



BOARD OF DIRECTORS MEETING

July 19, 2022 8:00 AM
BUP Conference Room

- 8:00** **Welcome** (*Jane Fairweather*)
- 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 – June 30, 2022 (*Brian Wynne, Jeff Oyer*)
- 8:40 – 8:50** **Executive Director Report** (*Jeff Burton*)
- 8:50 – 9:00** **Chairman’s Report** (*Jane Fairweather*)
- Committee Reports
- 9:00 - 9:15** **Other Business**
- 9:15** **Adjourn**

BETHESDA URBAN PARTNERSHIP, INC.
Minutes of the Board of Directors Meeting
July 19, 2022

Board Members Present: Jane Fairweather, Marian Block, Brian Wynne, Katya Marin, Bob Donohoe, Cherian Thomas, Chris Smith and Pete Fosselman

Staff Present: Jeff Burton, Stephanie Coppula and Kristen Blackmon

Guests Present: T.J. Dant – BCC Regional Services Center

Call to Order: Meeting called to order at 8:00 a.m. by Jane Fairweather

Minutes:

Jane Fairweather called for a motion to approve the minutes from the previous Board meeting. A motion was made and seconded to approve the June 22, 2022 Board of Director's meeting minutes. There was no discussion. The motion passed unanimously.

Marketing Report:

Stephanie Coppula reported that the Garage #11 mural has been completed and a dedication ceremony was held last week with County Executive Elrich, Councilmember Friedson and Robert Kronenberg from Park & Planning in attendance as well as the mural artist and his family. There was a discussion about the possibility of putting QR codes on each of the public murals that people could click on and get more information about the project, the artist and the story behind the design of each mural. Cherian Thomas offered to help implement this.

S. Coppula noted that the Summer Movie Series is back on the calendar and there will be outdoor movies shown on Norfolk Avenue next Thursday, Friday and Saturday evenings. Friday night concerts at the Streetry continue until early August. We will take a few weeks break later in August and bring back several more concerts in September.

The marketing staff is busy planning for Taste of Bethesda which will be held the first Saturday in October. The staff is busy signing up restaurants and securing sponsors.

The RFP for the strategic plan has gone out and we are waiting on responses. We have received one back so far and expect to get two more. The proposals will then be reviewed by the Strategic Plan Committee.

Maintenance Report:

Jeff Burton noted all of the maintenance highlights can be found in the Board report. J. Burton noted that June was full of the normal summer activities. They included, weeding, mowing, brick repairs, power washing and sanding and refinishing all of the circulator benches.

J. Burton noted that we have hired a Field Operations Manager and he started yesterday. He has past BID experience with the Golden Triangle.

Mobility Report:

J. Burton gave the mobility report in Kristen Blackmon's absence by highlighting several items in the monthly report. The BTS team continues to reach out to residential buildings and work with companies on the traffic mitigation plans.

Financial Report:

Brian Wynne presented the financial statements for the year ended June 30. B. Wynne noted that the figures being reported are very close to final for the year but there are still several outstanding invoices that have not come in yet. B. Wynne noted that revenue ended up \$109,000 under budget for the year due mainly to the cancellation of the Taste of Bethesda as well as lower than budgeted revenue from street sweeping and trash removal. The Bethesda Fine Arts Festival revenue also came in under budget. The reduction in revenue has been more than offset by a reduction in expenses which are \$350,000 under budget for the year. That results in revenue over expenses for the year of \$248,000. These funds will go in the operating reserve for the time being. B. Wynne reminded that Board that \$115,000 of this has already been approved by the Board to be spent on a new website, a new marketing video and holiday decorations. B. Wynne reported that BTS will also end the year with revenue over expenses of \$78,000 due mainly to a staffing vacancy for a majority of the year.

B. Wynne noted that at the September Board meeting we will discuss and approve the year-end audit and have a discussion about the reserve. It was noted that these funds will be added to the reserve but that approximately \$260,000 has been spent from reserves in FY22 so the FY22 ending reserve balance will not change significantly from last year.

Executive Director Report:

J. Burton reported that Streeter design proposal has made it successfully through all of the necessary County departments. There is a meeting tomorrow with the individuals from the County who are working on the CIP for the permanent Streeter implementation. We already have some of the furniture and pricing identified so if we are given the go ahead at the meeting tomorrow, we hope to start the implementation of the first block as soon as possible. There was then a discussion about the Woodmont Avenue Streeter concerning whether or not that street should remain closed or be reopened. J. Burton noted that BUP will support whatever the Department of Transportation decides to do.

Chairman's Report:

No committee reports.

