



BOARD OF DIRECTORS MEETING
April 20, 2021 8:00 AM
BUP Conference Room

AGENDA

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

BETHESDA URBAN PARTNERSHIP, INC.

Minutes of the Board of Directors Meeting

February 16, 2021

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

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

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

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

Minutes:

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

Marketing Report:

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

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

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

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

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

Maintenance Report:

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

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

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

BTS Report:

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

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

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

Financial Report:

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

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

Executive Director Report:

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

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

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

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

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

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

Chairman's Report:

G. Rooney asked for an update on the status of the planning area representative on the BUP board. Derrick Harrigan noted that the advertisement period had closed and they are still waiting on a list of new names that have applied but has not heard whether anyone new applied or not. J. Oyer reported that he has heard that there were seven new applicants.

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

Other Business:

No new business.

Next Meeting: March 16, 2021