at Gallery B.

The marketing staff has continued to promote local businesses, restaurants and shopping via social media.

Stephanie Coppula had the opportunity to speak to a group of Arts & Entertainment districts throughout Maryland. The Maryland State Arts Council asked her to give a presentation on the recent mural projects that have been completed in Bethesda.

Maintenance Report:

Jeff Oyer reported that the maintenance team has been finishing up its winter work including tree pruning and is now transitioning to spring work. The crew has started edging, mowing and mulching. Trees and sidewalks are being surveyed now and replacements and repairs will take place in the next few months. The spring bulbs should be popping out of the ground soon and the rest of the spring plantings will take place in April or May. Greg Rooney asked about the status of transitioning to more eco-friendly planters. J. Oyer noted that BUP has continued to add these planters annually as the budget permits and that more planters will be added this year. It will take several years to complete the transition. J. Oyer also discussed BUP's overall sustainability plan including using less water for plants, planting more native and perennial plants and flowers, using more environmentally friendly sprays for weeds and transitioning to battery powered equipment as technology permits. Jeff Burton reported that Bethesda Green is submitting for a grant to put some

garden areas in several of the larger medians in the downtown. The hope is to create environmentally sustainable areas and capture some of the salt and water runoff. Bethesda Green is applying for design funds for six locations in Bethesda.

BTS Report:

Kristen Blackmon reported that the BTS advisory committee meeting this coming Friday will be a listening session with the Planning Department about the urban loading and delivery management study.

K. Blackmon noted that she has been busy working with the Washington Area Bicyclists Association (WABA) on scheduling another bike class and one will be held on May 15.

K. Blackmon reported that the County's Department of Transportation has hired a consultant to look at bicycle lanes around Cheltenham Drive. This piece will help complete the loop of the bicycle lanes in Bethesda. The study will determine the various options for creating these lanes. Some of the options may impact on street parking in the nearby neighborhoods. They will be looking for constituent feedback and the final report is expected in October.

BTS staff will be out the next couple of weeks doing an inventory of the bike racks in the urban district. The data will be used for the Bike to Bethesda brochure as well as the BTS website.

Marian Block noted that there was a bike lane that appeared on Old Georgetown Road in the last year that does not appear to be finished and questioned whether or not there were plans to finish this lane into Bethesda. K. Blackmon noted that this section was put in very quickly because the bike path along that area was unprotected and there had been several accidents along that area. Debbie Michaels noted that the projected was pushed through because there had been a fatality of a biker in that area. There is talk that State Highway Administration (SHA) may continue this work into Bethesda.

Katya Marin asked about the bike lanes on Battery Lane that disappear before you get to Woodmont Avenue. K. Blackmon noted that this was part of the development project on Battery Lane and the developer was working closely with the Planning Department to make sure the bike lanes are done correctly and in the safest manner but they are expected to be done.

Financial Report:

Brian Wynne presented the financial statements for the eight months ended February 28. Revenue continues to exceed budget and is currently \$55,000 over budget compared to \$40,000 over budget last month. Expenses are \$75,000 under budget compared to \$65,000 last month. That results in revenue over expenses being \$130,000 ahead of budget as of February 28. Street sweeping revenue is under budget due to weather related issues and is projected to end the year below budget. Trash collection revenue continues to be a positive variance due to new contracts with Wheaton and Silver Spring that were not budgeted. B. Wynne reviewed several of the other significant variances including a negative variance in Bethesda UP events due entirely to the operations of the Streeter being over budget. This line item is currently \$43,000 over budget. Jeff Oyer noted in the narrative that this variance could grow to over \$90,000 by the end of the fiscal year. Most of the other variances are positive based on the cancellation of various events or savings as a result of cutting back on various constituent communication line items. Total promotions expenses are still under budget but we will continue to monitor the cost of the Streeter. Greg Rooney asked about the status of removing the heaters and taking down the tents at the Streeter. J. Burton reported that he has been in negotiations with the tent vendor and that the vendor has taken away all of the heaters. The vendor has also agreed to leave the tents for the time being and that they have generously agreed to donate some of these services and they will not charge BUP anything over

and above \$175,000 that BUP received in the appropriation from the County for the Streeterly winterization. J. Oyer noted that this will result in a savings and that the Streeterly negative budget variance should not run as high as \$90,000.

Marian Block questioned what the budget will look like or how the Streeterly will run after June. J. Burton noted that the hope was that if enough people are vaccinated and Covid-19 cases continue to decline, that BUP will not have to dedicate as many staff resources to monitor the Streeterly. There will still be some direct costs for table cloths and similar items but staff should only be needed to empty trash and do some periodic monitoring.