Other Business:

No new business

Next Meeting: September 20, 2022



BOARD OF DIRECTORS MEETING
September 20, 2022 8:00 AM
BUP Conference Room

- 8:00** **Welcome** (*Jane Fairweather*)
- 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 – 8:50** **Financial Report**
- Financial Statements – August 31, 2022 (*Brian Wynne, Jeff Oyer*)
 - FY22 Audit Approval (*Brian Wynne, Bob Donohoe*)
 - Reserve Discussion (*Brian Wynne, Bob Donohoe*)
 - FY24 Budget Submission (*Brian Wynne, Jeff Oyer*)
- 8:50 – 9:00** **Executive Director Report** (*Jeff Burton*)
- Strategic Planning Committee
- 9:00 – 9:10** **Chairman’s Report** (*Jane Fairweather*)
- Committee Reports
 - Establishment of Interview Committee
 - Approval of BTS Advisory Board Member
- 9:10 - 9:15** **Other Business**
- 9:15** **Adjourn**

BETHESDA URBAN PARTNERSHIP, INC.
Minutes of the Board of Directors Meeting
September 20, 2022

Board Members Present: Jane Fairweather, Brian Wynne, Katya Marin, Bob Donohoe, Cherian Thomas, Chris Smith, Susan Lennon, Dan Schlaff and Pete Fosselman

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

Guests Present: Matt Johnson – Montgomery County DOT
Ben Coon -

Call to Order: Meeting called to order at 8:00 a.m. by Jane Fairweather

Minutes:

Jane Fairweather called for a motion to approve the minutes from the previous Board meeting. A motion was made and seconded to approve the July 19, 2022 Board of Director’s meeting minutes. There was no discussion. The motion passed unanimously.

Marketing Report:

Stephanie Coppula noted that Taste of Bethesda is being held on Saturday, October 1. It will be the first time since 2019. There will be 40 restaurants participating as well as five entertainment stages. We have also secured several cash and media sponsors. Beer and wine will be served for the first time.

The Trawick Prize exhibit is currently at Gallery B. This is the 20th year of the Trawick Prize. There was an opening reception where the winners were announced last week.

The Outdoor Movie Series was also held again this year in July for the first time since 2019 and the second of three Yappy Hours was held last week in Elm Street Park.

Maintenance Report:

Jeff Oyer noted all of the maintenance highlights can be found in the Board report. J. Oyer noted that July and August were full of the normal summer activities. They included, weeding, mowing, brick repairs and watering.

J. Oyer reported that the Streetery on Norfolk Avenue is still going well. Demand has reduced slightly so we are no longer closing Cordell Avenue on Friday night but Norfolk Avenue remains very busy. The last summer concert was held this past week.

J. Fairweather questioned the status of the rodent control efforts. J. Oyer reported that standard traps and powders are still being used. We have now had about 6 visits at night from the dogs who are catching the rodents. That seems to be working and their numbers have been increasing. We have three more of those treatments scheduled and then we will have to make a determination on whether to continue that service. We have not received any complaints recently directly from constituents or from the County so hopefully that means our

efforts are working. Susan Lennon noted that even though we have added metal liners that the rodents are still able to climb on the outside of the cans and get in. Staff will look into possible options that might eliminate their ability to do that.

Cherian Thomas noted that there were some concerns within his neighborhood on what appears to be an uptick in crime throughout Bethesda and wondered if BUP was seeing the same thing. J. Burton noted that it depends on who you are talking to noting that the perception from the public is there has been a definite increase and that there is more discussion about it on social media. The police department feels that these things run in cycles and that the most recent activity is not that highly unusual. J. Burton noted that in the past (pre-Covid) there was a CBD leadership group that discussed items like this and that he and Allie Williams are working to get the group back together and that this will certainly be a topic of discussion. S. Lennon noted that she and other business owners see a much smaller police presence in the area and that deterrence can play a huge roll in crime prevention. J. Burton reported that there is clearly a smaller presence in the evenings from the police and it is directly attributed to a lack of resources and officers available. We can use the leadership group to discuss this and possibly ask for a greater presence. Pete Fosselman confirmed that there is a major lack of resources and manpower within the police department right now. P. Fosselman suggested that a letter to the County Council from BUP supporting the need for more police officers may help with efforts to get the Council to secure more funding for the police department. BUP can invite the new Commander to the next Board meeting and we can further discuss how we can better support the police department.

Mobility Report:

K. Blackmon noted that all of the BTS activities this past month can be found in the Board packet. This coming Thursday is Car Free Day and staff will be at the Metro Station encouraging commuters to pledge to go “car free” and thanking those who are riding the Metro for using public transportation.

BTS is working with WABA to hold an adult cycling class at the BCC Rescue Squad on October 8. BTS is also working on the upcoming Walk & Ride event that will take place for a week in mid-October.

J. Fairweather asked if there is any way to prohibit scooters on the sidewalks noting that they are very fast and dangerous and they are making walking on the sidewalks dangerous as well. J. Fairweather suggested possible signage throughout the downtown noting that these scooters are prohibited on sidewalks. It was noted that these scooters are prohibited on the sidewalks and that it is more of an enforcement issue. J. Burton noted that this should also be a discussion for the CBD leadership once that meeting is scheduled.

Financial Report:

Brian Wynne presented the financial statements for the two months ended August 31 noting that being only two months into the year that there is very little in the way of variances so a narrative was not prepared. As of August 31, revenue is \$6,000 over budget and expenses are \$6,000 under budget. There is a large negative variance in maintenance salaries and benefits due to a \$16,000 expense for a search firm that was not budgeted.

B. Wynne noted that the Finance Committee met last week to review a draft of the FY22 audit. The audit has an unqualified opinion which is what we are looking for and there were a couple of reclassifications but no audit adjustment. B. Wynne reviewed several of the highlights of the audit including the management discussion and analysis as well as year-end

results and cash position. B. Wynne noted that the numbers are very much in line with what was discussed in July for year-end results. B. Wynne noted that the only real difference between the pre and post audit numbers are the expenditures out of the reserve in FY22 that were not reflected in the monthly Board reports but were then expensed for audit purposes. Bob Donohoe noted that the Finance Committee has thoroughly evaluated and reviewed the draft audit and is confident in recommending that the draft audit be approved by the Board. There was a motion and a second to approve the draft audit for FY22 as presented. The motion passed unanimously.

