



BOARD OF DIRECTORS MEETING
January 16, 2018 7:45 AM
BUP Conference Room

AGENDA

- 7:45** **Welcome** (*Jack Alexander*)
- 7:45** **Approval of Minutes**
- 7:45-8:10** **Chairman's Report** (*Jack Alexander*)
- BUP's Response to Quality of Life Issues
 - Brick Sidewalks
 - Rats
- 8:10 – 8:150** **Financial Report:**
- Financial Statements – December 31, 2017 (*Len Simon, Jeff Oyer*)
- 8:15 – 8:30** **Executive Director Report** (*Rick Ammirato*)
- Strategic Plan Update
- 8:30 – 8:35** **Maintenance** (*Jeff Burton*)
- 8:35 – 8:45** **Marketing /Arts & Entertainment** (*Stephanie Coppula, Jane Fairweather*)
- Arts & Entertainment Mural Wall
- 8:45 – 8:55** **Transportation** (*Kristen Blackmon*)
- Dockless Bikeshare
- 8:55– 9:00** **Other Updates/New Business**
- 9:00** **Adjourn**

BETHESDA URBAN PARTNERSHIP, INC.

Minutes of the Board of Directors Meeting

January 16, 2018

Board Members Present: Jack Alexander, Robert Donohoe, Debbie Michaels, Elaine Joost, Patrick O'Neil, Jane Fairweather, Greg Rooney, Andrew Jones, Samir Paul and Ken Hartman

Staff Present: Rick Ammirato, Jeff Burton, Stephanie Coppula, Jeff Oyer, Kristen Blackmon and Chiqui Laboy

Guests Present: None Present

Call to Order: Meeting called to order at 7:45 a.m. by Jack Alexander

Minutes:

Jack Alexander asked for a motion to approve the minutes from the previous Board meeting. A motion was made and seconded to approve the November 21, 2017 Board of Director's meeting minutes. The motion passed unanimously.

BTS Report:

Kristen Blackmon noted that there is a hard copy of a Bikeshare presentation for everyone to review. It is a copy of the presentation to the BTS advisory committee from the representatives of Montgomery County's Department of Transportation (DOT). DOT is continuing to work on Capital Bikeshare but is also working on agreements with several other companies that do dockless Bikeshare programs. There is no cost to the County and it is a six month pilot program in Silver Spring. With this program there is no need for bike racks or a station. The bikes are just left by themselves in a public location and then someone else can take that bike from that location and use it. The Capital Bikeshare program is designed to connect people in residential areas to the Metro, the dockless program is similar to a bike rental program. The concept is to saturate areas with these bikes so there are plenty around for people to find and be able to use to get from one place to another. The agreement requires the Bikeshare company to remove a bike that is blocking public access within an hour. Silver Spring has indicated that the companies seem to be fulfilling this requirement for the most part. K. Blackmon feels that if the pilot project goes well in Silver Spring, that the County will want to bring this program to Bethesda. Rick Ammirato noted that the advantages for the County with this type of program is that there is no investment needed for docking stations and it is a hands off program that can be put together quickly. There can be unintended consequences such as too many bikes in one area that block public rights-of-way for pedestrians. Managing that in an urban environment with limited sidewalk space and a lot of traffic congestion could prove very challenging. J. Alexander asked if the BTS advisory committee had an opinion on this program. Debbie Michaels noted that if the bikes are kept in the designated areas they would be supportive, but they are concerned about bikes ending up where they block public access. Ken Hartman reported that there are no plans to bring the program to Bethesda at this time and that could change in a few years. He noted that there would be extensive conversations between the County, the BTS advisory committee and the BUP Board before a decision was made to bring the program to Bethesda. He also noted that both the Silver Spring and Bethesda Chambers of Commerce have been very clear about their concerns. J. Alexander asked for a brief monthly update just to keep informed about any new information about the program. K. Hartman commented that if the program did come to Bethesda that there could be an impact to the workload of BUP as they may be the ones who have to move bikes around if the companies are not fulfilling their obligation. The question would then be how BUP is reimbursed for their services.

Marketing Report:

Stephanie Coppula that the marketing report included photos of Winter Wonderland that was held in December and thanked J. Alexander for attending and kicking the event off. BUP has a busy events calendar coming up with Play in a Day kicking things off in February at Imagination Stage. S. Coppula reported that judges have selected the finalists for the Bernard/Ebb Songwriting Awards that will be held on March 2 at the Bethesda Blues & Jazz Club. Applications are also being accepted for the poetry and essays competitions, the Bethesda Painting Awards and the Trawick Prize. The Film Fest has been moved from March to April 6 & 7 this year. The January exhibit has been installed at Gallery B and artists are booked for the entire year. Studio B is full again as a new artist moved in in November.

S. Coppula reported that Jane Fairweather and Cathy Bernard have met with representatives from Southern Management to ask for funds to put a mural on the wall of one of their buildings. Southern Management has agreed to donate \$35,000 and Cathy Bernard has agreed to donate \$5,000. We would like a total budget of \$50,000. Jane Fairweather noted that A&E has been talking to Southern Management for a couple of years and this is a big donation for a mural that will have a huge impact in the downtown. The mural will have a Bethesda theme and Southern Management will have a vote on what the final product will look like. S. Coppula noted there will be a call for artists and there will be a selection committee that Southern Management will be a part of. The Arts & Entertainment Board has approved a \$2,500 donation from A&E funds and they are asking BUP to donate an additional \$2,500 to get us closer to the \$50,000 target to keep the project moving forward. Patrick O'Neil questioned whether or not the building owner next to the Southern Management building knew about the project or had any plans to build on that property since it would most likely cover up the mural. It was reported that there are no plans as of now, but it is always a possibility down the road. P. O'Neil also questioned what research has been done to set the budget on these types of projects to know that we are pricing them right for the value. S. Coppula noted that they have done quite a bit of research about projects like this in other areas and \$50,000 will not be a high end project but will be top quality. J. Fairweather made a motion that BUP provide \$2,500 in funding to help support this project. The motion was seconded with a unanimous approval.

Maintenance Report:

Jeff Burton reported that the two big projects for the winter are leaf removal in November and December and tree pruning in January and February.

Financial Report:

Jeff Oyer gave a brief report on the December 31, 2017 financials noting that BUP has a total surplus as of December 31 of \$73,000 compared to a budgeted deficit of \$10,000. Revenue is pretty much right on budget. There are positive variances in salaries and benefits for both maintenance and marketing due to past or current staff vacancies. The marketing vacancy has been filled so that variance will stabilize. The maintenance position remains open and will continue to increase. The savings in these categories will be permanent variance for the year to the tune of \$40,000. The positive variances in the other categories are deemed to be timing at this time.

J. Oyer reported that the positive variance in maintenance salaries and fringe due to a vacancy will continue to grow as a decision has been made to leave this position vacant. This decision was made because we have been informed by Silver Spring and Wheaton that they will not be renewing the trash removal contracts with BUP in FY19 which is about \$117,000 in revenue that will be lost. Preliminary indications are that leaving this position open permanently, adjusting overtime hours and a reduction in

direct costs will help lessen the blow of losing these contracts. Early indications show that this savings plan which will go into effect in FY19 will leave about a \$20,000 additional deficit that will have to be addressed in other areas of the BUP budget.

