



BOARD OF DIRECTORS MEETING

July 18, 2023 8:00 AM
BUP Conference Room

- 8:00** **Welcome** (*Marian Block*)
- 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 – June 30, 2023 (*Chris Smith, Jeff Oyer*)
- 8:35 – 8:45** **Executive Director Report** (*Jeff Burton*)
- 8:45 – 9:00** **Chairman’s Report** (*Marian Block*)
- Strategic Plan Report/Approval (*Strategic Planning Committee*)
- 9:00 - 9:15** **Other Business**
- 9:15** **Adjourn**

BETHESDA URBAN PARTNERSHIP, INC.
Minutes of the Board of Directors Meeting
July 18, 2023

Board Members Present: Marian Block, Katya Marin, Chris Smith, Dan Schlaff, Evan Weisman, Adam Murphy and Pete Fosselman

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 at 8:00 a.m. by Marian Block

Minutes:

A motion was made and seconded to approve the minutes from the June 20, 2023 Board meeting. The motion passed unanimously.

Marketing Report:

Stephanie Coppula noted that there are two types of concerts programmed for the Streeterly. One is a kid's concert that takes place on Friday's during the day and there will be a total of four of them. There are also the Friday evening concerts which are ongoing and will run through the end of July. We will take a break in August and there are three more concerts scheduled for September.

Stephanie Coppula reported that Fitness in the Parks at Elm Street Park which are free classes conducted by various fitness studios in the downtown. We have held four events so far on a combination of Saturday mornings and Wednesday evenings. There is one more event scheduled. We have been averaging between 40 – 50 participants.

Our first Yappy Hour of the season will be held this Thursday evening in Elm Street Park.

Outdoor movies start at the end of the month. This year we are having three movies on three consecutive weekends.

The finalists have been selected for the Trawick Prize and the opening reception is scheduled for Wednesday, September 6 at Gallery B.

Work on Taste of Bethesda has also begun including securing restaurants, soliciting sponsors, lining up entertainment and scheduling all necessary vendors. Taste of Bethesda will be held on Saturday, October 7.

Maintenance Report:

Jeff Oyer noted all the maintenance highlights can be found in the Board report. The team continues to support various events. The maintenance team continues to be busy with trash

and recycling collection, mowing, weeding and mulching. The team helped clean up the grounds at the BC-C Rescue Squad which we do twice a year. The Summer tree removal and installation process has been completed. We removed and planted approximately 30 trees this Summer.

We have seen an increase in rodent activity in the Woodmont Triangle including a number of complaints from several restaurants in the area. We continue to work with the Regional Services Center to figure out a plan to help alleviate the situation. Not being able to do any type of treatment in the storm drains continues to be an issue and we continue to look at possible solutions. The fact that we have been in somewhat of a draught is definitely contributing to the problem as the rodents now come out for a water source as the storm drains dry up.

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 received an award from the Council of Governments Commuter Connections Division for BTS's various work with commuters.

K. Blackmon reported that BTS staff has been attending the kids concerts with the prize wheel which has been very well received. Attendees are taking a lot of commuter materials.

Financial Report:

Chris Smith presented the financial statements for the year ended June 30 noting that it contained the current year-end projections. C. Smith noted that we are still waiting on several invoices to finalize the actuals. At the June Board meeting projections showed year-end revenue over expenditures of \$105,000. The updated projected show that number to be more in the \$90,000 range. The final financials will be wrapped up in the next couple of weeks. C. Smith noted that as those are being completed, Jeff Oyer is also beginning to work on all of the audit journal entries and workpapers and other documents to submit to the auditors.

Executive Director Report:

Marian Block noted that BUP conducts a new strategic plan every five years as part of its' reauthorization process with the County. The strategic plan process has been going on for several months with numerous focus groups and surveys. The vendor that the Board selected to handle the strategic plan has taken all of the information and put together a very detail and extensive strategic plan for BUP for the next five years. M. Block noted that she and Katya Marin were on the strategic planning committee and have been working with staff during this time to oversee the project. Both M. Block and K. Marin commented that they feel that the contractor has developed a very structured strategic plan and that it captures BUP's history, objectives, goals and strategies very well. K. Marin noted that the recommendations that have been made are structured and specific enough to give BUP some very good direction moving forward. The strategic plan frames very well the fact that with all of the focus groups we held and surveys that were completed, BUP did a really good job of getting constituent and community feedback that helped BUP form its' strategic plan goals. M. Block noted that when you read through that section, that the responses were very consistent as to what is important to our constituents.

S. Coppola noted that once the Board approves the strategic plan, it will be forwarded to the County's Office of Legislative Oversight to be added to the packet of materials that will be sent to the County Council to vote on BUP's reauthorization. The digital version will go online and hard copies will be printed to be sent to specific partners within the County and urban district. K. Marin suggested that once the plan is finalized that this would be a great opportunity to meet with County Council members and Planning Board members to educate them on BUP's mission and goals as we prepare for the next budget cycle.

C. Smith wanted to address the economic development portion of the plan noting that he wanted to make sure the plan clearly defined BUP's mission in that regard. C. Smith noted that a constant theme from the constituents was more support for small business and affordability. The goals discuss support for small business but not necessarily the affordability portion of it. C. Smith wanted to make sure the plan was clear that BUP's is working to support small business but that the affordability portion of that is really not under BUP's purview. J. Burton noted that staff and the strategic planning committee wanted to make sure that all of the constituent feedback was included but that they struggled how to best articulate that some of this feedback was not under BUP's control without sounding like BUP didn't care about the problem. Staff will work to tweak the language somewhat to make sure this fact is a little clearer within the plan to clarify what BUP's is or is not responsible for. The strategic plan needs to be approved by the Board within the next week or so. It was determined that staff and the strategic planning committee will work to clear that area up and send out a revised version for approval via email.