Katya Marin asked for more clarification on the savings projected in constituent communications. J. Oyer noted that there are projected savings due to not printing a couple of brochures but that the biggest savings of \$60,000 is a result of not printing six event calendars which run \$10,000 per calendar. This event calendar typically included BUP events but the majority was for other events taking place in the urban district. The decision was made to put these online for the time being because there are so few events happening at the present time. K. Marin questioned whether it would be worth printing and sending out a calendar for the virtual events BUP is holding just to get BUP's name back out there in printed form and let people know how BUP has been supporting the community during Covid-19. An online Q&A with Jeff Burton would be a nice communication. BUP staff will look into and discuss a possible "special" events calendar.

G. Rooney noted that County Executive Elrich released his FY22 budget yesterday and wondered if that will have any affect on BUP next year. J. Burton reported that the budget that was released, that BUP will be fully funded in FY22 at the same service level and there are no proposed cuts to the BUP budget. G. Rooney also noted that Montgomery County has received \$300 million in federal aid as their share of the Maryland distribution noting that Bethesda did not receive any of the funds. K. Hartman noted that this funding was specifically earmarked for municipalities and that since Bethesda is not incorporated, that it was not eligible for any of these funds.

Executive Director Report:

Jeff Burton noted that the interviews with the Western Montgomery Citizens Advisory board for the vacant position on the BUP board for a planning area representative have been completed. J. Burton reported that a very strong candidate was identified and that the committee's recommendation has been sent to the County Executive for his approval. J. Oyer noted that the most likely scenario will be that the new candidate is approved by the County Council in time for the May board meeting.

J. Burton reported that the committee reviewing the Norfolk Avenue RFP for the semi-permanent street closure is meeting tomorrow and will be reviewing the proposals from the three finalists. The committee would like to make a final selection and present the selection to the board for their approval. J. Burton noted that all concerned departments within the County like the current closure and are generally enthused and interested in seeing what a semi-permanent closure would look like. The loss of parking meters on those streets will need to be considered and discussed. K. Hartman noted that for a street to be closed for more than one year that there will need to be a public hearing and this would include the Norfolk Avenue closure. He noted that he would keep the board informed once this hearing is scheduled. R. Donohoe asked what the process would be for recommending and approving a consultant for the RFP. It was noted that the committee would select a consultant and then present the Board with their recommendation for final approval since the contract will be for more than \$10,000. This would be a recommendation for selecting the consultant and not for approval of an actual design plan. J. Burton noted that to keep the process moving forward that we may circulate information about the preferred consultant to the board prior to the next board meeting in order to begin negotiations with the consultant.

The board will formally consider whether to vote to approve the consultant after a contract is negotiated.

Chairman's Report:

G. Rooney asked for an update on the By-Laws. J. Oyer reported that the County Council approved the By-Laws and they were then sent to the County Executive for his approval. BUP has received the written approval from the County Executive and the final step is to have the BUP board take a vote on the final version. A motion was made and seconded to approve the newest version of BUP's By-Laws. M. Block noted that the County has still not responded concerning the D&O coverage provided by the County but that this does not affect the ability to vote on and approve the By-Laws. J. Oyer noted that he is also seeking a quote from a vendor for additional D&O coverage. The motion passed unanimously.

G. Rooney asked Debbie Michaels to give an update on the branding committee activities. D. Michaels reported that the committee is very close on selecting a new logo for BUP. The committee plans on having a full presentation for the board at the next meeting. G. Rooney noted that this is the first phase which includes a new BUP logo and how it will tie into new logos for BTS and the Arts & Entertainment District also.

Other Business:

No new business.

Next Meeting: April 20, 2021



BOARD OF DIRECTORS MEETING

April 20, 2021 8:00 AM

BUP Conference Room

AGENDA

- 8:00** **Welcome** (*Greg Rooney*)
- 8:00** **Approval of Minutes**
- 8:05 - 8:10** **Marketing/Arts & Entertainment** (*Stephanie Coppula, Jane Fairweather*)
- 8:15 – 8:20** **Maintenance** (*Jeff Oyer*)
- 8:20 – 8:30** **Mobility** (*Kristen Blackmon*)
- 8:30 – 8:35** **Financial Report**
- Financial Statements – March 31, 2021 (*Brian Wynne, Jeff Oyer*)
- 8:35 – 8:45** **Executive Director Report** (*Jeff Burton*)
- 8:45 – 9:25** **Chairman’s Report** (*Greg Rooney*)
- Branding Committee Update: New Logo Discussion/Approval
 - Discussion/Approval on Closed Norfolk Avenue Consulting Contract
 - Planning Area Board Nomination
- 9:25– 9:30** **Other Business**
- 9:30** **Adjourn**

BETHESDA URBAN PARTNERSHIP, INC.