Executive Director Report:

Rick Ammirato noted that he had sent out an email noting that the County Executive had allocated \$3M in his capital plan for bicycle infrastructure. J. Alexander noted that he has asked R. Ammirato to provide a little more detail and some “color” when he sends out these types of emails so there is always a summary with highlights. R. Ammirato noted that there is a lot of talk about bicycle infrastructure in the new master plan so it is great to see these funds being allocated in the capital budget. R. Ammirato will contact DOT and ask for a seat at the table when they begin to discuss how to use these funds and the implementation of each project as it pertains to Bethesda. Research shows that the County Executive has earmarked these funds for protected bike lanes and other bicycle infrastructure improvements in Bethesda.

Rick Ammirato noted that a draft of the strategic plan had been sent to the Board that included the input from the strategic plan committee and other Board members who had comments. Some of the formatting was redone to give it more of a flow from the strategic vision into the steps being made to accomplish that vision. There will be another committee meeting sometime in February and all Board members are welcome to participate. There is no firm deadline for completion but R. Ammirato would like to have the final plan voted on at either the February or March Board meeting.

Patrick O’Neil noted that the strategic plan is bigger than what is being presented today. He commented that the focus of the strategic planning committee is “What are going to be the recommendations that the committee has for the rest of the Board.” Once the recommendations for the overall vision has been approved, the strategic planning committee can then go back and update the narrative. P. O’Neil noted that the strategic plan has been reordered into a format that made more sense to them as a committee. The committee now wants the entire Board’s feedback on whether or not the committee is on the right path substantively.

R. Ammirato noted that the committee looked at the four core areas of BUP and the biggest change to the previous document was that the “Bethesda Brand” needed to be front and center. P. O’Neil noted that the whole strategic plan will be circulated to the Board but that he felt that the first step for the committee should be to get the vision right and make sure that the narrative correlates with it and then let the Board review and comment on that piece.

K. Hartman had three thoughts the Board should consider during the process: 1) where the community will be in five years with more people and more expectations and how does the plan encompass that community; 2) the strategies should have an end state in mind; 3) how does the strategic plan lead to metrics and how does BUP measure whether or not it succeeded. Jane Fairweather noted that the first priority should be for the Board to agree on what the key points and overall vision is and then the Board can sit down and figure out how we know if we are meeting those goals. Greg Rooney noted that he would like to see the last five-year plan and the full plan to be able to get a complete picture. R. Ammirato noted that he would send the previous plan with accomplishments.

R. Ammirato noted that the biggest thing he needs right now is feedback and it should be focused on the idea of what BUP is looking to do over the next five years including items such as how we will incorporate the branding of the downtown itself, the goals of the new sector plan, mobility and the Arts & Entertainment District.

Jack Alexander asked for an overall timeframe of the steps to be taken to get to a completed product including what discussions about the plan and what decisions need to be made during each of the steps.

K. Hartman noted that this is an opportunity for the organization to articulate where it is going and where Bethesda is going over the next five years, not just to the Office of Legislative Oversight but to the community itself. J. Alexander noted that the metrics sound good but will be very hard to nail down. J. Fairweather noted that we will develop a document that will have an attempt at metrics but that may be a long meeting. R. Ammirato noted that he understands the need to look at measuring whether or not BUP is meeting its goals but does not want to have such specific metrics that prohibits the organization from having the flexibility it needs to meet the strategic goals. We also don't want metrics that are unreachable and we set ourselves up for failure.

P. O'Neil noted that the best use of time for the next strategic planning committee meeting would be for Board members to put into writing whether or not they feel they like the substance, want to reorder the substance or want to change the substance. It will be a much better use of the committee's time to be able to assimilate the information than to try and draft it together.

There was additional discussion about the use of metrics in the strategic plan and it was agreed that the committee and Board will continue to evaluate the best way to incorporate these metrics.

Elaine Joost recommended that we refer to the four core areas as goals and what we currently refer to as goals now, would become strategies.

Before the next committee meeting R. Ammirato will prepare a new draft of the strategic plan, send out a copy of the previous plan with comments of where we are.

Chairman's Report:

Jack Alexander made several observations:

- 1) J. Alexander questioned when a developer goes in for plan approval does BUP have any input on where they are and are not putting in brick sidewalks? J. Burton noted that optional method developers are required to install a certain amount of brick sidewalk based on a formula containing their footprint and size of building. If there is not enough space in their own footprint, Park & Planning would pick another area in the urban district to do more brick sidewalks. That is when BUP would get involved because Park & Planning would ask for our opinion about the best place to do additional brick sidewalks. If it is standard method development, they aren't even required to install brick sidewalks and if they do it only has to be around the footprint of their building. J. Alexander commented that he felt BUP could play a role in helping get brick sidewalks installed in very obvious areas where there are small gaps of concrete sidewalks in between brick sidewalks that could easily be addressed during the development and construction process. He used the area around the new police station as an example. P. O'Neil noted that BUP has to be somewhat careful because that is an amenity being built by a private developer and we can't force someone to add additional brick sidewalks after they have negotiated their deal with Park & Planning. K. Hartman noted that it is completely in BUP's rights to get involved with things like this, but figuring out how to do it during the planning phase instead of after the fact would prove most beneficial. R. Ammirato noted that he would talk to Park & Planning to find out where it is possible for BUP to get involved on the front end of those types of issues. J. Alexander noted that as a Board, that when we see areas around Bethesda that could be easily improved with this type of fix, that you should bring that to the Board and staff. J. Fairweather suggested that BUP reach out to the land use attorneys in town since they are usually some of the first ones to know what projects are coming and what amenities are being installed. We can suggest to them small projects and relatively low cost

improvements that can be added as part of their amenity package that would make big improvements to the streetscape in the urban district.

- 2) J. Alexander reported that there was a water main break on Cordell Avenue recently during freezing conditions where the water was running heavily down the street and certain areas were becoming icy. J. Alexander wanted to discuss what BUP's role should be when something like this occurs and the problem isn't being handled as rapidly as we would like especially when there is safety involved or when it is adversely affecting businesses and their customers. R. Ammirato noted that when BUP sees a water main break or a tree down that we immediately call the entity who is responsible for making the fix or correcting the problem and try to get them to respond as quickly as possible. We also get the police involved if there are safety issues related. We can work on going out and talking to all of the affected merchants as well and give them updates and let them know what we are doing to alleviate the problem. R. Ammirato noted that there may be issues with BUP trying to mitigate the problem. For instance, putting sand down when there are icy conditions. That may make BUP liable for accidents if something happens and BUP is seen as the entity who was fixing the problem. We will need to talk to the County attorney about that. The general consensus of the Board seemed to be that if BUP helps out with something one time and doesn't do it the next and something happens that BUP could be held responsible. Greg Rooney made the comment "No good deed goes unpunished." P. O'Neil confirmed that thought unless it was a life saving measure. J. Burton noted a time when BUP attempted to help police during a power outage by supplying generators to power stop lights on Wisconsin and got into a lot of trouble with DOT for causing a potential liability issue if an accident would have happened because our generator failed. R. Ammirato noted that we can expand our outreach. J. Alexander noted that the overall takeaway is that reaching out to merchants is great; we can create an environment in Bethesda that if there is some type of emergency the people know BUP has made the appropriate calls to get it fixed; and that BUP is on their side.

Other Business:

There was no new business.