B. Wynne discussed the status of the reserve reviewing BUP's current reserve balance and reminding the Board that the reserve is broken into three buckets; 1) capital equipment, 2) special projects, and 3) operating. B. Wynne reported that the money that was earmarked in the special projects bucket has all been spent and that there is about \$100,000 left in the capital equipment bucket. The rest of the funds are currently in the operating bucket. B. Wynne noted that there is going to be \$50,000 needed to pay for the strategic plan consultant and that there are numerous vehicles that BUP would like to purchase in FY23 if inventory becomes available. B. Wynne noted that the Finance Committee is recommending moving \$50,000 into the special projects bucket and \$200,000 into the capital equipment bucket out of the operating expense bucket to cover these anticipated FY23 expenditures. B. Donohoe noted once again that the Finance Committee has thoroughly reviewed the reserve activity and is in support of these reallocations. A motion was made and seconded to move the reallocation of the funds within the reserve buckets as recommended by the Finance Committee. The motion passed unanimously.

B. Wynne reported that BUP staff has been working on a proposed FY24 budget submission to the County that needs to be approved by the BUP Board. In general, BUP is asking for an average of a 6% increase across the board to cover inflation which results in requesting a \$205,000 increase for BUP operations. The budget submission also includes a \$600,000 one-time amount to purchase 240 recycling cans for the Urban District and a \$100,000 one-time purchase of additional eco-friendly planters. If those funds are approved, the budget submission includes an additional request of \$55,000 for annual operations for one more maintenance employee to cover the increased work load that would result of putting out 240 recycling cans in the downtown. B. Wynne noted that the circulator contract is also up for renewal. Staff has been working with Montgomery County DOT to add funding to the new circulator contract to accommodate the purchase of electric vehicles to use on the route. That requires an additional \$308,000 to be added to the FY24 budget submission. In summary, the FY24 budget submission including a 6% operating increase to keep up with inflation and two one-time expenses for recycling can and planters and a one-time increase for electric busses for the circulator route. A motion was made and seconded to approve the FY24 budget request. The motion passed unanimously.

J. Burton reminded the Board that BUP is currently in negotiations to extend its office lease for 11 more years. The County requires all contractors to have a clause in all contracts that are longer than one year to have a provision that says if the County does not continue funding in future years that the contract that was signed by the contractor is null and void. When the original lease was signed with B.F. Saul this provision was included in the lease agreement. B.F. Saul is hesitant to add this provision to the lease amendment since BUP's reauthorization runs out at the end of calendar year 2023. The current lease amendment includes \$400,000 in tenant improvement and B.F. Saul does not want to spend \$400,000 without knowing whether or not BUP will be reauthorized next year. B.F. Saul will add the language about the lease being null and void if BUP is not funded by the County in the future if BUP is willing to add a provision to guarantee repaying \$250,000 of the leasehold improvements. Once BUP is reauthorized in FY24, this repayment provision will be removed from the lease. It was noted that the Finance Committee has also met and discussed and is in favor of approving this provision in the lease. A motion was made and seconded to approve guaranteeing to repay up

to \$250,000 of the tenant improvement up until the time that BUP is reauthorized in January 2024. The motion passed unanimously.

Executive Director Report:

J. Burton reported that Strategic Planning Committee met to review the three proposals that were received to facilitate and conduct BUP's upcoming strategic planning process as part of BUP pending reauthorization process that is beginning next year. The Strategic Planning Committee reviewed all three proposals and is making a recommendation to the Board to engage PUMA at a cost of \$50,000 - \$55,000. A motion was made and seconded to hire PUMA to conduct the strategic plan and use funds from the special projects reserve bucket to pay for this contract. The motion passed unanimously.

Guest Presentation:

At this time Matt Johnson from Montgomery County DOT and their consultant Bob Koon, made a presentation to the Board to introduce and discuss the study that the County is now undertaking to study the possibility of returning several of the streets within the Urban District that are currently one way back into two-way streets. This study was suggested as part of the most recent downtown master plan. M. Johnson and B. Koon discussed which roads and the process the County was using and encouraged the BUP Board to provide feedback.

Chairman's Report:

J. Fairweather noted the Bob Donohoe and Andy Jones second terms on the BUP Board are set to expire at the end of October. Montgomery County has advertised for candidates to serve as OMD representatives to fill these vacancies. They will need to be interviewed and an interview committee needs to be established. J. Fairweather, B. Wynne and Chris Smith volunteered to serve on the interview committee. Staff will work to coordinate the interview process.

J. Fairweather noted that the Board packet contained the resume of an individual who is applying to serve on the BTS Advisory Committee. A motion was made and seconded to approve the application. The motion passed unanimously.