Minutes of the Board of Directors Meeting

April 20, 2021

Board Members Present: Greg Rooney, Jane Fairweather, Brian Wynne, Marian Block, Debbie Michaels, Robert Donohoe, Katya Marin, Heather Dlhopsky and Ken Hartman

Staff Present: Jeff Burton, Stephanie Coppula, Kristen Blackmon and Jeff Oyer

Guests Present: Allie Williams – Greater Bethesda Chamber of Commerce

Call to Order: Meeting called to order via Zoom at 8:00 a.m. by Greg Rooney

Minutes:

Greg Rooney asked for a motion to approve the minutes from the previous Board meeting. A motion was made and seconded to approve the March 16, 2021 Board of Director's meeting. There was no discussion. The motion passed unanimously.

Marketing Report:

Stephanie Coppula reported that the virtual Bethesda Film Fest has just concluded. There were approximately 400 people who went online and viewed the films. There was also a Q&A session with the filmmakers that was attended virtually by about 75 people.

The finalists for the Bethesda Painting Awards have been selected and the opening reception will be an in-person reception at Gallery B on June 2.

S. Coppula reported that the first newsletter had been developed and sent out containing updates on BUP's current activities and how BUP had been supporting the Bethesda community during the Covid-19 pandemic. This newsletter was a result of a suggestion made at the previous board meeting to make sure BUP stays as visible as possible in the public eye. Additional newsletters will go out on a monthly or semi-monthly basis depending on content.

The Arts & Entertainment District continues to work with the County's Department of Transportation to develop an MOU for approval to design and install an art mural on the side of the County's parking garage at the corner of Woodmont Avenue and Old Georgetown Road. Once the MOU is completed there will be a public call for artists.

S. Coppula mentioned that she had made a presentation to the Maryland State Arts Council about the various public/private art murals that the Arts & Entertainment District had been successful in installing over the past few years. She noted that the presentation was very well received with many accolades and questions from other parts of the State on best practices to make these types of projects happen. S. Coppula also noted that she had submitted an application to the International Downtown Association (IDA) to participate in a panel about the process of creating public/private art murals for IDA's fall conference.

Maintenance Report:

Jeff Oyer reported that the maintenance team has been busy with Spring work including mowing, edging and mulching noting that the downtown is looking very clean and fresh. J. Oyer also noted that the planters in the downtown are in full bloom and very colorful and that flowers will be planted in the medians and various beds sometime towards the end of May.

J. Oyer reported that some sidewalk repairs had been completed in Bethesda Row and that the much larger list of Spring sidewalk repairs will be completed in the rest of the downtown in May or June.

J. Oyer reported that all the tents were removed from the Streeterly on Norfolk Avenue the first Monday in April. He noted that the vendor kept the tents, tables and chair at the Streeterly longer than originally planned and still only charged \$175,000 for the entire period which was the same amount as the County's appropriation to BUP. J. Oyer did mention that BUP had to pay an additional \$6,500 for permits for the Streeterly and reminded the board that we originally thought BUP might have to pay over \$20,000 from its' own budget for the Streeterly so the \$6,500 was actually a substantial savings.

J. Oyer noted that there is currently only one block closed for the Streeterly on Norfolk Avenue between Cordell Avenue and St. Elmo. The current plan is to begin closing Cordell Avenue again for Streeterly operations on Friday and Saturday evenings beginning on April 30.

Greg Rooney asked about the status of the BUP staff receiving the Covid-19 vaccine. It was reported that the entire BUP staff except for two individuals have received their first shot and that all should have their second shot within the next two weeks. The other two individuals have chosen not to receive the vaccine at this time.

Katya Marin questioned why the block on Norfolk Avenue between Fairmont Avenue and St. Elmo was also not closed on a regular basis. J. Burton noted that there are fewer restaurants on that block as on the rest of Norfolk and that we also had some pushback from a restaurant on that block about having tents blocking the view of their restaurant and making carryout difficult for their customers. J. Burton did note however that that block will be part of the permanent closed street design that BUP is presently working on.

BTS Report:

Kristen Blackmon reported that April is Earth month and that they are organizing numerous Earth month virtual challenges since they are unable to host any in person events due to Covid-19. Winners are receiving Bethesda Bucks. Earth Day is April 22 so BTS has organized a virtual scavenger hunt on the BTS website.

Bike to Work Day is May 21st. There is no in-person event this year but those who sign up for the event will be able to pick up a t-shirt at Griffin Cycle or Terrapin Bikes here in Bethesda.

BTS staff will be at the BCC Rescue Squad on May 15 for a bicycle safety class co-hosted with WABA and the County's Department of Transportation.

BTS is also updating their Biking to Bethesda brochure. Staff has been out surveying bike racks in the downtown to make sure the locations in the brochure are accurate.

K. Blackmon noted that her board report also included a summary of the status of the County's loading and delivery management study. The study group presented at the last BTS advisory committee meeting and solicited their feedback. The final report is due in June or July.