Pete Fosselman noted that there is a lot of discussions going on at the County Council level about urban district funding in the future and BUP will have to be very strategic in how to develop the message to put BUP in the best light possible when talking with and educating County Council members. The equity lens is very much in the forefront right now. M. Block commented that BUP needs to convince the Council that BUP is an efficient user of funds and also start looking at ways to possibly become more self-sufficient and less dependent on County funding. K. Marin mentioned developing a "tool kit" to help other growing districts become more organized and established like urban districts are. There was a lengthy discussion about the best way to develop the proper messaging to present to the County Council. Staff will continue to meet with the strategic planning committee and the Regional Services Center to work on a plan.

Chairman's Report:

No report.

Other Business:

No other business

Next Meeting: September 19, 2023



BOARD OF DIRECTORS MEETING
September 19, 2023 8:00 AM
Mon Ami Gabi Bethesda

- 8:00** **Welcome** (*Marian Block*)
- 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, 2023 (*Chris Smith, Jeff Oyer*)
 - FY23 Audit Review & Approval (*Chris Smith, Mylene Ortiz Luis*)
- 8:50 – 9:00** **Executive Director Report** (*Jeff Burton*)
- 9:00 – 9:10** **Chairman’s Report** (*Marian Block*)
- 9:10 - 9:15** **Other Business**
- BTS Advisory Committee Member Approval
- 9:15** **Adjourn**

BETHESDA URBAN PARTNERSHIP, INC.
Minutes of the Board of Directors Meeting
September 19, 2023

Board Members Present: Marian Block, Katya Marin, Chris Smith, Dan Schlaff, Jane Fairweather, Cherian Thomas, Evan Weisman and Adam Murphy

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

Guests Present: Allie Williams – Greater Bethesda Chamber of Commerce
T.J. Dant – Bethesda-Chevy Chase Regional Services Center

Call to Order: Meeting called to order at 8:05 a.m. by Marian Block

Acknowledgement:

Marian Block began the meeting by thanking Jane Fairweather for serving these past two years as Chair of the BUP Board. M. Block presented J. Fairweather with a plaque and a gavel.

Minutes:

A motion was made and seconded to approve the minutes from the July 18, 2023 Board meeting. The motion passed unanimously.

Marketing Report:

Stephanie Coppula noted that the strategic plan has been finalized and a copy of the plan was included in the packet of materials. The County Council received the strategic plan as part of the Office of Legislative Oversight packet they will review in connection with BUP's five-year reauthorization process.

Taste of Bethesda is scheduled for Saturday, October 7. There are currently 40 restaurants signed up, numerous stages for entertainment and a kids activity area for the event. Staff has also secured several sponsors. The marketing team will be working on a number of avenues for promotion of the event over the next several weeks.

Sumer concerts wrapped up last Friday. There were many great bands and a large turnout of patrons for all of the concerts.

Another Yappy Hour is scheduled for this coming Thursday at Elm Street Park. The first one was held in July and there will be one more in mid-October. We have added several local pet vendors this year as well as a sketch artist who is sketching portraits of the dogs.

The Trawick Prize exhibit, which is in its 21st year, is currently at Gallery B. The opening reception was well attended with four County Council members in attendance.

Maintenance Report:

Jeff Oyer noted all the maintenance highlights can be found in the Board report. The Summer has been a very busy time with mowing, weeding, mulching and plant watering. The team continues to support various events. In addition, the maintenance team has been very busy with supporting the office renovation. They have been moving a lot of furniture, moving boxes in and out of the office and disposing of a lot of unwanted items that have accumulated over the past 10 – 15 years. The fall sidewalk survey is underway. Repairs will take place sometime in October. Activity has ramped up for the Ambassador Team as there seems to be a fair amount more of evening activity within the downtown. BUP continues to do monthly canine treatments within certain areas of the urban district in addition to its normal monthly treatments. The Regional Services Center has some funding and we are working with them to have their contractor provide some special treatments in certain key areas. Their contractor also made a few suggestions of other actions we could take to help address the situation.

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 hosted an adult bike safety class at the B-CC Rescue Squad last Saturday. The event was capped at 15 participants.

K. Blackmon reported that Car Free Day is this coming Friday. BTS staff will be at the Bethesda Metro bright and early passing out information.

K. Blackmon noted that there was a Purple Line update in the packet. The latest completion date is now Spring of 2027. There is a push to open the trail a little earlier than that.

Adam Murphy noted that he has some concerns about the bike lanes and curbs on Woodmont Avenue noting that some bikes and e-bikes go very fast through there and he is concerned that pedestrians walking off the curb might get hit. He suggested some caution signs or something. A. Murphy also noted that the curb divider between the road and the bike lane is not very well marked and he has seen numerous vehicles hit it and he has seen pedestrians' trip over them. He suggested adding something to make them more visible. Staff noted they would reach out to DOT to discuss.

Financial Report:

Chris Smith noted that the packet of materials contained the August financials and a draft of the year-end audit. C. Smith noted that there is nothing significant to discuss with the August financials since we are only two months into the year and there are no significant variances to discuss.

