



BOARD OF DIRECTORS MEETING
November 17, 2020 8:00 AM
BUP Conference Room

AGENDA

- 8:00** **Welcome** (*Greg Rooney*)
- 8:00** **Approval of Minutes**
- 8:05 - 8:15** **Marketing/Arts & Entertainment** (*Stephanie Coppula, Jane Fairweather*)
- 8:15 – 8:20** **Maintenance** (*Jeff Oyer*)
- 8:20 – 8:30** **Mobility** (*Kristen Blackmon*)
- 8:30 – 8:40** **Financial Report**
- Financial Statements – October 31, 2020 (*Brian Wynne, Jeff Oyer*)
 - FY22 Budget
- 8:40 – 8:50** **Executive Director Report** (*Jeff Burton*)
- 8:50 – 9:05** **Chairman’s Report** (*Greg Rooney*)
- By-Laws Discussion
 - Committee Updates
- 9:05– 9:15** **Other Business**
- 9:15** **Adjourn**

BETHESDA URBAN PARTNERSHIP, INC.

Minutes of the Board of Directors Meeting

October 20, 2020

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

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

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

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

Minutes:

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

Marketing Report:

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

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

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

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

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

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

Maintenance Report:

Jeff Oyer reported that the maintenance team has been busy with regular fall work such as mowing, weeding, aerating and mulching. We are currently surveying the downtown for fall sidewalk repairs and tree replacements. Brick repairs have also picked up with a crew of two dedicated to daily brick repairs. The fall flower rotation is scheduled to begin later this week.

BTS Report:

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

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

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

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

Financial Report:

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

Executive Director Report:

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

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

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

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

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

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

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

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

Chairman's Report:

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

Other Business:

No other business.

Next Meeting: November 17, 2020