Financial Report:

Brian Wynne presented the financial statements for the nine months ended March 31. Revenue continues to exceed budget and is currently \$77,000 over budget compared to \$55,000 over budget last month. Expenses are \$63,000 under budget compared to \$75,000 last month. That results in revenue over expenses being \$140,000 ahead of budget as of March 31. Street sweeping revenue is under budget due to weather related issues and is projected to end the year below budget. Trash collection revenue continues to be a positive variance due to new contracts with Wheaton and Silver Spring that were not budgeted. B. Wynne reviewed several of the other significant variances including a negative variance in Bethesda UP events due entirely to the operations of the Streeterly being over budget. This line item is currently \$46,000 over budget compared to \$43,000 last month. This negative variance is more than offset by positive variances in almost all other marketing line items. Total promotions expenses are still under budget, but we will continue to monitor the cost of the Streeterly. B. Wynne reported that there are also positive variances in both maintenance and administrative expenses.

Executive Director Report:

Jeff Burton noted that the County Executive will forward his recommendation for BUP's planning area board representative to the Council for approval today at noon. The candidate being proposed is Cherian Thomas. J. Burton gave a little background on Mr. Thomas, noting that he has worked with him in the past at the Chamber's Career Partnership Day. J. Burton noted that he is very excited to have Mr. Cherian join the board, because he is very knowledgeable about BUP, very passionate about Bethesda and will be a great addition to the BUP board. Mr. Thomas is also very excited about joining the BUP board.

J. Burton gave a brief update on the current thinking of BUP staff returning to the office for work. Based on the fact that most staff should be fully vaccinated shortly, the current plan is to have individual departments return to work two or three days a week on a rotating schedule around June 1. They will then continue to work from home for two or three days a week.

Chairman's Report:

G. Rooney noted that BUP has been working for the past couple of years on a new logo for BUP and has gone all in this past year on moving forward with this project. G. Rooney asked Stephanie Coppula for a presentation on the proposal. S. Coppula reminded everyone that the board and other downtown constituents were either surveyed or interviewed personally to provide input to the consultant, so a lot of homework was done to make sure the priorities were clearly understood. J. Burton noted that he was extremely impressed with the work the consultant put in to gain an understanding of BUP and Bethesda. S. Coppula made a presentation that outlined the goals and process for working with a consultant to design a new logo for BUP noting that a significant amount of thought and discussion by a committee of staff and board members with the consultant went into the final product. The presentation included a new logo for BUP, BTS and the Arts & Entertainment District and showed a variety of pictures of how the logos would be used and what they would look like on BUP's uniforms, vehicles, marketing materials, signage and other items. S. Coppula noted that the new tagline being recommended for BUP will be "A World In One Neighborhood".

Every board member present complimented the work of the committee and thought that the logo looked great. A motion was made and seconded to accept the new logo package as presented. The motion passed unanimously.

S. Coppula then noted that there would be a cost of up to \$100,000 to implement the new logo design on uniforms, vehicles, signage, print materials and other items where the new logo would replace the old version. It was noted that the \$100,000 would be funded by a special projects reserve account of approximately \$150,000 that had been established to support projects like this. A motion was made and seconded to spend up to \$100,000 for the implementation of the new logo.

There were then several questions about the timing of rolling out the new logo. S. Coppula noted that it would probably take a couple of months to get everything ordered and ready and that the hope would be to roll out everything at the same time within a period of a few days.

Jeff Burton noted that the packet of materials contained a contract to secure a consultant to design a permanent street closure on up to five blocks of Norfolk Avenue. He noted that the committee of staff and board members reviewing the various RFPs received unanimously felt that the consultant selected was by far the best. J. Burton noted that he was requesting approval of \$56,000 to be spent to sign the contract for the design of a three-block closure. J. Burton commented that all the various County partners whose approval would be needed to actually build out the design loved the idea and were anxious to see a design plan. A question was raised of how the actual implementation would be paid for once the design plan is completed and accepted. J. Burton noted that this would have to be public/private partnership. He felt numerous County agencies might be willing to provide funding and he noted that he has talked to several private companies who have shown interest in contributing to the project. J. Burton did not know what the final actual implementation cost might be. G. Rooney noted that this was part of the County's master plan and suggested, and several board members agreed, that it would be best to have all five blocks designed at once so all businesses and developers in that area were aware of what the full scope of the project may be even if all five blocks were not implemented immediately. After discussion, it was agreed that the best course of action was to ask the consultant to do a formal design of the original three blocks and do a conceptual design for the remaining two blocks. A motion was made and seconded to spend up to \$60,000 to sign a contract to have a design plan completed. The motion passed unanimously. Ken Hartman noted this this was definitely part of the County's plan and thanked J. Burton for continuing to spearhead and champion this project within the County and Bethesda.

Other Business:

K. Marin noted that the board had talked in the past about setting up guidelines for advertising for and recruiting future BUP board members and what the ideal candidate was for each board position. J. Burton noted that this was a great idea, but nothing had been formalized yet. J. Burton noted that this would fall in line with the County's desire for diversity, equity and inclusion. He suggested a group of board members get together to develop these guidelines. K. Marin, Marian Block and Allie Williams agreed to serve. BUP staff will set up an initial meeting of the group to discuss.