Other Business:

No new business

Next Meeting: October 18, 2022



BOARD OF DIRECTORS MEETING
October 18, 2022 8:00 AM
BUP Conference Room

- 8:00** **Welcome** (*Jane Fairweather*)
- 8:00** **Approval of Minutes**
- 8:00 – 8:20** **Presentation/Discussion**
- Discussion: 2nd District Commander - Captain Amy Daum
- 8:20 - 8:30** **Marketing/Arts & Entertainment** (*Stephanie Coppula, Jane Fairweather*)
- 8:30 – 8:35** **Maintenance** (*Jeff Oyer*)
- 8:35 – 8:40** **Mobility** (*Kristen Blackmon*)
- 8:40 – 8:50** **Financial Report**
- Financial Statements – September 30, 2022 (*Brian Wynne, Jeff Oyer*)
- 8:50 – 9:00** **Executive Director Report** (*Jeff Burton*)
- 9:00 – 9:10** **Chairman’s Report** (*Jane Fairweather*)
- Committee Reports
 - Interview Committee Update
- 9:10 - 9:15** **Other Business**
- 9:15** **Adjourn**

BETHESDA URBAN PARTNERSHIP, INC.
Minutes of the Board of Directors Meeting
October 18, 2022

Board Members Present: Jane Fairweather, Marian Block, Brian Wynne, Bob Donohoe, Chris Smith, Susan Lennon, Dan Schlaff and Pete Fosselman

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

Guests Present: Captain Amy Daum – 2nd District Commander
Brian Robinson

Call to Order: Meeting called to order at 8:00 a.m. by Jane Fairweather

Minutes:

Jane Fairweather called for a motion to approve the minutes from the previous Board meeting. A motion was made and seconded to approve the September 20, 2022 Board of Director's meeting minutes. There was no discussion. The motion passed unanimously.

Guest Presentation:

J. Fairweather introduced Captain Amy Daum as the new Commander of the 2nd District here in Bethesda. Captain Daum told the Board a little about her time and her 20 years of experience within the Montgomery County police department and noted that she is very excited to be in Bethesda and is looking forward to working with BUP. There was a brief discussion about current crime trends throughout the County and specifically in Bethesda and about how we can all continue to work together as partners to keep Bethesda safe. Captain Daum noted that the department is currently under-staffed and any help to recruit new officers will result in a larger police presence in the area.

Marketing Report:

Stephanie Coppula noted that Taste of Bethesda had to be cancelled due to inclement weather. Most of the sponsors are either moving their money to another event this year or to next year's Taste. BUP will be doing a promotion of our restaurants in January or February. Some expenses will still need to be paid but staff was able to get most of the major expenses cancelled. Initial estimates show that expenses will end up being \$25,000 - \$30,000. Jeff Oyer noted that this should not result in a major financial hit due to the fact the Taste is already budgeted to lose money.

Winter Wonderland will be held this year on Saturday, December 3 at the Norfolk Avenue Streeterly. There will be 6 local schools performing holiday music and Santa will make a return to the event.

Staff is also busy planning for an Art Walk on December 9, securing tenants for the various artist studios and planning for many of the Spring events such as the Bethesda Fine Arts Festival and the Bernard Ebb Songwriting contest.

S. Coppola reported that staff is in conversations with the consultant who will be handling the strategic plan. There will be a kick-off meeting in December or January.

Maintenance Report:

Jeff Oyer noted all of the maintenance highlights can be found in the Board report. J. Oyer noted that Fall work is ongoing and staff is beginning work on tree take down and replacement list.

BUP hosted another Weed Warriors event a few weeks ago. We had a good volunteer turnout and a successful day.

Fall flowers have started arriving this morning and the maintenance team will be planting all of the medians, gateways and planters for most of the week.

J. Oyer also reported that the maintenance and ambassador teams are now fully staffed.

Mobility Report:

Kristen Blackmon noted that all of the BTS activities this past month can be found in the Board packet.

K. Blackmon noted that BTS staff participated in Car Free Day on September 22 by having a table at the Metro station and handing out information and thanking commuters for using public transportation.

BTS staff hosted an Adult City Cycling class at the B-CC Rescue Squad that was very well received with about 15 cyclists attending.

The Countywide Walk & Ride challenge is currently underway. It is a three-week challenge with teams that have signed up. BTS hands out weekly prizes to the teams that record the most steps.

The commuter survey conducted by the County has been sent out. There is now a survey for both employers and residents.

Financial Report:

Brian Wynne presented the financial statements for the three months ended September 30 noting that being only three months into the year that there is very little in the way of variances so a narrative was not prepared. As of September 30, revenue is \$6,000 over budget and expenses are \$50,000 under budget. The majority of the expense savings are in salaries and staff vacancies so a good portion of these savings will be permanent. All departments are now fully staffed so the variances in salaries and fringe benefits should stabilize.

Executive Director Report:

J. Burton reported that negotiations for an extension to BUP's office lease are ongoing. At the previous Board meeting approval was given by the Board to guarantee a \$250,000 reimbursement to the landlord for tenant improvements if BUP is not reauthorized. Total

tenant improvements are expected to cost \$400,000. The landlord has come back and now wants either the entire \$400,000 guaranteed if BUP is not reauthorized or wait to do any tenant improvements until BUP is reauthorized. BUP staff would prefer not to wait a year or more for any improvements and is requesting the Board approve the guaranteeing of the \$400,000 feeling that chances of BUP being reauthorized are extremely high and the risk of having to repay \$400,000 are extremely low. After discussion, there were some concerns within the Board about the exact language of this provision in the amendment concerning what triggers the reimbursement in case BUP's reauthorization is delayed for some reason. The discussion resulted in recommendations of the language including that as long as BUP continues to pay rent that the repayment should not be triggered. It was suggested that the amendment be taken back up by the Finance Committee in partnership with Jack Alexander who is negotiating the amendment for BUP to make sure the Board is comfortable with the final language. Bob Donohoe also suggested that once the language is completed that BUP should consider having a real estate attorney review the amendment. J. Oyer will set up a meeting with the Finance Committee.