C. Smith reported that the audit shows that BUP is in good financial health and there were no concerns raised by the auditors about BUP's internal controls or accounting procedures. C. Smith noted that the audit has a clean opinion which is the highest opinion that can be given. J. Oyer noted that the auditors do make several reclassification entries each year that are needed to prepare the report for submission to the County, but there were no actual audit adjustment entries needed. A motion was made and seconded to approve the FY23 audit. The motion passed unanimously.

C. Smith briefly discussed BUP's reserve account reminding the Board that the reserve funds are identified in three different buckets. There is an operating reserve, a special projects reserve and an equipment replacement reserve. C. Smith reminded the Board that BUP's fleet of vehicles has been aging and the lack of supply has prevented BUP from purchasing new vehicles to stay in sync with its replacement schedule. C. Smith noted that the market seems to be loosening up and there is a chance that several new vehicles will be available within the next few months. It was noted that the current equipment replacement reserve has \$316,000 which will not be sufficient to purchase the vehicles that we expect to be available to purchase. J. Oyer noted that the total amount needed over the next three or four months might be as high as \$700,000. J. Oyer proposed that we move another \$100,000 into the equipment replacement reserve from the operating reserve to cover the cost of vehicles that he expects to be available before the next Board meeting. At the next Board meeting we can then discuss whether or not to pay cash for future vehicles or possibly finance them. A motion was made and seconded to move an additional \$100,000 into the equipment replacement reserve. The motion passed unanimously.

Executive Director Report:

Jeff Burton noted that he has started to schedule meetings with individual County Council members to educate them on who BUP is and to also discuss budget and funding moving forward. The first meeting was yesterday with Councilmember Fani-Gonzales and it went very well. Staff directors as well as M. Block and Katya Marin attended. In addition to educating the members, we will also be highlighting the efficiencies of BUP and the financial savings to the County as well as emphasizing the point that no matter how BUP is funded, that it is extremely important to receive some funding from the County since that partnership is one of the keys to making BUP so successful.

J. Burton that BUP's OLO report will be presented to the Council's economic development committee on October 23 and staff will attend to address any questions.

J. Burton reported that BUP will be holding a special Board meeting on December 12. Every five years when BUP gets reauthorized, we take the opportunity to hold a meeting with current Board members, past Board Chairs and all of the BUP staff to celebrate the past five years and to talk about BUP's new strategic plan and the next five years.

J. Burton noted that we are currently dealing with a couple of very important issues regarding the operations at the Streeterly. These issues include the fact that cold weather is coming and people don't use the Streeterly during cold weather, not currently being able to consume alcohol at the Streeterly and dealing with patrons at the Streeterly who are being disruptive to other patrons. Several businesses at the Streeterly have asked BUP to temporarily close the Streeterly during the Winter and to re-open in the Spring. After a lengthy Board discussion about the pros and cons of the Streeterly operations during the Winter, the Board agreed that the best plan is to temporarily shut down the Streeterly during the Winter months and plan on opening back up when the weather turns nice again.

Chairman's Report:

No report.

Other Business:

Kristen Blackmon noted that Claire Harshbarger has applied to serve on the BTS Advisory Board and that her cover letter and resume was provided in the board packet. A motion was made and seconded to approve C. Harshbarger to serve on the BTS Advisory Board. The motion passed unanimously.

Next Meeting: October 17, 2023



BOARD OF DIRECTORS MEETING
October 17, 2023 8:00 AM
Stonebridge Associates

- 8:00** **Welcome** (*Marian Block*)
- 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 – September 30 (*Chris Smith, Jeff Oyer*)
- 8:50 – 9:00** **Executive Director Report** (*Jeff Burton*)
- 9:00 – 9:10** **Chairman’s Report** (*Marian Block*)
- 9:10 - 9:15** **Other Business**
- 9:15** **Adjourn**

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

Board Members Present: Marian Block, Katya Marin, Chris Smith, Dan Schlaff, Jane Fairweather, Evan Weisman, Adam Murphy and Pete Fosselman

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

Guests Present: Allie Williams – Greater Bethesda Chamber of Commerce
T.J. Dant – Bethesda-Chevy Chase Regional Services Center
Brandan Stuckey – Bethesda-Chevy Chase Regional Services Center

Call to Order: Meeting called to order at 8:10 a.m. by Marian Block

Minutes:

A motion was made and seconded to approve the minutes from the September 19, 2023 Board meeting. The motion passed unanimously.

Marketing Report:

Stephanie Coppula showed several pictures of what turned out to be a very successful Taste of Bethesda. Since this is the first time holding the event in four years, staff was unsure how everything would come together. All of the restaurants and sponsors appeared to be very busy all day and extremely happy with the event. After a bit of rain in the morning which caused a slow start to the event for the first hour, attendees packed the streets and appeared very happy to have the event back. There were four stages of entertainment. This was the first year for beer and wine sales and there were about 10 restaurants selling beer and wine which was a nice addition. Jeff Oyer noted that sponsor revenue was higher than budgeted and ticket sales appeared to be higher than budget so the event should run ahead of budget. Marian Block asked if we received any feedback from the restaurants. S. Coppula noted that we will be sending out a short survey this week to get their feedback.

S. Coppula reported that BUP's annual report has been completed and a copy of the report was at everyone's seat and covers FY23.