Next Meeting: May 18, 2021



BOARD OF DIRECTORS MEETING

May 18, 2021 8:00 AM

BUP Conference Room

AGENDA

- 8:00** **Welcome** (*Greg Rooney*)
- 8:00** **Approval of Minutes**
- 8:05 - 8:10** **Marketing/Arts & Entertainment** (*Stephanie Coppula, Jane Fairweather*)
- 8:15 – 8:20** **Maintenance** (*Jeff Oyer*)
- 8:20 – 8:30** **Mobility** (*Kristen Blackmon*)
- 8:30 – 8:35** **Financial Report**
- Financial Statements – April 30, 2021 (*Brian Wynne, Jeff Oyer*)
- 8:35 – 8:45** **Executive Director Report** (*Jeff Burton*)
- 8:45 – 9:05** **Chairman’s Report** (*Greg Rooney*)
- Committee Reports
 - Establish Nominating Committee – FY22 Officers
- 9:05 - 9:15** **Other Business**
- 9:15** **Adjourn**

BETHESDA URBAN PARTNERSHIP, INC.

Minutes of the Board of Directors Meeting

May 18, 2021

Board Members Present: Greg Rooney, Jane Fairweather, Brian Wynne, Marian Block, Debbie Michaels, Robert Donohoe, Andy Jones, Katya Marin, Cherian Thomas and Ken Hartman

Staff Present: Jeff Burton, Stephanie Coppula, Kristen Blackmon and Jeff Oyer

Guests Present: Allie Williams – Greater Bethesda Chamber of Commerce
Dan Schere – Bethesda Magazine

Call to Order: Meeting called to order via Zoom at 8:00 a.m. by Greg Rooney

Minutes:

Greg Rooney asked for a motion to approve the minutes from the previous Board meeting. A motion was made and seconded to approve the April 20, 2021 Board of Director's meeting. There was no discussion. The motion passed unanimously.

Introduction:

Greg Rooney welcomed Cherian Thomas as the newest BUP Board member. C. Thomas told the Board about his background and noted that he was excited to join the BUP Board and become a contributor as both a business owner and a resident.

Marketing Report:

Stephanie Coppula reported that the new branding campaign is moving forward. We are currently working with various vendors on vehicle graphics, signage and selecting new uniform items. The goal is to time everything so it can all be rolled out at once. The hope is that this will occur before the end of June.

G. Rooney asked if there had been any thought about holding a large outdoor event any time soon to celebrate the end of the pandemic. S. Coppula noted that BUP was beginning to hold outdoor concerts again and that a few other events are being planned but the first large outdoor event sponsored by BUP is expected to be the Taste of Bethesda in October.

Gallery B will be hosting the Painting Awards in June. The opening reception is scheduled for June 2 and the Board is invited.

S. Coppula noted that we have received the MOU from the County for the public art mural on Garage 11. This is on Old Georgetown Road across from BUP's office. We are now working on securing a bond for the mural which is required as part of the MOU.

S. Coppula noted that the Bethesda Historical Society has gathered a number of artifacts celebrating Bethesda's 150th anniversary and they are now on exhibit at Triangle Arts Studio.

Bob Donohoe asked if the Board has ever discussed public art on the electric boxes in the downtown. Jeff Burton noted that these are the traffic signal boxes at intersections and he has been exploring this with individuals at Donohoe Construction for quite a while. Donohoe was going to work with one of the local colleges to come up with a concept that could be presented to the County. The County is not opposed to this type of project but would like to see a concept before granting approval. Jane Fairweather noted that this may be a good project for the Arts & Entertainment District and should be discussed at the next A&E Board meeting. The A&E Board could still work with Donohoe on the project and Jad Donohoe who serves on the A&E Board could facilitate the project. Bob Donohoe noted that he would discuss Donohoe's roll with Jad Donohoe.

Maintenance Report:

Jeff Oyer reported that this is a very busy time for the maintenance team. All of the typical Spring work including mowing, edging and mulching is underway. The flower bulbs have been blooming and the Spring perennials will be planted in the next couple of weeks. The irrigation system and fountain at Veteran's Park have been opened. The fountain is not currently running due to a pump issue.

J. Oyer reported that sidewalk and tree inventories are being completed and the sidewalk repairs and tree replacements will take place over the next several weeks.

J. Oyer noted that the streets making up the Streeterly have now expanded. The block of Norfolk Avenue between St. Elmo and Cordell Avenue remains closed all the time. The block on Norfolk Avenue between Cordell Avenue and Del Ray Avenue is closed Friday afternoon through Monday morning. A portion of Cordell Avenue is closed on Fridays and Saturdays between 5pm and 10pm. The crowds have been great and most of the tables have been full when the weather has been warm enough.