The Board meeting was adjourned at 9:15

Next Meeting: February 20, 2018



BOARD OF DIRECTORS MEETING
February 20, 2018 7:45 AM
BUP Conference Room

AGENDA

- 7:45** **Welcome** (*Jack Alexander*)
- 7:45** **Approval of Minutes**
- 7:45-7:50** **Transportation** (*Kristen Blackmon*)
- New Advisory Board Member
- 7:50 – 7:55** **Marketing/Arts & Entertainment** (*Stephanie Coppola*)
- 7:55 – 8:00** **Maintenance** (*Jeff Burton*)
- 8:00 – 8:05** **Financial Report:**
- Financial Statements – January 31, 2018 (*Jeff Oyer*)
- 8:05 – 8:20** **Executive Director Report** (*Rick Ammirato*)
- Strategic Plan Update
 - Annual Meeting of Stakeholders
- 8:20 – 8:40** **Chairman’s Report** (*Jack Alexander*)
- 8:40– 8:45** **Other Updates/New Business**
- 8:45** **Adjourn**
- 8:45 – 9:00** **Executive Session – Personnel Review Criteria**

BETHESDA URBAN PARTNERSHIP, INC.

Minutes of the Board of Directors Meeting

February 20, 2018

Board Members Present: Jack Alexander, Robert Donohoe, Debbie Michaels, Elaine Joost, Patrick O'Neil, Greg Rooney, Andrew Jones, Samir Paul and Ken Hartman

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

Guests Present: None Present

Call to Order: Meeting called to order at 7:45 a.m. by Jack Alexander

Minutes:

Jack Alexander asked for a motion to approve the minutes from the previous Board meeting. There was a request to clarify or elaborate on a section in the Executive Director's report about the purpose of capital funding approved by Montgomery County for a bike route between Bethesda and Silver Spring. A motion was made and seconded to approve the January 16, 2018 Board of Director's meeting minutes with the requested clarification. The motion passed unanimously.

BTS Report:

Kristen Blackmon reported that nothing new has happened on the dockless bike front. She and Rick Ammirato attended a meeting in Silver Spring. It was a public meeting the attendees were pretty equally split between liking and not liking the bikes. The message was loud and clear that the companies have to find a better way to deal with bikes left in the public right-away and when too many bikes ending up in one spot. Jeff Burton noted that this is a national issue with what these dockless bike companies are delivering and where they are falling short on their agreements. K. Blackmon also noted that more fixed Capital BikeShare stations are being added around the County so they are not being replaced by the dockless bike system.

K. Blackmon noted that there was a summary of the past month's activities for everyone to review. K. Blackmon also noted that there was a resume of a candidate to serve on the BTS advisory committee in the packet for the BUP Board to review and vote on. A motion was made a seconded to approve the candidate to sit on the BTS advisory committee as a small business representative. The motion passed unanimously.

Marketing Report:

Stephanie Coppula reported that a very slushy Play in a Day was held this past weekend. Elaine Joost noted that it was probably the best Play in a Day event she has ever attended. There were a few no shows but attendance was still good. The next event will be the Bernard/Ebb Songwriting Awards which are scheduled for two weeks from this Friday on March 2nd. There will be six adult finalists and three youth finalists.

S. Coppula reported that once the building across the street receives all of its occupancy permits that BUP will start soliciting artists to occupy the four new artist studios. We anticipate that this will be later this spring and we hope to have artists in the space sometime

during the summer. R. Ammirato reported that the developer has provided a \$7,500 check to the Arts & Entertainment District in order to temporarily rent back one of the artist studios and use it as a sales office. This was something the Board had approved at a previous meeting and Park and Planning had signed off on this agreement. The developer will occupy the space for approximately nine months.

Maintenance Report:

Jeff Burton reported that January and February are mostly dedicated to tree pruning and since the weather has been cooperating, we hope to get an early jump on spring mulching.

J. Burton reported that we are having mechanical issues with two of the big Circulator busses and expects them to be back on the road soon. He also reported that new big bus is expected to be delivered during the first part of April and will then be in service at the end of April once it is wrapped.

J. Burton also reported that WSSC continues to provide BUP regular updates on the water main project in the Woodmont Triangle. He reported that things are going about as smoothly as possible, but that the project will be continuing for another 18 months.

The project on Elm Street continues to progress, but that project will be ongoing for another three to three and a half years. Ken Hartman helped set up a meeting with business owners in that area about the construction hurting their businesses. There is a bill being introduced in Annapolis regarding aid to businesses that are severely affected by Purple Line work. There is also a signage package that BUP is installing to help pedestrians better navigate the area and get them to the businesses, especially those coming from Wisconsin Avenue.

Financial Report:

Jeff Oyer gave a brief report on the January 31, 2017 financials noting that revenue was right on budget for the year to date. J. Oyer noted that we will continue to see increases in the positive variances in marketing and maintenance salaries due to a vacancy on the maintenance staff and lower benefits expenses for the new marketing employee. The positive variance in maintenance salaries will continue to grow as we will continue to maintain a vacant position in preparation for the cancellation of the trash contract with Silver Spring and Wheaton in FY19. K. Hartman reported that the Office of Management and Budget is talking with Silver Spring and Wheaton about how they plan on providing trash removal service without BUP's assistance so there are ongoing internal talks at the County. J. Oyer reported that there were no other significant variances in expenditures in any other categories. J. Oyer noted that revenue exceeded expenses by \$109,000 for the seven months ended January 31 compared to a \$16,000 budgeted surplus. A portion of that variance between actual surplus and budgeted surplus will be permanent due to staff vacancies and the remainder can be attributed to timing.

Executive Director Report:

Rick Ammirato reported that Len Simon has decided to sell his business to his employees and plans on moving up to New York by the end of the year to be closer to his family. That means he will only be serving on the BUP Board until his departure and we will be advertising for someone to fill his seat later in the year.

R. Ammirato noted that he would like to take this opportunity to form a nominating committee that would most likely meet two times a year. It will focus mainly on the BUP Board and planning for future vacancies as well as working on officer nominations from year to year. There was a brief discussion about the process of advertising and filling current or upcoming vacant Board positions. K. Hartman and

BUP staff will follow up with the County to see the status of advertising for Elaine Joost's position which expired last fall since the County initiates all advertisements for vacant Board positions for all agencies associated with the County. Jack Alexander commented that, globally as a Board, we need to keep our eyes and ears open for candidates we think would be good additions to the Board and then encourage them to apply. J. Burton noted that BUP staff has been taking that proactive approach for years. R. Ammirato commented that he would like to have the first nominating committee meeting in March and anyone interested on serving on that committee should contact him.

R. Ammirato noted that the next strategic planning committee meeting is scheduled for March 1. He reported that he is working on incorporating all of the comments he has received and should have that out to everyone by the end of the week for review.

R. Ammirato noted that, during the Board's annual retreat, there was a suggestion or discussion about having an annual meeting of stakeholders. He was considering holding this sometime in June or July around the election of BUP's new officers for FY19 where we could also make a "state of the downtown" presentation. The question is "What is the scope of this meeting and who needs to be invited?" There are 2,400 people on the tax rolls in the urban district and this number has to be narrowed in some form. Debbie Michaels questioned whether it has to be individual invitations or can it just be a public notice? Staff will continue to work with K. Hartman to further define the scope of this meeting.

R. Ammirato reported that staff met with Park and Planning to discuss holding future Yappy Hours and give them an option for four new ones throughout the rest of the year. There was some push back on the budget for holding four more and they would only like to do two this year. BUP would still like to do four so we will look at what that means for BUP's budget and can we afford to do the other two on our own. J. Alexander asked what everyone thought about the first Yappy Hour. The general consensus of the Board was that it created good will and is a good idea to hold more but not too many where it dilutes the product or costs BUP too much money. They also agreed that a major reason for the Yappy Hour was to develop a stronger relationship with Park and Planning, which should be considered when making the decision on how many to have. We should continue to find the optimal way to work with Park and Planning and activate park spaces with a combination of Yappy Hours and other events. Staff noted that they will continue to evaluate and figure out the best balance on the type and number of events.