Staff is preparing for Winter Wonderland which is our annual holiday event that will be held on Norfolk Avenue on December 2. There will be a variety of local schools singing songs, Santa will be on site, there will be ice sculpting and a number of activities for kids.

Maintenance Report:

Jeff Oyer noted all the maintenance highlights can be found in the Board report. The maintenance staff has been very busy helping with moving things for the office renovation and with event support along with all of their normal Fall activities. This week, the team is planting fall flowers and tulip bulbs that will appear in the Spring. Since we will be closing

down the Streetery soon, Montgomery County DOT is allowing us to store our Streetery furniture at one of their depots for the winter so the team will be transporting all of that furniture in the coming days.

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 was at the Metro Station on September 22 for Car Free Day. She also reported that BTS had a table at the County Executive's budget forum at the Regional Services Center.

K. Blackmon noted that the County's Safe Streets bill signing was held in front of BUP's building and staff helped the various County agencies coordinate the event.

The next big event for BTS will be Walk & Ride and planning and registration for that is underway. There are 80 participants in Bethesda registered so far.

Financial Report:

Chris Smith noted that the packet of materials contained the September financials Very early into the year so not many highlights. Revenue for street sweeping is under budget due the fact that the sweeper has been down for repairs so we have been unable to sweep.

C. Smith discussed the status of the reserve account as it pertains to purchasing several new vehicles that have now become available. At the September Board meeting, the Board approved moving additional funds from the operating reserve into the equipment reserve to have enough funds to purchase a new street sweeper and two new pickups. Now that the final numbers are known, there is a need to move an additional \$135,000 into the equipment reserve to cover the cost. The finance committee has discussed the possibility of financing one of the vehicles but delivery is imminent and we would be unable to secure financing in time. There will be ongoing discussions about financing the trash truck when it becomes available. C. Smith noted that the Board has been working to keep three months of operating reserves but there is no set policy on that figure. C. Smith noted that the recommendation is to pay for the street sweeper and two pickups with cash by moving additional funds into the equipment reserve and then further evaluate the means to purchase the trash truck as well as better define the policies for handling the various reserve buckets which are operating, equipment replacement and special projects. A motion was made and seconded to move an additional \$135,000 for the operating reserve into the equipment reserve. The motion passed unanimously. Katya Marin suggested looking into setting up a line of credit for future use. The finance committee will meet to further discuss options as to the best way to present the reserve account and their buckets including the intent for the buckets and the rational for the target amounts in each bucket.

J. Oyer reported that BUP is preparing a submission to the Regional Services Center for its FY25 budget request. The request has not been finalized but will be submitted before the next Board meeting. J. Oyer wanted to make sure the Board was aware of the pending request and the highlights so there was no question from the County about whether or not the Board was aware of the budget request. J. Oyer noted that BUP would be requesting an increase for fixed operating costs, health insurance, liability insurance and a cost of living and a performance-based increase comparable to other County employees. The plan is also to take

all other operating costs for maintenance and promotions and ask for a 5% increase for all of those expenses. There was a brief discussion and the Board was on board with this request.

Executive Director Report:

Jeff Burton gave a Streeterly update noting that staff made a decision to not close down the Streeterly right after Taste. Since one of the reasons for the closure is due to colder weather, staff looked at the extended forecast and decided that it would be best to leave the Streeterly open until the first part of November to coincide with the time change. Staff met with partners from the Department of Transportation, Alcohol and Beverage Services and other agencies to talk about the Streeterly's future and how to bring it back better than ever. The overall consensus was the best way to make it work is to figure out a way for BUP to own/lease the street so rules can be set and enforced.

J. Burton reported that staff has been working on setting up meetings with all of the new Councilmembers to educate them on BUP and prepare them for the upcoming budget session by emphasizing the efficiencies of BUP and the savings to the County that BUP is able to achieve. We have met with three of the members and have a couple more scheduled in the upcoming weeks.

J. Burton reported that he and S. Coppola met recently with the new commanding officer at Naval Support Activity Bethesda. The commander is very community oriented and wanted to get more involved in Bethesda. It looks like they will be attending Winter Wonderland and they also want to get more involved with National Night Out which is in August.

Staff will be attending the County Council's Economic Development committee meeting on Monday. This will be the committee where BUP's OLO report will be presented for the first time. If approved by the committee, the report will go in front of the full Council at a later date to vote on BUP's five-year reauthorization.

Chairman's Report:

No report.

Other Business:

No other business.

Next Meeting: November 21, 2023



BOARD OF DIRECTORS MEETING
November 21, 2023 8:00 AM
Large Conference Room

- 8:00** **Welcome** (*Marian Block*)
- 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 (*Chris Smith, Jeff Oyer*)
- 8:40 – 8:50** **Executive Director Report** (*Jeff Burton*)
- 8:50 – 9:00** **Chairman’s Report** (*Marian Block*)
- 9:00 - 9:15** **Other Business**
- BTS Advisory Committee Member Approval
- 9:15** **Adjourn**

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

Board Members Present: Marian Block, Katya Marin, Chris Smith, Dan Schlaff, Evan Weisman, Mylene Ortiz Luis, Apoorva Gandhi, Adam Murphy and Pete Fosselman

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

Guests Present: Allie Williams – Greater Bethesda Chamber of Commerce
T.J. Dant – Bethesda-Chevy Chase Regional Services Center
Brandan Stuckey – Bethesda-Chevy Chase Regional Services Center

Call to Order: Meeting called to order at 8:05 a.m. by Marian Block

Minutes:

A motion was made and seconded to approve the minutes from the October 17, 2023 Board meeting. The motion passed unanimously.