J. Oyer reported that BUP once again partnered with the BCC Rescue squad to help clean up and landscape around their facility. BUP sent a crew over to assist in their Spring cleanup.

BTS Report:

Kristen Blackmon reported that BTS staff was at the Chamber golf event on May 3. Staff was promoting BTS services in general but also Bike to Work Day which is this coming Friday.

On May 4th, K. Blackmon spoke at the Bethesda Green sustainability series. She talked about all of the services that BTS provides. It was also an opportunity to explain the various aspects and divisions of BUP and BUP's mission as it relates to downtown Bethesda.

K. Blackmon reported that the County's bike lane project on Bethesda and Woodmont Avenues has been delayed due to some issues with Pepco. The original completion date was supposed to be this week but it will now go into June sometime. K. Blackmon gave some other updated timelines on several other bike lane projects in the downtown.

On Saturday, May 15, BTS held a learn to ride bicycle class that was organized with WABA. Covid-19 limited the number of participants to 9 but it turned out to be a great class and they were all excited to learn how to ride.

For Bike to Work Day this Friday staff has been coordinating with the two local bike retailers to hand out t-shirts at their locations for anyone who has registered for the event. BTS will have a

tent up at one of the locations and assist with handing out the shirts. There are 300 registrants so far.

Financial Report:

Brian Wynne presented the financial statements for the ten months ended April 30. Revenue continues to exceed budget and is currently almost \$100,000 over budget compared to \$77,000 over budget last month. Expenses are \$61,000 under budget compared to \$63,000 last month. That results in revenue over expenses being \$160,000 ahead of budget as of April 30 compared to \$140,000 on March 31. Street sweeping revenue is under budget due to weather related issues and is projected to end the year below budget. Trash collection revenue continues to be a positive variance due to new contracts with Wheaton and Silver Spring that were not budgeted. TMD revenue is on budget and expenses continue to trend under budget. J. Oyer reported that year-end projections are looking good but although there are only a handful of weeks left in the fiscal year, there are still several factors that are making it quite difficult to come up with a projected final number.

G. Rooney reminded everyone that BUP has been trying to run operations as lean as possible over the past few years so that monies raised over and above the urban district contract could be used to fund some of BUP's strategic initiatives and equipment replacement. These funds come from events, sponsorships and other contracts.

Executive Director Report:

Jeff Burton noted that the Streeter consulting contract is in the hands of the County attorney. The County attorney and the attorney for Michael Marshall Designs are working out the final details and we hope to have the contract signed later this week. We will then establish a working group and start gathering information.

J. Burton noted we are attempting to work with the local high school art department to have them paint the picnic tables for the Streeter that BUP has purchased and will be put out soon. Those talks are ongoing.

Directors will be meeting next week to talk about BUP's budget and work plan for next year. We hope things will return to somewhat normal and that we can put things back in the budget that were missing this year.

J. Burton reported that the County Council approved the urban district budget for FY22 and we will be receiving the same amount of funding in FY22 as we received in FY21.

Marian Block asked for an update on the status of BUP vaccinations. J. Burton noted that by June 1st it is anticipated that all but two staff members will be fully vaccinated and those two were by choice. J. Burton noted that BUP is planning a soft reopening beginning in June where teams will be coming in two or three days a week on a rotating basis.

Cherian Thomas asked if there was an impact of lost parking meter revenue due to the streets being closed for the Streeter. J. Burton noted that there was and that is one of the issues we are working through with the County to be able to have Norfolk Avenue closed on a permanent basis. We hope the County will see that the benefits of the permanent closure will outweigh any lost parking meter revenue.

C. Thomas mentioned that he thought it would be a great idea to capture data on visitor's experience at the Streeter that would not only be good for BUP but would also provide valuable data for the County when we make the case for a permanent closure.

C. Thomas asked if BUP had ever thought about some type of digital signage at the gateways or the Metro to highlight all of the good things BUP is doing as well as promoting upcoming events. J. Burton noted that the County prohibits digital signage on roadways for safety reasons. The kiosks will be used to provide information but it is our understanding that scrolling message boards can't be installed on roadways. J. Fairweather noted that she has a digital sign in the Shady Grove area that moves in slower segments. Staff will follow up with Jane and the County to see if these guidelines have changed. Debbie Michaels noted that as a resident of the area, it would be a very dangerous proposition to put scrolling signs up that would distract drivers any further.

Chairman's Report:

G. Rooney noted that he has established a nominating committee to develop a list of officers for the FY22 fiscal year. Serving on the committee will be himself, Bob Donohoe and Debbie Michaels.

J. Oyer noted that the revised BUP by-laws have been completed and approved by the County. M. Block had asked J. Oyer to look into supplemental D&O insurance for the Board of Directors in addition to what was provided by the County. M. Block noted that we have received a quote for \$3,300 and she felt the policy covered everything that was needed. G. Rooney commented that due to the size of the expenditure for the insurance, it didn't require a Board vote and asked J. Oyer to proceed.