J. Burton presented the final design for the Norfolk Avenue portion of the Streeterly with an overall concept plan of the three blocks on Norfolk between Fairmont Avenue and Del Ray Avenue. One block is designed to be a park area for family and kids with games play areas, the second will be an eating venue as it is now and the third block may be used for concerts and gatherings and will hopefully be an extension of Veteran's Park. J. Burton focused his presentation on the block that is currently closed for the Streeterly (Norfolk between St. Elmo and Cordell). We are working on getting final pricing for the buildout of that particular block. Park and Planning staff is drafting an MOU and a letter of recommendation to the Planning Board to transfer funds from the amenity fund to BUP to cover the cost of the implementation of the first block. J. Burton noted that the construction of the second block (family and kids play area) is estimated to cost \$400,000. He and BUP staff will be looking for support from the Board to reach local businesses in an attempt to raise the money needed to complete this block.

J. Burton reported that BUP's Bethesda Buck's program has sold \$20,000 in gift cards since the inception of the program with \$15,000 being redeemed. The program is available all year long but is promoted more heavily during the holidays and other specific times during the year.

J. Burton reported that the first Bethesda Virtual Tour that the Board approved funding for is now up and active on BUP's website. The virtual tour focused on things BUP supports such as restaurants, retailers, parks and transit. We are looking to add a second tour that will focus on hotels and commercial office space.

Chairman's Report:

B. Wynne reported that the interview committee interviewed all of the new BUP Board candidates and has submitted its' recommendations to the County Executive. They should be submitted by the County Executive to the County Council and approved by the Council in late November.

Other Business:

No new business

Next Meeting: November 15, 2022



BOARD OF DIRECTORS MEETING
November 15, 2022 8:00 AM
BUP Conference Room

- 8:00** **Welcome** (*Jane Fairweather*)
- 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, 2022 (*Brian Wynne, Jeff Oyer*)
- 8:40 – 8:50** **Executive Director Report** (*Jeff Burton*)
- 8:50 – 9:00** **Chairman’s Report** (*Jane Fairweather*)
- Committee Reports
- 9:00 - 9:15** **Other Business**
- 9:15** **Adjourn**

BETHESDA URBAN PARTNERSHIP, INC.
Minutes of the Board of Directors Meeting
November 15, 2022

Board Members Present: Jane Fairweather, Marian Block, Katya Marin, Brian Wynne, Bob Donohoe, Chris Smith and Pete Fosselman

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

Guests Present: None

Call to Order: Meeting called to order at 8:00 a.m. by Jane Fairweather

Minutes:

Jane Fairweather called for a motion to approve the minutes from the previous Board meeting. A motion was made and seconded to approve the October 18, 2022 Board of Director's meeting minutes. There was no discussion. The motion passed unanimously.

Marketing Report:

Stephanie Coppula noted that the marketing team is getting ready for a couple of December events including Winter Wonderland which will be back at the Streetery on Norfolk on Saturday, December 3rd. We have added a few enhancements to the program with face painting, arts & crafts and a scavenger hunt. This is in addition to several choral groups and Santa Clause.

The marketing team is also working on several spring events. They include a call for artists for writers, film makers and song writers for the Literary Festival, the Film Fest and the Bernard Ebb Songwriting contest respectively.

The Arts & Entertainment is looking into installing a street mural sometime next year. Currently, staff is looking at various options and putting together a budget. The process is fairly expensive due to the special paint that has to be used.

Maintenance Report:

Jeff Oyer noted all of the maintenance highlights can be found in the Board report. J. Oyer noted that Fall work includes removing and replacing 22 either dead or diseased trees. Leaf collection is a very big undertaking right now so a majority of the crew's time will be dedicated to that over the next several weeks.

J. Oyer noted that there has been an uptick in graffiti around the urban district which seems to be cyclical. Both day and evening crews are keeping an eye on this and painting the areas as quickly as possible.

The fall flower rotation was finished a couple of weeks ago.

BUP continues to put a large effort into rodent issues in certain parts of the urban district. We have had good success with some of the newer methods and we are looking to extend some of the services a couple more months to continue to address the high traffic areas.

The maintenance team installed 61 new planters on Woodmont Avenue in Bethesda Row for the County as part of the temporary Woodmont Streetery there.

Mobility Report:

Kristen Blackmon noted that all of the BTS activities this past month can be found in the Board packet.

K. Blackmon reported that some property managers within the Urban District are beginning to let BTS staff into their buildings again to hold commuter events.

The annual Walk & Ride event has just concluded, and prizes were awarded to the top three teams who logged the most steps.

The commuter survey is currently underway. The survey is sent out to businesses and residential buildings in urban areas to assess how employees and residents are commuting to work. The County's goal is to have at least 55% of the people taking a mode other than a single occupancy vehicle to work. This includes everything from public transportation to teleworking.