Marketing Report:

Stephanie Coppula reported that the team is preparing for Winter Wonderland which will be held on December 3 from 1:00 – 4:00 on Norfolk Avenue. Local schools and dance companies will be performing, Santa will be on site, there will be ice sculpting and numerous activities for kids. We will also be taking Toys For Tots donations.

Planning is underway for events that will take place in 2024 including the Local Writer’s Showcase, the Bethesda Film Festival and the Bethesda Fine Arts Festival.

Maintenance Report:

Jeff Oyer noted all the maintenance highlights can be found in the Board report. Fall activities are well underway. All of the dead or diseased trees have been removed and replaced. All sidewalk repairs have also been completed and the tulips have all been planted and will come out in the Spring. The landscaping crew is now spending a majority of their time with leaf removal.

J. Oyer noted that we have received delivery of three new trucks. One is a replacement street sweeper and the other two are pickups for the maintenance team.

Mobility Report:

No report.

Financial Report:

Chris Smith noted that the packet of materials contained the October financials Very early into the year so not many highlights but things look good four months into the year. Taste of Bethesda revenue is over budget due to higher than budgeted sponsorship revenue. Interest income is also over budget. Revenue for street sweeping is under budget due the fact that the sweeper has been down for repairs so we have been unable to sweep. Expenses are under budget due mainly to a couple of staff vacancies. J. Oyer reported that although Taste was not as successful as previously reported, the sponsorship revenue did help the event come in better than budget. J. Oyer also noted that there is a staff vacancy as noted but there is no intention to fill the position this time. We have shifted some staff around and staff is now working on a plan to reallocate the funds that are being freed up from the vacant position. One of the things that has been added back to the budget as a result is Plan in a Day will be held again in March.

Executive Director Report:

Jeff Burton reminded everyone that on December 12 at 8:00 a.m. at the new Marriott Hotel, BUP will be hosting a Holiday staff celebration where all current Board members and all past Board chairs have been invited. It will be a time for networking and there will be a brief presentation containing BUP's accomplishments over the past five years and highlights of BUP's goals and objectives that have been identified in BUP's new five-year strategic plan.

J. Burton noted that we had another successful meeting with a County Council member to help educate them on BUP. This time the meeting was with Councilmember Balcombe and was very productive. There is one final one scheduled for December 4 with Councilmember Stewart.

J. Burton reported that he will be meeting with all of the Directors and their teams during December and January to review the strategic plan and develop a work plan for the next year to identify ways to carry out the plan.

Chairman's Report:

No report.

Other Business:

The packet of materials contained a cover letter and resume of a new applicant for the BTS advisory committee that needs Board approval. This would be a Chamber representative. A motion was made and seconded to approve the nomination. The motion passed unanimously.

J. Burton noted that an amended Articles of Incorporation must be submitted as part of the Council's reauthorization process. Once reauthorized they will be filed with the State. The amended Articles of Incorporation was included in the packet for Board approval. A motion was made and seconded to approve the amended Articles of Incorporation. The motion passed unanimously.

Next Meeting: January 16, 2024



BOARD OF DIRECTORS MEETING
January 16, 2024 8:00 AM
Large Conference Room

- 8:00** **Welcome** (*Marian Block*)
- 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 (*Chris Smith, Jeff Oyer*)
- 8:40 – 8:50** **Executive Director Report** (*Jeff Burton*)
- 8:50 – 9:00** **Chairman’s Report** (*Marian Block*)
- 9:00 - 9:15** **Other Business**
- 9:15** **Adjourn**
- 9:15 – 9:30** **Executive Session**
- Personnel Matter

BETHESDA URBAN PARTNERSHIP, INC.
Minutes of the Board of Directors Meeting
January 16, 2024

Board Members Present: Marian Block, Katya Marin, Chris Smith, Jane Fairweather, Cherian Thomas, Evan Weisman, Adam Murphy and Pete Fosselman

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

Guests Present: Allie Williams – Greater Bethesda Chamber of Commerce
Brandan Stuckey – Bethesda-Chevy Chase Regional Services Center

Call to Order: Meeting called to order at 8:05 a.m. by Marian Block

Minutes:

A motion was made and seconded to approve the minutes from the November 21, 2023 Board meeting. The motion passed unanimously.

Marketing Report:

Stephanie Coppula reported that the team is busy getting ready for a number of events during the first several months of the year. Restaurant Week will be next month. There are typically 25 – 30 participating restaurants who give a variety of \$10, \$20- and \$30-dollar options to patrons. It's been a successful marketing tool to get patrons into restaurants during the winter and there is no cost for the restaurants to participate.

Gallery B art exhibits are all scheduled for the year. Play in a Day is back this year with six local theatre companies participating. The theatre companies get 24 hours to write and prepare to perform a short play at Imagination Stage. Staff is also working on updating the Destination Guide and there are plans to kick off another series of small business videos highlighting various downtown businesses.

S. Coppula noted that BUP is still working on getting final approval from the County for the project to wrap several signal boxes in the downtown with art. The hope is to have approval in the next month or two and then BUP will go out with a call for artists for the project.