Debbie Michaels reported that the Parks Committee did not have an update. Staff is working with Park and Planning to set up a couple of Yappy Hours over the summer and into the Fall.

Other Business:

No other business.

Next Meeting: June 16, 2021



BOARD OF DIRECTORS MEETING

June 15, 2021 8:00 AM

BUP Conference Room

AGENDA

- 8:00** **Welcome** (*Greg Rooney*)
- 8:00** **Approval of Minutes**
- 8:05 - 8:10** **Marketing/Arts & Entertainment** (*Stephanie Coppula, Jane Fairweather*)
- 8:15 – 8:20** **Maintenance** (*Jeff Burton*)
- 8:20 – 8:30** **Mobility** (*Kristen Blackmon*)
- 8:30 – 8:50** **Financial Report**
- Financial Statements – May 31, 2021 (*Brian Wynne*)
 - FY22 Budget Approval (*Brian Wynne, Jeff Burton*)
- 8:50 – 9:00** **Executive Director Report** (*Jeff Burton*)
- 9:00 – 9:10** **Chairman’s Report** (*Greg Rooney*)
- Committee Reports
 - BTS Advisory Committee – Applicant Approval
 - Nominating Committee – Election of FY22 Officers
- 9:10 - 9:15** **Other Business**
- 9:15** **Adjourn**

BETHESDA URBAN PARTNERSHIP, INC.

Minutes of the Board of Directors Meeting

June 15, 2021

Board Members Present: Greg Rooney, Jane Fairweather, Brian Wynne, Marian Block, Debbie Michaels, Robert Donohoe, Andy Jones, Katya Marin, Heather Dhlopolsky, Cherian Thomas and Ken Hartman

Staff Present: Jeff Burton, Stephanie Coppula and Kristen Blackmon

Guests Present: Allie Williams – Greater Bethesda Chamber of Commerce

Call to Order: Meeting called to order via Zoom at 8:00 a.m. by Greg Rooney

Minutes:

Greg Rooney asked for a motion to approve the minutes from the previous Board meeting. A motion was made and seconded to approve the May 18, 2021 Board of Director's meeting. There was no discussion. The motion passed unanimously.

Marketing Report:

Stephanie Coppula reported that some of BUP's events are starting to return. There are now weekly concerts at the Streeterly on Friday nights from 6:00 – 8:00 and will run thru September. There have been between 400 – 500 people attending these concerts. The Painting Awards finalist's artwork is currently on display at Gallery B. Restaurant Week will run from July 8 to the 18th. We held this event last October in lieu of Taste of Bethesda. It was very successful and we wanted to do it again this July to continue to support the restaurants. Staff is working to sign up restaurants to participate. Two Yappy Hours have been scheduled for Elm Street Park in both July and August. We have just received approval from the County to proceed with the Taste of Bethesda which will be on the first Saturday in October.

S. Coppula noted that the latest version of BUP's newsletter went out last week and focused on Arts & Entertainment highlighting several local artists that BUP works with.

Jane Fairweather asked if BUP had a mailing list of people who own dogs and it was noted that BUP does not have such a list. Cherian Thomas asked more about BUP's various mailing lists. S. Coppula noted that BUP currently has two mailing lists. One for people who are interested in and focused on the arts and a second list that is a general interest list.

Maintenance Report:

Jeff Burton reported that there is still a lot going on with Spring and Summer work. The flower installation was completed last week. All of the dead trees in the downtown have been removed and will be replaced in the next week or two.

The expansion of the Streeterly continues on weekends where more streets in the Norfolk Triangle are closed. We met with the company who is designing the semi-permanent Norfolk Avenue closure onsite last week along with several County partners. During the meeting several

restaurant owners stopped by to thank us for continuing the Streeterly and providing music on Friday nights. We have also purchased 8 picnic tables and put them at the Streeterly and they seem to be very popular.

BTS Report:

Kristen Blackmon noted that Bike to Work Day went well and the Councilmember Friedson stopped by to talk to participants and take some pictures. Participants pre-registered and could pick up a t-shirt at either Griffin Cycle or Terrapin Cycles.

BTS will be holding a couple of bike classes coming up. A learn to bike class is scheduled for July 11 at the BCC Rescue Squad and a community bike ride is scheduled for the 13th. K. Blackmon reached out to Silver and riders will be able to stop by Silver after the ride on the 13th for sodas and appetizers.

K. Blackmon reported that she attended a Purple Line meeting. Everything is on hold right now as a new construction group is selected. They hope to make a selection by the end of the summer but construction will not begin for several months after that as there will still be numerous steps to go through for them to begin.