Financial Report:

Brian Wynne presented the financial statements for the four months ended October 31 noting that the biggest story within the financials reflects that the Taste of Bethesda was cancelled. Revenue as of October 31 is \$42,000 under budget. Taste of Bethesda was budgeted at \$60,000 in revenue which means that's BUP's other revenue is \$18,000 over budget for the year. This deficit in Taste revenue is more than offset by savings in expenses due to the cancellation of the event. As of October 31 expenses for Taste of Bethesda were about \$72,000 under budget. B. Wynne noted that Taste is budgeted at a loss of \$44,000 but once all expenses are paid, the actual loss for FY23 is estimated to be a smaller loss than budgeted.

B. Wynne reported that revenue over expenditures is \$120,000 as of October 31 which is \$90,000 ahead of budget. Other than the Taste figures, the major reason for the positive variance has been due to staff vacancies which have all been filled at this time.

Executive Director Report:

J. Burton reported that BUP hosted a walking tour of about ten local businesses with Governor elect Wes Moore and the Lieutenant Governor elect Aruna Miller. The County asked us to put this together and it turned out to be very successful. The Governor elect was very thankful and very impressed.

There was a Veteran's Day ceremony held at Veteran's Park for the first time in three years. There was rain during most of the event but there were still between 50 – 75 who attended. The Daughter's of the American Revolution now organize the event and BUP provided logistical support including tents, chairs and sound. The event drew several dignitaries including the County Executive.

J. Burton updated the Board on several construction projects that are either currently in progress or are beginning soon within the Urban District.

Pete Fosselman reported on the FY24 Urban District budget and noted that he and T.J. Dant have been working with BUP staff on the budget submission to the County. There are four areas we are asking for additional funding and he encouraged the Board to support these requests if they happen to cross paths with decision makers such as the County Executive or members of the County Council and possibly have the Board draft a letter of support for these items. They include more recycling cans, fully enclosed trash cans, environmentally friendly self-watering planters and an inflationary increase for BUP's operating expenses. J. Burton added that BUP is also working with DOT and requesting that they include approximately \$310,000 in their budget to secure a new five-year contract for the circulator which will include the purchase of electric vehicles for the route.

Chairman's Report:

Jane Fairweather opened her report by thanking Bryan Wynne and Bob Donohoe for their service on the Board noting that this will be their last meeting. J. Fairweather gave a special shout out to Bob Donohoe who helped shepherd BUP through some very interesting and difficult times over the past several years. J. Fairweather noted Bob's thoughtful and quiet leadership over the years has been quite refreshing. J. Fairweather presented a plaque to both individuals. Bob Donohoe thanked everyone noting that it was a very rewarding time working with all of the Board members and the BUP staff.

Bob Donohoe noted that things run very smoothly and effectively at BUP but suggested that if any improvements could be made it would be a more organized approach to BUP committee structure. There was a discussion which included several ideas and suggestions for possible improvements including looking at the current standing committees and members. Staff and the Board will continue to evaluate this and make changes as necessary to make them as effective as possible.

Other Business:

At this time there was a vote to adjourn the meeting to move into an Executive session to discuss a personnel issue.

Next Meeting: January 17, 2023



BOARD OF DIRECTORS MEETING
January 17, 2023 8:00 AM
BUP Conference Room

- 8:00** **Welcome** (*Jane Fairweather*)
- New Board Member Introductions
- 8:05** **Approval of Minutes**
- 8:05 - 8:15** **Marketing/Arts & Entertainment** (*Stephanie Coppola, Jane Fairweather*)
- 8:15 – 8:20** **Maintenance** (*Jeff Oyer*)
- 8:20 – 8:30** **Mobility** (*Kristen Blackmon*)
- 8:30 – 8:45** **Presentation from P.U.M.A**
- 8:45 – 8:50** **Financial Report**
- Financial Statements – December 31, 2022 (*Jeff Oyer*)
- 8:50 – 9:00** **Executive Director Report** (*Jeff Burton*)
- 9:00 – 9:10** **Chairman’s Report** (*Jane Fairweather*)
- Committee Reports
- 9:10 - 9:15** **Other Business**
- 9:15** **Adjourn**

BETHESDA URBAN PARTNERSHIP, INC.
Minutes of the Board of Directors Meeting
January 17, 2023

Board Members Present: Jane Fairweather, Chris Smith, Evan Weisman, Mylene Ortiz Luis, Apoorva Gandhi and Pete Fosselman

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

Guests Present: Thomas Dant – Bethesda Chevy Chase Regional Services Center
Allie Williams – Greater Bethesda Chamber of Commerce
Brad Segal – Progressive Urban Management Associates
Yvette Freeman – Progressive Urban Management Associates
Daniel Makela – Progressive Urban Management Associates

Call to Order: Meeting called to order at 8:05 a.m. by Jane Fairweather

Minutes:

The minutes of the November 15, 2022 Board meeting were not approved due to a lack of a quorum.

Introductions:

Jane Fairweather noted that we have three new Board members that have been approved by the County Executive and County Council and that they are attending their first meeting today. J. Fairweather asked each new member to introduce themselves. The three new members are Evan Weisman, Mylene Ortiz Luis and Apoorva Gandhi.

Marketing Report:

Stephanie Coppula noted that the marketing team is getting ready for upcoming Spring and Summer events. BUP's next event will be a restaurant week which will be held in February where local restaurants will be invited to participate by offering some type of lunch or dinner special at specific price points. It is an effort to drive business to local restaurants during a time of year when the weather is colder and their business tends to be a little slower.