R. Ammirato noted that he and Jeff Burton had a meeting with staff from the Department of Transportation. He noted that a large portion of the strategic plan is BUP working with DOT on streetscape improvements, infrastructure, crosswalks and pedestrian safety. The meeting was to find out what DOT's plan was to address these issues. There are substantial capital improvements dollars for these projects but the funding has been pushed out to future years. They are very excited to work with us on recalculating what needs to be done and where. K. Hartman noted that if there are pedestrian safety needs that are identified, that they are not part of the capital improvement budget. The capital improvement budget is for brick sidewalks and trees, etc.

Chairman's Report:

Jack Alexander suggested that each BUP staff member make sure that their phone extension be added as part of the tag on their emails to make it easier to get a hold of them.

J. Alexander noted that there was a letter from R. Ammirato on the BUP website that was from back when he started. S. Coppola noted that this would be updated.

Other Business:

There was no new business.
The Board meeting was adjourned at 9:15

Next Meeting: March 20, 2018



BOARD OF DIRECTORS MEETING
March 20, 2018 7:45 AM
BUP Conference Room

AGENDA

- 7:45** **Welcome** (*Jack Alexander*)
- 7:45** **Approval of Minutes**
- 7:45-7:50** **Transportation** (*Kristen Blackmon*)
- 7:50 – 8:00** **Marketing/Arts & Entertainment** (*Stephanie Coppola*)
- 8:00 – 8:05** **Maintenance** (*Jeff Burton*)
- 8:05 – 8:25** **Financial Report:**
- Financial Statements – February 28, 2018 (*Len Simon*)
 - County Executives FY19 Budget Release (*Ken Hartman*)
- 8:25 – 8:35** **Executive Director Report** (*Rick Ammirato*)
- County CIP Program
- 8:35 – 8:50** **Chairman’s Report** (*Jack Alexander*)
- 8:50– 9:00** **Other Updates/New Business**
- 9:00** **Adjourn**

BETHESDA URBAN PARTNERSHIP, INC.

Minutes of the Board of Directors Meeting

March 20, 2018

Board Members Present: Jack Alexander, Robert Donohoe, Debbie Michaels (via conference call), Len Simon, Elaine Joost, Patrick O'Neil, Jane Fairweather, Samir Paul and Ken Hartman

Staff Present: Rick Ammirato, Stephanie Coppula, Jeff Oyer and Kristen Blackmon

Guests Present: Ginanne Italiano – Greater Bethesda Chamber of Commerce

Call to Order: Meeting called to order at 7:45 a.m. by Jack Alexander

Minutes:

Jack Alexander asked for a motion to approve the minutes from the previous Board meeting. A motion was made and seconded to approve the February 20, 2018 Board of Director's meeting minutes. The motion passed unanimously.

BTS Report:

Kristen Blackmon noted that last month Montgomery County sent out a note to employers to complete their traffic mitigation plans online. There was a really good response from Bethesda employers.

K. Blackmon reported that Bike to Work Day is coming up on Friday, May 19 and registration is open. Staff is working to secure sponsors and raffle prize donations. Anyone who would like to make a cash donation as a sponsor or would like to provide a prize for the raffle can be listed as a sponsor of the event. K. Blackmon will send the sponsor/donation request letter to the Board for anyone who would like to make a contribution.

There is no real update on the dockless bike program. There has been no talk about expansion at this time and K. Blackmon has asked the County to provide a letter updating the future status of the program once the pilot program in Silver Spring ends this spring. Staff will continue to monitor.

J. Alexander noted that Bethesda is starting to get more dedicated bike lanes and asked for a discussion on the Board's opinion of more bikes and bike lanes in Bethesda. J. Alexander wondered whether or not BUP staff is consulted on the plan or gets involved with when and where to put new bike lanes as it pertains to the overall traffic picture in Bethesda. K. Hartman noted that the County Council passed a new master plan that calls for additional bike lanes. K. Hartman noted that Rick Ammirato attended a meeting in his office about the plans for the Woodmont Avenue bike lane. That current plan shows taking away a parking lane on Woodmont Avenue to accommodate a bike lane. There is also a push from businesses in the core of Bethesda to eliminate one way streets, which they feel is hurting business, and to make sure that this is studied in conjunction with the plans for the Woodmont Avenue bike lane. K. Hartman noted that the County must sell the value proposition of more bikes versus less parking. R. Ammirato noted that there are a lot of considerations involved in developing the plan for bike lanes and that Park and Planning will be coming to the community and BTS for feedback and to discuss final designs. The general consensus of the Board is that bike lanes are coming to Bethesda based on the approved master plan and BUP should stay involved as much as possible in the design and implementation process to the extent asked to.

Marketing Report:

Stephanie Coppola reported that the Bernard/Ebb Songwriting Awards Concert was held on Wednesday, March 14 after being rescheduled from the original date of March 2 due to a power outage in Bethesda and at the Blues & Jazz Club caused by a wind storm. There was still a great crowd and everyone seemed very pleased with the event. County Executive Leggett and his wife were in attendance which was also very nice. Elaine Joost suggested displaying the lyrics of the song while it is being performed since sometimes it is hard to understand the words and the contest is about the lyrics and not the performance. Staff will look into the possibility. R. Ammirato commended the marketing staff for how they handled having to postpone the event and how they were able to adapt and still put on a fabulous show nearly two weeks later.

The next event will be the Bethesda Film Festival on April 6 & 7. There are five short documentary films that will be shown at a total of three different screenings on Friday and Saturday evenings at Imagination Stage.

Maintenance Report:

J. Alexander did a brief review of the report log that was distributed with the various ways that BUP staff assists the public.

J. Alexander asked that Jeff Burton provide a report at the next Board meeting on the status of the WSSC Woodmont Avenue water main project including if there have been any issues and whether or not the project is on schedule.

Financial Report:

Len Simon gave a brief report on the February 28, 2018 financials noting that revenue is \$2,500 under budget and expenses are \$112,000 under budget the year to date resulting in revenue over expenses being \$109,500 better than budget. The largest portion of the expense savings is from vacant positions throughout the year in both the marketing and maintenance departments. There are also savings in several other categories that are being monitored to determine if they are due to timing or will be permanent variances for the year.

K. Hartman briefly reviewed the various sources from which the urban district, which funds BUP's contract, receives its annual funding including optional method development fees, an urban district tax, a general fund transfer and a parking lot district transfer. K. Hartman noted that the urban district is supplemented by the parking lot district which has its own financial concerns. The transfer from the parking lot district for FY19 is being reduced by \$150,000 over FY18 in order to maintain a 2.5% urban district fund balance. K. Hartman then reviewed BUP's FY19 budget request. K. Hartman pointed out that in FY17, BUP under spent its budget by \$54,000 and had revenue of \$49,000 over budget, the BUP audit showed that BUP has an unrestricted fund balance of \$511,000 and FY18 to date shows that BUP has under spent its budget by \$100,000. K. Hartman noted that BUP had requested a same services budget for FY19 in the amount of \$230,000 including the annualization of the FY17 COLA increase as well as increases for rent, insurance and a wage increase. Jeff Oyer reviewed the purpose of the reserve account noting that it has been used for equipment/vehicle purchases and any revenue over expenses in any year are typically added to the reserve and used for one time purchases such as trash cans, the strategic plan or a new website since these items are not included in the operating budget and typically are not funded separately funded by the County when requested in BUP's budget submission. K. Hartman noted that OMB has expressed that there are insufficient resources to pull from the parking lot district and

for the foreseeable future the budget for the urban district will remain flat. OMB also believes that BUP can absorb BUP's fixed cost increases on its own based on the fact that BUP has a reserve fund and it looks like revenue will exceed expenses again in FY18. K. Hartman noted that this is a philosophical change that the Board must address. There was then a lengthy discussion about how to address the budget cut, what we do different in the future to educate the County on why we have a reserve fund and how we use it, and whether or not we take any actions with the County Council to get the \$19,500 budget cut restored. The options discussed were: 1) do nothing; 2) talk to Councilmember Berliner to see if he would support getting the cut restored at the County Council level. A meeting will be set up with Councilmember Berliner to discuss this matter.