Maintenance Report:

Jeff Oyer noted all the maintenance highlights can be found in the Board report. Winter activities are well underway including mostly tree pruning and brick repairs. J. Oyer reported that BUP has received delivery of a new street sweeper and two new pickup trucks. There is still a stake body on order that is scheduled to be delivered in the Spring. There is also a new trash truck on order but the delivery date on that continues to be pushed back so there is no firm date on when that will be delivered.

Mobility Report:

Kristen Blackmon reported that the BTS staff participated in Winter Wonderland for the first time and had a very fun and busy day. The Cool Commute contest is underway right now. Commuters send in photos of their commute into work while they are either walking, biking or taking public transportation. Some of the photos are posted on the website and drawings are held to give prizes to some of those who send in photos. The contest ends at the end of February. K. Blackmon noted that she has hired a new staff person, Marcus Johnson, to fill the position previously held by Brandan Stuckey.

Financial Report:

Chris Smith noted that the packet of materials contained the December financials. C. Smith noted that December is showing a \$120,000 deficit but there is nothing to be concerned about. Based on how revenue and expenses run throughout the year there was already a deficit budgeted for December. The deficit is slightly higher than projected due to the street sweeper revenue still being under budget and due to some year-end bonuses, that were not budgeted. C. Smith noted that FY24 is still tracking very well financially and is ahead of budget. M. Block questioned if there was a reason the bonuses were not included in the FY24 budget. Jeff Oyer noted that FY24 was a tough year to get to a balanced budget with the inclusion of the bonuses and made a decision to leave them out of the budget. December bonuses were given out based on the performance and financial health during the first six months of the year. J. Oyer did point out that this is the first year in many years that bonuses were not part of the budget. It was discussed that it would be a good idea to put some form of bonus in the annual budget if possible so the monthly financials don't show negative variances in these categories. The finance committee will make sure this is an item of discussion as the FY25 budget is developed.

Executive Director Report:

Jeff Burton noted that staff spent a lot of time in December and January working on BUP's 2024 annual work plan with all of the departments. The workplan is being developed around the strategic plan and will hopefully be ready to present to the Board at the February Board meeting.

J. Burton reported that he has had meetings with the County's new Department of Permitting Services Director and also with BUP's new Office of Management & Budget analyst to discuss BUP's FY25 budget request. Pete Fosselman noted that he also had a meeting with the Office of Management & Budget to review BUP's budget request subsequent to the BUP staff meeting with the budget analyst. P. Fosselman noted that the meeting was very positive as to what OMB will be recommending to the County Executive. J. Burton noted that one change in the FY25 budget will be a reduction in the circulator service moving forward. This was a joint decision with the Department of Transportation due to ridership numbers being very flat and coming nowhere near the numbers pre-Covid. The service will be reduced to two vehicles on the route from three. The new contract will still require the vendor to purchase two new vehicles for the service. There is a slight increase in the hourly rate but it is still well below what the County pays for their services. This decision will save the County approximately \$325,000 annually. J. Burton noted that wait times may increase by five minutes at the circulator stops but with the app working so well now, that riders can track the buses to better know when a bus will be arriving at their stop. BUP will announce the reduction in service closer to the end of the fiscal year.

Chairman's Report:

No report.

Other Business:

Evan Weisman suggested that while BUP is developing its FY25 budget that we look into other sources or ways to generate additional revenue. After a discussion it was determined that staff would put together an historical view of how BUP has raised money outside of its County contracts and then set up a meeting with a few Board members to review and look for possible new ways to generate revenue. Evan Weisman, Cherian Thomas and Jane Fairweather were interested in participating in this project. P. Fosselman suggested that any new ideas are vetted with the County attorney to make sure we are clear what BUP can or can't do to raise additional funds from a legal standpoint.

At this time, a motion was made and seconded to adjourn the meeting and move into an Executive Session to discuss personnel matters. The motion passed unanimously.

Next Meeting: February 20, 2024



BOARD OF DIRECTORS MEETING
February 20, 2024 8:00 AM
Large Conference Room

- 8:00** **Welcome** (*Jeff Burton*)
- 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 (*Chris Smith, Jeff Oyer*)
- 8:40 – 8:55** **Executive Director Report** (*Jeff Burton*)
- 8:55 - 9:15** **Other Business**
- Interview Committee (*Jeff Burton, Jeff Oyer*)
 - BTS Advisory Committee Member Approval
- 9:15** **Adjourn**

BETHESDA URBAN PARTNERSHIP, INC.
Minutes of the Board of Directors Meeting
February 20, 2024

Board Members Present: Katya Marin, Chris Smith, Jane Fairweather, Evan Weisman, Mylene Ortiz Luis, Adam Murphy and Pete Fosselman

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

Guests Present: Allie Williams – Greater Bethesda Chamber of Commerce
Brandan Stuckey – Bethesda-Chevy Chase Regional Services Center

Call to Order: Meeting called to order at 8:05 a.m. by Jeff Burton

Minutes:

A motion was made and seconded to approve the minutes from the January 16, 2024 Board meeting. The motion passed unanimously.

Marketing Report:

Stephanie Coppula reported that we are in the middle of restaurant week. We have been getting quite a bit of press and social media coverage.

Play in a Day is coming back and will be held at Imagination Stage next Saturday night. Six theatre companies will be participating.

The films have been selected for the Bethesda Film Fest. The event will be held April 5 & 6 at the Landmark Cinema.

We are in the process of getting final approval from the County for the art on the utility boxes project. We are currently looking for sponsors and will be doing a call for local artists in the near future.