The Local Writer's Showcase is coming up in March which includes essay, short story and poetry contests from local writers. There were over 500 submissions this year.

Focus groups have been scheduled as part of BUP's strategic planning process which is just beginning and will be happening over the next six months or so. There will be a variety of different focus groups with BUP's various partners and stakeholders. Anyone who does not have the opportunity to participate in a focus group and wishes to give feedback will have the opportunity to do so through an online survey. The BUP Board focus group will replace our next Board meeting on February 21.

Maintenance Report:

Jeff Oyer noted all of the maintenance highlights can be found in the Board report. J. Oyer noted that Winter work is underway. Leaf removal has just concluded and we are beginning the two-month process of tree pruning. Rodent control efforts continue. We are scheduling a meeting with our contractor and we will discuss how the current plan is working and if any changes should be made.

Mobility Report:

Kristen Blackmon noted that all of the BTS activities this past month can be found in the Board packet.

K. Blackmon noted that she is looking for companies with strong commuter programs to submit applications for the employers awards through Commuter Connections. BTS is also collecting photos to publicize individuals walking or biking around the urban district as part of their commute.

Financial Report:

Jeff Oyer presented the financial statements for the six months ended December 31. Revenue as of December 31 is \$46,000 under budget compared to \$42,000 at the end of October. Expenses are \$116,000 under budget compared to \$134,000 under budget at the end of October. Revenue over expenses is \$109,000 for the six months ended December 31 compared to budgeted revenue over expenses of \$38,000. J. Oyer reminded the Board that the biggest reason that both revenue and expenses are under budget is due to the cancellation of the Taste of Bethesda. J. Oyer highlighted several other smaller variances including numerous variances in salaries and benefits due to staff vacancies and variances in fuel and repairs due to inflation and older vehicles.

Executive Director Report:

J. Burton reported that our February Board meeting will be replaced with a strategic planning session. It will be held on Tuesday, February 21 at the Chamber from 8:00 – 11:00 and is intended to be an in person event only. J. Burton asked the Board to please block off that time on the calendars.

J. Burton noted that each Board member should be receiving a survey from Montgomery County DOT about the Norfolk Avenue streetery. It has to do with the design of the streetery and the use of CIP funds. J. Burton encouraged the Board to please take the survey and indicate that they would like the streetery to move forward as BUP has designed it.

The Bethesda Bucks program is still going strong. There was a little over \$6,000 Bethesda Bucks sold in December.

Staff and directors have been spending a good deal of time having meetings and discussing BUP's 2023 work plan. The theme for 2023 is "Find and Bring Joy".

J. Burton noted that staff had been reviewing BUP's committee structure based on a discussion from a previous Board meeting. Marian Block has reviewed BUP's by-laws to

better understand BUP's required committee structure. The only required committee from the by-laws is the Executive Committee which is made up of the Chair, Vice-Chair, Secretary and Treasurer. Another standing committee is the Finance Committee which will be made up of Chris Smith and Mylene Ortiz Luis. BUP also has a strategic planning committee which might be changed to a strategic direction committee which will encompass a number of other areas. The current Board members on that committee are Marian Block and Katya Marin.

Presentation From PUMA:

At this time representatives from P.U.M.A (Progressive Urban Management Associates), who is the contractor selected by the Board to handle BUP's strategic planning process, joined the meeting and gave a slide presentation introducing the firm, the team that will be working on BUP's strategic plan, outlining their role in the process and reviewing the steps and timeline that has been established and agreed upon. After the presentation each Board member stated what they hoped would be accomplished or what their expectations were for the strategic planning process.

Chairman's Report:

No report.

Other Business:

No other business.

Next Meeting: March 21, 2023



BOARD OF DIRECTORS MEETING

March 21, 2023 8:00 AM

BUP Conference Room

- 8:00** **Welcome** (*Jane Fairweather*)
- 8:05** **Approval of Minutes**
- 8:05 - 8:20** **Marketing/Arts & Entertainment** (*Stephanie Coppula, Jane Fairweather*)
- 8:20 – 8:25** **Maintenance** (*Jeff Oyer*)
- 8:25 – 8:35** **Mobility** (*Kristen Blackmon*)
- 8:35 – 8:45** **Financial Report**
- Financial Statements – February 28, 2023 (*Chris Smith, Jeff Oyer*)
- 8:45 – 8:55** **Executive Director Report** (*Jeff Burton*)
- 8:55 – 9:05** **Chairman’s Report** (*Jane Fairweather*)
- Committee Reports
- 9:05 - 9:15** **Other Business**
- 9:15** **Adjourn**

BETHESDA URBAN PARTNERSHIP, INC.
Minutes of the Board of Directors Meeting
March 21, 2023

Board Members Present: Jane Fairweather, Marian Block, Katya Marin, Chris Smith, Evan Weisman and Mylene Ortiz Luis

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

Guests Present: Thomas Dant – Bethesda Chevy Chase Regional Services Center
Allie Williams – Greater Bethesda Chamber of Commerce

Call to Order: Meeting called to order at 8:00 a.m. by Jane Fairweather

Minutes:

A motion was made and seconded to approve the minutes from the November 15, 2022 and January 17, 2023 Board meetings. The motion passed unanimously.