Executive Director Report:

Rick Ammirato reported that the Chamber of Commerce produced several letters of testimony to the County Council regarding the Bethesda streetscape capital improvement budget, the bike lane plan in Bethesda and the study for two way streets in Bethesda. These were items of concern when the County Executive's budget was released.

Chairman's Report:

None

Other Business:

There was no new business.

The Board meeting was adjourned at 9:35

Next Meeting: April 17, 2018



BOARD OF DIRECTORS MEETING
April 17, 2018 7:45 AM
BUP Conference Room

AGENDA

- 7:45** **Welcome** (*Jack Alexander*)
- 7:45** **Approval of Minutes**
- 7:45-7:50** **Transportation** (*Kristen Blackmon*)
- 7:50 – 7:55** **Marketing/Arts & Entertainment** (*Stephanie Coppula*)
- 7:55 – 8:00** **Maintenance** (*Jeff Burton*)
- 8:00 – 8:10** **Financial Report:**
- Financial Statements – March 31, 2018 (*Len Simon*)
 - FY19 Budget (*Rick Ammirato*)
- 8:10 – 8:20** **Executive Director Report** (*Rick Ammirato*)
- Strategic Plan Update
- 8:20 – 8:25** **Chairman’s Report** (*Jack Alexander*)
- 8:25– 8:30** **Other Updates/New Business**
- 8:30 – 9:00** **Executive Session – 360 Review**
- 9:00** **Adjourn**

BETHESDA URBAN PARTNERSHIP, INC.

Minutes of the Board of Directors Meeting

April 17, 2018

Board Members Present: Jack Alexander, Robert Donohoe, Debbie Michaels, Len Simon, Elaine Joost, Patrick O'Neil, Greg Rooney, Andy Jones (via conference call), Samir Paul and Ken Hartman

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

Guests Present: None

Call to Order: Meeting called to order at 7:45 a.m. by Jack Alexander

Minutes:

Jack Alexander asked for a motion to approve the minutes from the previous Board meeting. A motion was made and seconded to approve the March, 2018 Board of Director's meeting minutes. The motion passed unanimously.

BTS Report:

Kristen Blackmon reported that Marriott has agreed to contribute \$2,500 for this year's Bike to Work Day event scheduled for May 18. Staff also continues to receive donations and raffle prizes from other companies including AMR Commercial. The event will be held from 6:30 – 9:00 a.m. at the corner of Woodmont Avenue and Bethesda Avenue.

K. Blackmon also reported that the County's Department of Transportation is expecting to release a report on the dockless bikeshare pilot program sometime in mid to late June.

Marketing Report:

Stephanie Coppula reported that the Film Festival was held this past weekend with three screenings that were almost all sold out. The event was moved from March to April this year which helped attendance as it was higher than previous years. It was also helpful to move some of the money budgeted for the Literary Festival over to the Film Fest to help pay for more advertising for the Film Festival.

S. Coppula noted that the Literary Festival which is now called the Local Writer's Showcase will be held this coming weekend with the winning local poets as well as an award-winning poet E. Ethelbert Miller at Gallery B on Thursday night and then the essay and short story contest winners at the Hyatt on Friday night.

The Bethesda Fine Arts Festival will be held on May 12 and 13 featuring 120 artists on Norfolk and Auburn Avenues. There will also be Bethesda restaurants and live entertainment.

S. Coppula reported that she and Rick Ammirato have done a walk thru of the new artist's studios across the street that BUP will be managing. It looks like the owner will be taking occupancy soon and the studios will be turned over to us shortly after that. The studios look

good although we are negotiating with the developer about the possibility of putting in a different flooring for the studios. R. Ammirato noted that the plans call for polished and seal concrete but there are few issues such as cracking and we are requesting that the developer install vinyl flooring. The developer has quoted a price of \$10,000 so we are hoping we can come to some sort of compromise. S. Coppola noted that other than floor, the rest of the space is beautiful. Each studio has its own restroom, HVAC system and front door which will help make them very marketable. We hope to have the application to apply for the space live and online by the end of this month. The name of the studio will be Triangle Arts Studios. We are still working through the budget but the rent will most likely be around twice as much at Studio B as the space is larger and is also above ground.

Maintenance Report:

Jeff Burton noted that the maintenance team is in full spring mode and is about halfway through the spring edging and mulching process. The spring flowers will be planted around the middle of May.

The new Circulator is almost ready for delivery. RMA hopes to take delivery in early May and then we will have it wrapped. If everything goes well it will be on the route in mid to late May.

J. Burton noted that he and Rick Ammirato will be meeting with Park and Planning on Thursday to review the draft of the streetscape standards for the new master plan.

J. Burton reported that everyone should have received the update on the WSSC project in the Woodmont Triangle. It looks like they are a little behind but indications are that they will be finishing the project sometime in the fall. Deborah Michaels questioned who is responsible for making sure WSSC repairs the roads to an acceptable level once all of the work is completed. K. Hartman noted that WSSC will be resurfacing all of the roads in the Woodmont Triangle once the project is completed. They just used to have to do patchwork but there are new County guidelines that require them to mill and repave the entire surface from curb to curb. J. Burton noted that we have developed a good working relationship with WSSC and they have been very responsive to concerns and requests for information.

Financial Report:

Len Simon gave a brief report on the March 31, 2018 financials noting that expenses are \$118,000 under budget after nine months of operations. Over half of that current savings is due to staff vacancies so much of this savings will be permanent at year end. Both the TMD and Circulator financials are very close to budget.

L. Simon noted that members of BUP's finance committee as well as staff provided a briefing for Councilmember Berliner yesterday. BUP has a complicated budget with a County contract that has numerous funding sources. L. Simon noted that BUP staff and Board members can't do enough briefing with all of the Council members in the future. They are all so busy and have so much territory to cover that the Councilmembers knowledge level about BUP's budget will be very shallow unless we continue to educate them.

R. Ammirato noted that the BUP group gave Councilmember Berliner a brief overview of the County Executive's FY19 budget proposal and asked if he would support restoring the proposed \$19,500 cut with funds from the parking lot district. Councilmember Berliner noted that he would send a memo to the PHED committee requesting that they restore the \$19,500 cut. The Greater Bethesda Chamber of Commerce will also send a letter in support of this and hopefully the PHED committee will vote to at the \$19,500 onto the reconciliation list. R. Ammirato noted that he would be attending the PHED committee at 2:00 this Thursday.