S. Coppula and J. Burton reported that they held a meeting with Marian Block, Cherian Thomas and Evan Weisman to discuss sponsorship and fundraising opportunities for BUP that was discussed in the January Board meeting. Staff first brought the Board members up to date on BUP's current sponsorship and fundraising efforts for various events and projects. There was then a discussion of whether or not there were other opportunities for BUP. There were a few events and programs that could present sponsorship opportunities. It was clear that BUP staff has reached out to almost every potential sponsor that they have relationships with. The group decided that this list of opportunities should be sent out to the Board members and ask them to lean on their various business relationships to help raise sponsorship dollars that might fit their business model. Staff has put together a sponsorship package for each of these events that can be forwarded to the Board for them to be able to work from. Staff is more than happy to have meetings with anyone the Board members send our way to discuss opportunities.

Maintenance Report:

Jeff Oyer noted all the maintenance highlights can be found in the Board report. Winter activities are wrapping up with tree pruning and brick repairs. J. Oyer reported that Eli Banks has started a formal weekly safety program for the maintenance team. He finds a variety of safety videos that pertain to the type of work BUP does and shows one each week and they then discuss each video. We have also added a variety of safety equipment for their use. We have the final stakebody on order being delivered sometime in March. Unfortunately, the trash truck delivery has now been pushed back to August.

Mobility Report:

Kristen Blackmon reported that the BTS has hired a new staff person to replace Brandan Stuckey and he is in the process of being trained.

There is a cool commute phone contest going on now until the end of February. Individuals send in photos with pictures of their commutes. They will be included in a drawing to receive prizes at the end of the contest.

Bike to Work Day is scheduled for May 17.

K. Blackmon noted that her advisory committee has a vacancy. She interviewed a replacement candidate and their resume and cover letter has been included in the Board packet. K. Blackmon is recommending this person to serve on the BTS advisory committee and needs Board approval. A motion was made and seconded to approve the applicant. There was no discussion. The motion passed unanimously.

Financial Report:

Chris Smith noted that the packet of materials contained the January financials noting that January was another strong month. C. Smith briefly discussed several variances between actual and budget in certain categories that were highlighted in the financial narrative that was included in the Board packet. C. Smith noted that staff and the finance committee are working on an outline for policies and controls for the operation of BUP's reserve account and will have something to share with the other Board members in the coming weeks.

Jeff Oyer reported that he has met recently with a couple of local banks to discuss what they may be able to offer BUP in a banking relationship. He noted that he also has a meeting scheduled with the new branch manager at Eagle Bank. J. Oyer will put together analysis of what the three banks have to offer and bring a recommendation to the finance committee.

Executive Director Report:

Jeff Burton gave the Board an update on BUP's 2024 work plan that staff has been working on. He noted that this year's theme is "togetherness and collaboration". The challenge to the staff this year is to do one thing each week or month that scares or makes you uncomfortable. The work plan was designed keeping the strategic plan in mind under the experience, economy and environment buckets. Under experience, we will be focusing on a lot of public art and possibly having a holiday market at Winter Wonderland. We will also be thinking

about new ways to promote our small business community. We will also be looking for ways to improve the overall customer experience at Taste of Bethesda. Under environment, we will be redesigning some of our older medians with new planting. BTS will be working on finding ways to improve the Bethesda Metro bus bay experience. BUP will most likely need to raise private funding for some of the bus pay projects to make them happen. Under economy, staff will be working on a new website and an upgraded newsletter highlighting BUP and BUP's accomplishments better.

Chairman's Report:

No report.

Other Business:

J. Burton noted that Marian Block's first term on the Board has expired and her position has been advertised by the County. Marian has submitted an application to serve a second term and there was one other applicant. Because Marian wishes to serve a second term there is no need to conduct an interview of the new applicant if the Board approves to nominate Marian to serve another term. A motion was made and seconded to nominate Marian to serve another term. There was no discussion. The motion passed unanimously. Pete Fosselman suggested sending a letter to those applicants that will not be nominated to serve on the Board to thank them for their application and to possibly find another way these applicants could help BUP since they showed interest in serving.

Next Meeting: March 20, 2024



BOARD OF DIRECTORS MEETING

March 19, 2024 8:00 AM

Large Conference Room

- 8:00** **Welcome** (*Marian Block*)
- 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 29 (*Chris Smith, Jeff Oyer*)
- 8:40 – 8:55** **Executive Director Report** (*Jeff Burton*)
- 8:55 - 9:15** **Other Business**
- 9:15** **Adjourn**

BETHESDA URBAN PARTNERSHIP, INC.
Minutes of the Board of Directors Meeting
March 19, 2024

Board Members Present: Marian Block, Katya Marin, Chris Smith, Dan Schlaff, Evan Weisman and Adam Murphy

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

Guests Present: Allie Williams – Greater Bethesda Chamber of Commerce
Brandan Stuckey – Bethesda-Chevy Chase Regional Services Center
Thomas Dant, Bethesda-Chevy Chase Regional Services Center
Ken Hartman – County Executive’s Office

Call to Order: Meeting called to order at 8:05 a.m. by Marian Block

Minutes:

A motion was made and seconded to approve the minutes from the February 20, 2024 Board meeting. The motion passed unanimously.