Financial Report:

Brian Wynne presented the financial statements for the eleven months ended May 31. Revenue continues to exceed budget and is currently almost \$42,000 over budget compared to \$100,000 over budget last month. Expenses are \$140,000 under budget compared to \$61,000 last month. That results in revenue over expenses being \$182,000 ahead of budget as of May 31 compared to \$160,000 on April 30. The reason for the large swing in both revenue and expense variances from May is the cancellation of the Fine Arts Festival. Both revenue and expenses for the event were budgeted at \$80,000 so the overall net result to operations is \$0. There are no other significant changes for variances from previous months.

B. Wynne presented the FY22 budget noting that the narrative prepared by Jeff Oyer provided line by line detail. B. Wynne focused on the spreadsheet which compared the FY21 budget to the FY22 budget and discussed the variances. The two major revenue variances are in trash removal and BUP events. Trash removal was not budgeted in FY21 and is budgeted at \$247,000 in FY22. Taste of Bethesda was also not budgeted in FY21 and is now budgeted at \$60,000 in revenue for FY22. This budgeted revenue is lower than in years past. It is not clear how sponsorship revenue will be due to the pandemic and we have also budgeted less in event revenue as staff believes it is important to support restaurants and their recovery and is looking to possibly either not charge for booth rental or alter the ticket revenue split somewhat.

B. Wynne then discussed the expense variances noting that all departments will reflect an increase in salaries and benefits resulting from including a 2% cost of living increase as well as a 3% bonus in the budget for FY22. The 3% bonus will be discretionary at the end of the fiscal year and will only be provided if all financial goals are met. Promotions expenses show an increase of \$150,000 in BUP events due to adding the Taste of Bethesda back into the budget and adding more funding to the Streeterly budget for implementation funding. The summer concert budget also increased to accommodate larger concerts with bigger bands and professional sound. There is a large decrease in constituent communications expenses due mainly to the elimination of the events calendar as BUP continues to evaluate the best way to get information out to its constituents moving forward. B. Wynne noted that the Outdoor Movie Series is the only major event that is still not scheduled to be held in FY22.

The budget for maintenance streetscape landscape expenses reflects an increase of \$65,000 over FY21 almost exclusively due to increases in trash removal expenses. There is also an increase of \$10,000 in the street sweeping budget.

After the budget presentation, Bob Donohoe noted that staff has spent a great deal of time preparing the FY22 budget. The proposed budget was then diligently reviewed by the Finance Committee with staff prior to being presented to the Board for approval.

A motion was made and seconded to approve the FY22 budget as presented. There was no further discussion. The motion passed unanimously.

Executive Director Report:

Jeff Burton noted that the BUP offices had a soft re-opening on June 1. Most employees have returned to the office at least three days a week with alternating schedules. We had our first in person staff meeting last week which was great.

As mentioned earlier, we held an on-site planning meeting with the consultant designing the semi-permanent closure for Norfolk Avenue. County representatives from Permitting Services, Department of Transportation and Department of Alcohol and Beverage Services. The meeting went quite well and no one saw any reason this project could not move forward smoothly. Everyone is looking forward to seeing the design to make sure it meets all of the necessary requirements.

Chairman's Report:

Jane Fairweather reported on the Arts & Entertainment committee noting that we have just received final approval from the County to move forward with the mural on Garage #11 on Old Georgetown Road. We will do a call for artists this week.

G. Rooney noted that the Chamber has submitted a candidate to fill a vacancy on the BTS Advisory Committee. The individual's resume was in the board packet. A motion was made and seconded to approve the candidate. The motion passed unanimously. There was another candidate who submitted a letter to serve a second term on the BTS Advisory Committee. A motion was made and seconded to approve this candidate. The motion passed unanimously.

G. Rooney noted that the Nominating Committee is presenting the following slate of officers to serve the BUP board for FY22:

Chair	Jane Fairweather
Vice-Chair	Marian Block
Secretary	Katya Marin
Treasurer	Brian Wynne

A motion was made and seconded to accept the list of officers as nominated. The motion passed unanimously.

Greg Rooney noted that BUP has worked in the past with Joan Fletcher for various professional development training for the BUP staff. G. Rooney noted that he and Debbie Michaels had reached out to Joan to provide a quote for some additional training in FY22 to do some more work with the entire staff and expand to include the Ambassadors since they are front line with the community to help polish the brand. The training for the

Ambassadors is designed to give them more self-confidence in integrating and communicating with the community and using some self-initiative tools. The internal staff training would be two or three sessions and would focus on where staff sees themselves in five years and what programs they would like to be involved in moving forward. The total budget for these two trainings would be proposed at \$16,500. A motion was made and seconded to approve these two proposals. The motion was approved unanimously.

S. Coppola reported that the new branding initiative is moving forward with new uniforms, signage and vehicles. We are hoping for a rollout in the middle of July.

G. Rooney also noted that he is working with Jeff Burton in planning a board in-person happy hour at the Streeter now that things are opening back up a bit and we will be reaching out to the board to help select a date.

Other Business:

No other business.

Next Meeting: July 20, 2021