Executive Director Report:

Rick Ammirato reported that everyone should have received a copy of the latest draft of the strategic plan. R. Ammirato noted that if everyone is satisfied with the current version and there are no questions or proposed changes, he would like a vote from the Board that this is the new strategic plan. Once the strategic plan is finalized we will send it to the Office of Legislative Oversight and then R. Ammirato plans on going out and meeting with neighborhood and civic associations in Bethesda to discuss development and BUP's strategic plan. R. Ammirato noted that he would like to give this presentation to the Board first. Jack Alexander thanked Patrick O'Neil, Stephanie Coppola, Elaine Joost, Debbie Michaels and Ken Hartman for their extra efforts in finalizing this plan. J. Alexander also noted that the Board needs to make sure that once the Board approves the plan that it doesn't just get put on a shelf for five years and that the Board needs to continually assess the progress being made to the goals outlined in the strategic plan. A motion was made and seconded to approve the contents of the strategic plan as drafted as a working document. The motion passed unanimously. The Board will get another opportunity to approve the final version which will include making the document fancier before the final version is made public.

R. Ammirato noted that the grand opening of the new Bethesda Library was this past Saturday. It was a wonderful event.

R. Ammirato noted that the Arts & Entertainment District Board had raised about \$50,000 for a mural on the Triangle Towers building. The new cost estimate is for the project is now \$80,000 – \$85,000 in order to do the proper job on the mural. R. Ammirato has met with Park and Planning to see if they would have any money to help fund this type of project. They indicated that they may have \$35,000 in place making funds that could be used for this type of project. During these discussions, Park and Planning also indicated that they have a budget of \$75,000 per year for place making activities. They have indicated that they would like to use half of those funds for projects in Bethesda in the next fiscal year. Discussions are continuing with them to try and secure funding for both of these initiatives.

Robert Donohoe asked if BUP was planning on writing a letter of support for the capital improvement plan proposed for Bethesda. R. Ammirato noted that letter of support were sent by the Implementation Committee and the Chamber of Commerce. R. Donohoe thought that BUP should also go on record in support of this plan. J. Alexander questioned if there was any reason why we should not go on record. This is the capital improvement for the Bethesda streetscape. The letter would state that BUP supports the proposed plan. R. Ammirato noted that he would draft and send a letter.

Chairman's Report:

Greg Rooney noted that the underground work and demo on Woodmont Avenue for the Marriott project would be beginning in the next few weeks. Since there are numerous ongoing complaints in Bethesda around other developments about closing sidewalks and staging dump trucks, G. Rooney noted that he is working with Marriott to roll out this information to the public to make sure everyone is kept as informed and up to date as possible on the project in the hopes that information and communication will alleviate some of the public's concerns. There was an overall discussion about how developers have their traffic control plans approved and J. Burton noted that progress is being made to make the process go quicker and smoother. There was also a general discussion about better signage and signage location to ensure that pedestrians are aware of sidewalk closures. J. Burton noted that the Department of Permitting Services has one inspector and one supervisor just dedicated to Bethesda. He noted that we have a great relationship with them and the developers and it is a daily process to identify any issues and get them addressed as soon as possible. J. Alexander noted that we would pick this discussion up at the next meeting to see if there were any other ideas to improve the process.

Other Business:

There was no new business.

At 8:40, there was a motion made and seconded to adjourn the BUP Board meeting and move into an executive session to discuss the 360 review of the Executive Director. The motion passed unanimously.

Next Meeting: May 15, 2018



BOARD OF DIRECTORS MEETING
May 15, 2018 7:45 AM
BUP Conference Room

AGENDA

- 7:45** **Welcome** (*Jack Alexander*)
- 7:45** **Approval of Minutes**
- 7:45-7:50** **Transportation** (*Kristen Blackmon*)
- 7:50 – 7:55** **Marketing/Arts & Entertainment** (*Stephanie Coppula*)
- 7:55 – 8:00** **Maintenance** (*Jeff Burton*)
- 8:00 – 8:10** **Financial Report:**
- Financial Statements – April 30, 2018 (*Len Simon*)
 - FY19 Budget (*Rick Ammirato*)
- 8:10 – 8:25** **Executive Director Report** (*Rick Ammirato*)
- Strategic Plan Update
 - Digital Kiosks
- 8:25 – 8:40** **Chairman’s Report** (*Jack Alexander*)
- 8:40– 8:45** **Other Updates/New Business**
- 8:45 – 9:00** **Executive Session – 360 Review**
- 9:00** **Adjourn**

BETHESDA URBAN PARTNERSHIP, INC.

Minutes of the Board of Directors Meeting

May 15, 2018

Board Members Present: Jack Alexander, Robert Donohoe, Debbie Michaels, Len Simon, Elaine Joost, Patrick O’Neil, Greg Rooney, Jane Fairweather, Samir Paul (via conference call) and Ken Hartman

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

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

Call to Order: Meeting called to order at 7:45 a.m. by Jack Alexander

Minutes:

Jack Alexander asked for a motion to approve the minutes from the previous Board meeting. A motion was made and seconded to approve the April 17, 2018 Board of Director’s meeting minutes. The motion passed unanimously.

Marketing Report:

Stephanie Coppula reported the Fine Arts Festival was a great success over the weekend. There are many repeat artists and about 25% - 30% are new each year. There were several great success stories with customers buying up to eight pieces of art from one vendor. Crowds were very good on both days. Len Simon noted that the range of art is quite large.

S. Coppula noted that summer concerts begin this week in Veteran’s Park, weather permitting. Imagination Bethesda is Saturday, June 2 on Woodmont Avenue and Elm Street. The Bethesda Painting Awards opening reception will be held on Wednesday evening June 6 at Gallery B.

S. Coppula gave a brief video presentation with pictures of the new Triangle Arts Studio across the street. It was noted that the contractor is wrapping the space up and we hope to take possession over the summer. Ken Hartman noted that since the County is the one who will be taking actual legal possession of the space that we should get them involved during the final inspection and before the studios are officially turned over to the County. K. Hartman will help coordinate this. Marketing of the space will begin shortly and S. Coppula noted that there are people who have contacted us expressing interest in the space.

S. Coppula noted that she and Rick Ammirato are working through the final details on the MOU with Park and Planning who is providing \$35,000 for the Triangle Towers project to paint a portion of the side of their building.

BTS Report:

Kristen Blackmon reported that Bike to Work Day will be held this Friday rain or shine from 6:30 – 8:30. BTS has also teamed with Silver to add a Bike from Work event for those who can’t make it to the morning event. Montgomery County DOT will be installing a “Pop Up” bike lane for the event that will

help bicyclist's get to the event a little easier and safer since the Capital Crescent Trail is closed and also to pilot the route since this is the route proposed in the Master Plan for a permanent bike route through Bethesda.

K. Hartman noted that there is now an all pedestrian cycle on the stop lights at the intersection of Bethesda Avenue and Arlington Road so pedestrians can walk in any direction during one specific cycle.

Maintenance Report:

Jeff Burton noted that the spring flowers are scheduled to be planted next week. J. Burton reported that he has been doing his spring sidewalk and trees survey and that sidewalk repairs and tree replacements will also be starting soon.

J. Burton noted that he had sent the board a first draft of the Ambassador's trend report which was mentioned at the last meeting. The board had also asked for a story from the Ambassador's monthly report where they have had a positive interaction with the community. J. Burton proceeded to read from the daily log of the Ambassador supervisor. The story consisted of the Ambassador's being called to assist the police with a Spanish speaking citizen who was in trouble. The Ambassador's went to the 2nd District police station to assist. Upon arrival they found that the citizen had been the victim of a scam and was tentative to interact with the police because of phone threats he had been receiving. Once calmed by the Ambassador's, the victim began detailing his experience for the police where his life had been threatened. Officer Dave Brown, who had called for assistance then sent a follow up email thanking BUP again for their continued support for that and many other instances where they have assisted the police, noting that they represent BUP very well and that they are always welcome at police scenes as they bring numerous skills which are of assistance including keeping the citizens of Bethesda informed during these incidents.