Marketing Report:

Stephanie Coppula noted that our strategic plan consultant has made two visits to Bethesda to gather information and conduct focus groups. All of the focus groups have been completed with great participation and feedback. The survey which is being sent out to everyone on BUP's mailing lists was sent out on Thursday. There are over 500 responses so far and the goal is to get to at least 1,000. The survey will be live for the next three to four weeks. Jeff Burton noted that there were a few main topics of discussion that came up in each focus group including public safety, the Woodmont Streeterly and vacant retail space and how to help small businesses.

S. Coppula noted that the Bethesda Film Festival will be held this coming weekend on both Friday and Saturday evenings. There will be seven short documentary films shown at Imagination Stage.

Other upcoming events include the Bernard Ebb Songwriting contest on April 21 at the Blues & Jazz Club, an Art Walk on April 14 and the Bethesda Fine Arts Festival in May. Stephanie Coppula also mentioned that BUP staff is working on a new fitness in the park initiative and we are looking at five different dates as a trial on either Saturday mornings or Wednesday evenings at Elm Street Park.

Maintenance Report:

Jeff Oyer noted all of the maintenance highlights can be found in the Board report. J. Oyer noted that the maintenance staff is finishing up tree pruning for the winter. Staff will be transitioning to edging and cleaning up flower beds to get ready for mulch. J. Oyer reported that the day crew is now fully staffed and that we have a candidate for the last open Ambassador position and hope to have the filled within the next couple of weeks. J. Fairweather asked for an update on the rat issue. J. Oyer reported that he and Eli Banks had a

meeting recently with our service provider as well as the individual who they contract with to do the canine abatement. The number of bait stations has been increased and it appears that this part of the program is yielding good results. The canine abatement program was also quite successful. Those services have run out but staff intends to extend the program for six more monthly treatments through most of the summer. It is a costly service but the results have been good and we feel there is money in the budget to be able to continue the service. It is important to be able to report to the County and the public that BUP is working hard to address the rodent problem with a variety of solutions.

Mobility Report:

Kristen Blackmon noted that all of the BTS activities this past month can be found in the Board packet.

K. Blackmon noted that BTS staff has been working more with residential properties lately. They have been very willing to work us and host events to give them transportation options.

K. Blackmon reported that she attended an online meeting in February that gave a Purple Line update. It appears that Elm Street will remain closed for quite some time as there is still a very complicated blasting process that still needs to take place to get down to the needed depth at the Metro station.

K. Blackmon noted that BTS just finished up with a Cool Commute contest. People sent in pictures of the various ways they commute to work and were eligible for prizes.

The next big event that BTS will be working on is Bike to Work Day on May 19.

Financial Report:

Chris Smith presented the financial statements for the seven months ended February 28 noting that BUP continues to operate pretty much on budget. Revenue is under budget mainly due to the cancellation of Taste of Bethesda but that is offset by savings in expenses due to the cancellation. Staff vacancies are also contributing to some cost savings. These savings will stabilize as most positions are now filled.

Executive Director Report:

J. Burton reported that there was a Norfolk Avenue shared street meeting at the Regional Services Center last week. The County is doing a parallel CIP study for Norfolk Avenue because it is part of the master plan process. The majority of the comments the County has received so far are in favor of what BUP is doing.

J. Burton noted that BUP has received the first money transfer from Park & Planning to begin the work on the Norfolk Avenue streetery. The contract has been signed with the vendor and they are beginning the process of purchasing all of the materials and furniture for the project.

The County Executive has released his FY24 budget proposal. The proposal contains funding for electric vehicles for the circulator, a 6% - 7% inflationary adjustment to the BUP contract and an additional \$50,000 for fully enclosed trash and recycling containers which will be placed in the Norfolk Avenue area to help address the rodent problem. The budget now goes to the County Council for their discussion and approval. J. Burton thanked Pete Fosselman and T.J. Dant for their hard work in championing BUP's budget submission.

Chairman's Report:

J. Fairweather reported that we continue to evaluate the current committee structure of BUP and that things will be finalized when the strategic plan consultant's report is received. The basic thought is to have a limited number of standing committees and add a committee as needed to work on certain short-term projects. The only standing committees at the current time are the Executive committee, the Finance committee and a Strategic Direction committee.

Other Business:

Evan Weisman reported that he has reached out to B-CC HS, Walt Whitman HS and Walter Johnson HS to develop an art competition to design art work to be used to wrap some of the utility boxes in the downtown. The timing right now with the high schools is not good since the school year is coming to an end. Montgomery College has also shown some interest in participating. This project will hopefully get more traction in the fall.

Next Meeting: April 18, 2023



BOARD OF DIRECTORS MEETING

April 18, 2023 8:00 AM

BUP Conference Room

- 8:00** **Welcome** (*Jane Fairweather*)
- 8:05** **Approval of Minutes**
- 8:05 - 8:20** **Marketing/Arts & Entertainment** (*Stephanie Coppula, Jane Fairweather*)
- 8:20 – 8:25** **Maintenance** (*Jeff Oyer*)
- 8:25 – 8:35** **Mobility** (*Kristen Blackmon*)
- 8:35 – 8:45** **Financial Report**
- Financial Statements – March 31, 2023 (*Chris Smith, Jeff Oyer*)
- 8:45 – 8:55** **Executive Director Report** (*Jeff Burton*)
- 8:55 – 9:05** **Chairman’s Report** (*Jane Fairweather*)
- Committee Reports
- 9:05 - 9:15** **Other Business**
- 9:15** **Adjourn**