Marketing Report:

Stephanie Coppula reported that we are in the early stages of a busy Spring season. Play in a Day was held on March 1 and the Local Writer’s Showcase was held this past weekend. Play in a Day had 250 attendees and there were six theatre companies who performed at Imagination Stage. There were over 350 submissions of poetry and essays for the Local Writer’s Showcase. Winners read their work at a couple of events over the weekend.

The Bethesda Film Fest is scheduled for April 5 & 6 at the Landmark Theatre. There are five short documentaries that will be shown. The Bethesda Fine Arts Festival is scheduled for May 11 & 12 in the Woodmont Triangle. There will be over 100 artists selling their various types of art.

The signal box public art project has just been announced. The announcement was sent out to local high schools and BUP’s local artist list for submissions. Staff is also working to secure sponsors for the project.

Maintenance Report:

Jeff Oyer noted all the maintenance highlights can be found in the Board report. Spring activities are beginning as the team is prepping all of the beds and medians for mulch and flowers. We hung some new banners outside of the Regional Services Center at the request of Peter Fosselman. All of the drivers have completed their DOT certificate renewals. Our FY24 budget included \$50,000 for new fully enclosed rodent proof trash cans. We received delivery of 24 of them last week and they have replaced many of the traditional cans on Norfolk Avenue and surrounding areas in the Woodmont Triangle. J. Oyer also noted that the stakebody that has been on order is being picked up today.

Mobility Report:

Kristen Blackmon reported that staff has been busy planning for Bike to Work Day which will be held on Friday, May 17 down in Bethesda Row.

We have received a lot of good photos for the Cool Commute contest. K. Blackmon randomly selected 5 winners to receive a \$100 Bethesda Bucks gift certificate. Several others also received \$25 gift cards from Amazon.

Staff has also been holding a variety of commuter events at various office, condo and apartment buildings throughout the downtown.

Financial Report:

Chris Smith noted that the packet of materials contained the February financials noting that February was another strong month. C. Smith highlighted one specific variance noting that A&E is over budget due to Play in a Day that was held recently but was not in the FY24 budget. The financials are in a healthy position and due to some staffing changes, staff determined that there were sufficient funds to bring the event back this year even though it was not in the original budget. The finance committee is still working on new reserve policies and procedures to present to the Board. J. Oyer reported that he is still working on the banking situation. He has met with two new banks and is still waiting on a couple of pieces of information from Eagle Bank before making a final decision on which direction to go.

Executive Director Report:

Jeff Burton first thanked T.J. Dant, Brandan Stuckey and Peter Fosselman for their work for securing a budget increase for BUP in the County Executive's FY25 proposed budget for all of the increases BUP asked for. It will now go to the County Council for their debate and hopeful approval.

J. Burton reported that a new five-year contract has been signed with RMA who operates the circulator. It will not go in affect until July 1 but will allow RMA to order the two vehicles that are part of the new contract. BUP and DOT agreed that due to a decline in ridership since Covid that the route will also be reduced from three vehicles to two beginning July 1. Although there will be an hourly increase, there has not been an increase in well over five years and the new rate will still be substantially lower than similar services paid for by the County.

J. Burton noted that BUP has been part of a working group with Alcohol Beverage Services, Montgomery County Department of Transportation, County Police, the County Executive's office and the County attorney to figure out a way to overcome the challenges that arose last Summer and caused a temporary closure of the Norfolk Avenue Streeterly over the Winter. At this point, the group has been unable to overcome these challenges. J. Burton then briefed Councilmember Friedson's office that it does not look like we will be able to bring the Streeterly back on its original scale. Councilmember Friedson asked BUP and the working group to get together a group of business owners in the block and a group of residents who have been vocal about wanting the Streeterly to return and discussing with both groups issues and challenges that are present. J. Burton noted that we have held a meeting with the business owners yesterday and are working on scheduling a meeting with the residents. The business owners had some very interesting and sometimes disturbing stories about the

challenges of the Streeterly for their business in light of the unhoused population that was hanging out at the Streeterly. The general consensus was that the issues and conflicts of the active Streeterly far outweighed the positives. None of the businesses in the meeting wanted the Streeterly to return. We will discuss these findings with the residents and then go from there. The County Executive's office has made it clear that this is a BUP Board decision as to whether or not to bring the Streeterly back. J. Burton made it clear to the Board that the working group worked very hard to find a solution to these challenges and that it is very disappointing that we have not been able to solve them at this point. S. Coppola also noted that, regardless of the outcome of the Streeterly, BUP will still be holding Friday night concerts there and will continue to activate that area as much as possible.

Chairman's Report:

No report.

Other Business:

No new business.

Next Meeting: April 16, 2024



BOARD OF DIRECTORS MEETING

April 16, 2024 8:00 AM
Large Conference Room

- 8:00** **Welcome** (*Marian Block*)
- 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 – March 31 (*Chris Smith, Jeff Oyer*)
- 8:40 – 8:55** **Executive Director Report** (*Jeff Burton*)
- 8:55 - 9:15** **Other Business**
- 9:15** **Adjourn**



BOARD OF DIRECTORS MEETING
May 21, 2024 8:00 AM
Large Conference Room

- 8:00** **Welcome** (*Marian Block*)
- 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 – April 30 (*Chris Smith, Jeff Oyer*)
 - Reserve Account Policies
- 8:40 – 8:55** **Executive Director Report** (*Jeff Burton*)
- 8:55 - 9:05** **Other Business**
- 9:05** **Adjourn**
- 9:05 – 9:15** **Executive Section**
- Personnel Discussion