Financial Report:

Len Simon gave a brief report on the April 30, 2018 financials noting that BUP is in good shape. There are no significant variances in year to date revenue and expenses are \$151,000 under budget. The largest expense savings are in salaries and benefits due to staff vacancies throughout the year.

R. Ammirato reported the County Council is still working on the approval of the County's FY19 operating and capital improvement budgets. The T&E committee has voted to restore the \$19,500 cut to BUP's budget and this will now go to the PHED committee for their approval before it goes in front of the whole Council for a vote. L. Simon noted that the moral of the story is that there is no substitute for the one on one Council member briefing because of the complexity of BUP's contract funding sources.

Executive Director Report:

J. Alexander noted that R. Ammirato had sent out surveys to the board in December to complete. This is a survey the County puts out to help them measure how effective the board feels BUP is in accomplishing its goals and mission. K. Hartman had noted that only a handful of board members actually completed the survey. R. Ammirato noted that, in the future, he will do a better job of making sure the board knows this is important and that it is their opportunity to tell the County what you think about the services BUP is providing. J. Alexander noted that we need to make a much bigger deal when the survey goes out.

Rick Ammirato reported that the board received a draft copy of the final strategic plan. We will go over it again with a final proofread but this will be the last time for the board to recommend any changes to the plan for substance. Once we receive final approval from the board it should take a couple of weeks to get it printed and get the final version out to the board the first or second week of June. J. Alexander noted

that he will be adding a new letter from the Chair. Patrick confirmed that the full strategic plan should be ready for fuller distribution in June. This will be part of the bigger package that will be sent to OLO for BUP' reauthorization but we do not have a firm date on when the OLO will be working on and finishing their report. K. Hartman noted that OLO is on schedule and their plan is to get their report to the Council before the end of this term. R. Donohoe thanked the committee and all those involved with the plan for their extraordinary time and effort expended which has resulted in a comprehensive and complete planning document.

Jane Fairweather reported that the Arts & Entertainment board has approved a representative from Marriott to join the A&E board. We are expecting that the representative will deliver a voice from the 3,500 employees that will work in Bethesda to be more participatory in our events. The new board member is the Vice President of Diversity & Community Outreach for Marriott.

R. Ammirato reported that BUP has worked previously on bringing digital kiosks to Bethesda but that there had been a couple of snags with the legal department at the County. The County wants to know now how important getting this project moving again is to the board. R. Ammirato noted that these kiosks would or could have a place in the overall wayfinding plan for Bethesda. He recommended that we hold off on this until we get the wayfinding master plan to see how the kiosks can be integrated into it.

Chairman's Report:

Jack Alexander noted that he went to the wharf for the first time and encouraged everyone to go. He noted there were some interesting ideas for outdoor furniture and sculptures that might provide some ideas of things we might be able to do in Bethesda.

J. Alexander asked if there was an update on the directional signage for pedestrians in and around construction sites in Bethesda. R. Ammirato noted that we would be working with the residents of East Bethesda, K. Hartman's office and the Department of Permitting Services to make sure that information about sidewalk closures gets out to as many people as possible. Debbie Michaels noted that the larger, busy streets (Wisconsin Avenue and Old Georgetown Road) is where most of the problems exist. Crossing on some of the smaller side streets are not as big of an issue. K. Hartman reported that his board is meeting next week and they were having a discussion panel with SHA, DPS and DOT to discuss how we all manage all of the ongoing and future construction on Wisconsin Avenue. K. Hartman noted his office will be working with BUP to best figure out who's doing what, how we monitor these projects, and figure out the best way to disseminate information.

J. Alexander noted there is a door on the new police garage providing access to the garage but there is no sign on it telling you where it goes. There is also a JBG sign from the parking lot to the paseo that goes towards Fairmont that can be marked better. K. Hartman noted he will take a look at it.

J. Alexander noted that he went to the Farmer's Market at Bethesda Elementary for the first time. He noted it was a great community event and wondered if BUP should sponsor it in any way. S. Coppola recommended we don't because if we sponsor one event we will be asked to sponsor a bunch. J. Burton also noted that the event does not technically fall within the urban district and it is a private, for profit event. J. Alexander wondered if there was any way to get BUP recognized in some form at the event. S. Coppola noted that it is always on our printed calendar and website. It also shows up on email blasts when it is not filled with BUP specific information. K. Hartman noted that the question remains regarding how BUP can cross promote with other big events that are adding value to the urban district. Debbie Michaels suggested a BUP tent where we can pass out information.

Other Business:

R. Donohoe reported that the nominating committee made up of himself, Debbie Michaels and Jane Fairweather has developed a recommended list of BUP officers to serve during the FY19 fiscal year to present to the board. The list consists of the following individuals:

Chair	Robert Donohoe
Vice-Chair	Debbie Michaels
Secretary	Jane Fairweather
Treasurer	Greg Rooney

A motion was made and seconded to approve the proposed slate of officers. The motion passed unanimously.

Debbie Michaels noted that the nominating committee also interviewed candidates to fill Elaine Joost's board position as her term was up last November. The committee can't give out the names of the candidates but the committee has drafted a letter of recommendation and sent it to the County Executive for action. K. Hartman noted that the Citizens Advisory Board is working on scheduling interviews of candidates to fill Len Simon's position they hope to also have a recommendation to the County Executive soon.

At 8:45, there was a motion made and seconded to adjourn the BUP Board meeting and move into an executive session to discuss the 360 review of the Executive Director. The motion passed unanimously.

Next Meeting: June 19, 2018



BOARD OF DIRECTORS MEETING
June 19, 2018 7:45 AM
BUP Conference Room

AGENDA

- 7:45** **Welcome** (*Jack Alexander*)
- 7:45** **Approval of Minutes**
- 7:45-7:50** **Marketing/Arts & Entertainment** (*Stephanie Coppula*)
- 7:50 – 7:55** **Maintenance** (*Jeff Burton*)
- 7:55 – 8:00** **Transportation** (*Kristen Blackmon*)
- 8:00 – 8:10** **Financial Report:**
- Financial Statements – May 31, 2018 (*Len Simon*)
- 8:10 – 8:25** **Executive Director Report** (*Rick Ammirato*)
- FY18 Projected Revenue over Expenditures
- 8:25 – 8:40** **Chairman’s Report** (*Jack Alexander*)
- 8:40– 8:45** **Other Updates/New Business**
- 8:45 – 9:00** **Executive Session – 360 Review**
- 9:00** **Adjourn**

BETHESDA URBAN PARTNERSHIP, INC.

Minutes of the Board of Directors Meeting

June 19, 2018

Board Members Present: Jack Alexander, Robert Donohoe, Debbie Michaels, Len Simon, Elaine Joost, Patrick O’Neil (via conference call), Jane Fairweather and Andy Jones

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

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

Call to Order: Meeting called to order at 7:45 a.m. by Jack Alexander

Minutes:

Jack Alexander asked for a motion to approve the minutes from the previous Board meeting. Robert Donohoe suggested one change noting that he wanted to make sure that his comments to thank those involved in developing the strategic plan were acknowledged for all of their hard work. A motion was made and seconded to approve the May 15, 2018 Board of Director’s meeting minutes with the suggested change. The motion passed unanimously.

