



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

**AGENDA**

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

# **BETHESDA URBAN PARTNERSHIP, INC.**

## **Minutes of the Board of Directors Meeting**

**July 21, 2020**

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

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

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

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

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

### **Minutes:**

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

### **Marketing Report:**

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

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

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

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

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

### **Maintenance Report:**

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

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

### **BTS Report:**

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

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

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

### **Financial Report:**

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

B. Wynne presented the FY21 proposed budget. Highlights included budgeted revenue of \$94,000 less than the FY20 budget due to the cancellation of the 2020 Taste of Bethesda and also continuing to collect less rent from the various studios. Marketing expenses reflect a budget of \$76,000 less than FY20 due to the cancellation of the Taste of Bethesda and also the 2020 Movie Series. These saving are offset somewhat by budgeting \$40,000 for the Bethesda Streeterly in the fall. Maintenance and administrative expense budgets are somewhat different than FY20 due mainly to the reallocating of salaries from one department to another. This results in a balanced budget for FY21. After a in depth discussion a motion was made and seconded to approve the FY21 operating budget as presented. There was no additional discussion. The motion passed unanimously.

### **Executive Director Report:**

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

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

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

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

### **Chairman's Report:**

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

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

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

### **Other Business:**

No other business.

**Next Meeting:** September 15, 2020