Marketing Report:

Stephanie Coppula reported the Bethesda Painting Awards opening reception was held on June 6 and she thanked all Board members who were in attendance.

S. Coppula noted that Gallery B was used last night by Catherine Leggett and Carol Trawick for their County Executive Arts Ball committee. There were arts organizations represented from all over the County. The meeting was a thank you and kick off for next year.

S. Coppula reported that staff is getting ready for the 2nd Yappy Hour which will be held in Elm Street park next week. There will be beer, wine, food and entertainment at the event. It is in partnership with Montgomery Parks.

Summer concerts continue through July 19 and the Outdoor Movie Series begins on July 24. Preparation for the October Taste of Bethesda is also underway.

S. Coppula reported that BUP has taken possession of the space at Triangle Arts Studio and we are currently promoting the space to artists and have begun taking applications and taking potential artists on tours of the space.

Jack Alexander questioned if BUP should have street banners up all of the time promoting its events. S. Coppula noted that that process for hanging a banner goes through the State Highway Administration and there are rules that prevent us from having a banner up all of the time. S. Coppula noted that she would look into whether or not there are other opportunities for hanging a banner that will fall within SHA’s guidelines.

S. Coppula reported that the art project at Triangle Towers is getting closer. Rick Ammirato and the Park Department are still negotiating the MOU for them to provide us additional

funding for the project. We are also working on finalizing the agreement with Southern Management. The agreement with Parks has to be done by the end of the month so they can encumber the funds in FY18. S. Coppola noted that even if all of the funds are secured within the next several weeks, that project timeline could be completed this fall or next spring.

Debbie Michaels questioned if the money saved by the cancellation of Imagination Bethesda can be earmarked for other art projects. S. Coppola noted that the Board makes the final decision on how any funds that are available at the end of the year are used, but there are certainly other arts initiatives that are being considered that could use additional funding.

Maintenance Report:

Jeff Burton noted that in addition to what is in the maintenance report, tree installations and sidewalk repairs for the spring have begun.

J. Burton noted that he and R. Ammirato went to a meeting at DOT and BUP was publicly recognized for their partnership with the pop-up bike lane that the County installed during Bike to Work Day. The County noted that the project came together very quickly with BUP's support and was very well done and received well. The feedback BUP has received has been very positive.

J. Burton presented Elaine Joost and Len Simon with a tree plaque for recognizing their service on the Board. They can pick a tree in the downtown to have the plaque installed so their service will be recognized forever.

J. Burton then read another story about a positive encounter that the Ambassador Team had with the public. The story was about a truck that had done damage to some trees as it drove by, knocking down numerous limbs and branches onto the road and sidewalk. The email praised the team for the quick response to clean up the debris and make the street and sidewalks safe for passage in a very quick and professional manner.

J. Alexander questioned the status of the fountain at Veterans Park which is currently not working. J. Burton noted that this has been an unusual issue but the contractor believes the fountain will be repaired and up and running sometime this week. J. Burton noted that he would check into whether or not there was a life expectancy of the pump system and if we should look into replacing it.

J. Alexander asked that BUP look into which wars are represented at Veterans Park and whether or not it would be appropriate to add any of the more recent wars or conflicts.

BTS Report:

Kristen Blackmon presented three individuals who are presently serving on the BTS Advisory Committee whose terms are expiring and would like to serve another term. Debbie Michaels moved and a second motion was made to approve these three individuals to serve another term on the BTS Advisory Committee. The motion passed unanimously.

K. Blackmon noted that she had a picture of the "Pop-Up" bike lane in her monthly report and commented that the bike lane was very helpful for Bike to Work Day especially because of the rain and bad weather. There was a lot of positive feedback on social media about the bike lane. K. Blackmon reported that, although there was rain, attendance for Bike to Work Day was good with 314 cyclists checking in for the event. K. Blackmon also noted that BTS did a Bike from Work Day event for those who could not make it in the morning but could stop by Silver on their way home to pick up their T-shirt. 22 cyclists showed up for that event.

K. Blackmon reported that BTS held an educational bike ride where people met at the Metro and rode around the area learning trail etiquette and how to ride safely around the urban district. It was noted that Marriott donated two bikes, one for Bike to Work Day and one for the educational bike ride. J. Burton noted that Marriott was extremely impressed with Bike to Work Day and how well their first partnering event with BUP and BTS worked out.

There was then a brief discussion about the future of bicycling in Bethesda, dockless bikeshare and the growth of electric bikes. Elaine Joost voiced her concern that bicyclists are still able to ride their bikes on the sidewalks in Bethesda and that it causes a real hazard for the pedestrian population. This is a County law and it appears this will continue until there are dedicated bike lanes throughout the entire County for bicyclists to use the road safely.

Financial Report:

Len Simon gave a brief report on the May 31, 2018 financials noting that BUP is in good shape. Revenue is over expenses for the first eleven months and is substantially ahead of budget. Staff vacancies throughout the year and the cancellation of Imagination Bethesda are the biggest reasons for these savings. Year-end projections show revenue over expenses of approximately \$140,000.

D. Michaels questioned whether or not BUP would continue to maintain the medians outside of the urban district if the State Highway Administration did not renew the MOU for BUP to provide these services. J. Burton noted that it would be a Board decision but that all indications are, based on discussions with SHA, that the MOU should be renewed in the near future. SHA has heard the message loud and clear that the community has become accustomed to this level of service and there would be a lot of unhappy people if they let the service go back to a lower level.

Executive Director Report:

Rick Ammirato noted that there is a substantial revenue over expenses projected for the current fiscal year. As everyone knows, the strategic plan that was approved by the Board contains the concept of a civic identity and wayfinding program which is also part of the Bethesda master plan. The cost of the study to develop a wayfinding program will probably run between \$150,000 and \$200,000. R. Ammirato noted that he would like to set aside some of the projected remaining funds from FY18 to help fund a portion of this study. R. Ammirato will also be working with the County and the Planning Department to secure the additional funding needed for the study. The County's budget analyst has indicated that if the program can be tied to parking that funding may be available from the parking lot district.

This would tie into how BUP reports its cash reserves to the County as part of BUP's audit report that is turned into the County. At an upcoming Finance Committee meeting we will discuss designating a portion of the reserve fund for equipment purchases and another portion for special projects under which the wayfinding study would be. The designated funds will not be for specific projects but examples of the types of uses will be identified. The Board would then vote on any specific projects for which the designated funds would be used.

As part of this plan, R. Ammirato suggested that the wayfinding committee be reactivated to put the scope of work together for the bid and then analyze the bids in order to make a recommendation to the full Board. R. Ammirato indicated that he would like the process to putting a scope of work together, getting bids and finding all of the funding to be completed by the end of FY19. D. Michaels reiterated that this wayfinding plan is part of the Bethesda master plan and this should be a partnership with the County, and representatives from the County and Park and Planning should be part of the wayfinding committee to help ensure that they are on board and are committed financially also. R. Ammirato noted that is why he is not looking for a specific financial allocation for this project right now. He wants to get these other

organizations involved and get their financial commitment before asking the Board to approve these funds.

D. Michaels again voiced her opinion that when an event like Imagination Bethesda is cancelled that we just don't see that as a windfall to spend that money wherever we chose, but that those saved funds are designated to be spend on similar programs or projects like what it was originally intended for.

Chairman's Report:

Jack Alexander noted that this would be the last meeting for both Len Simon and Elaine Joost as BUP Board members and wanted to recognize both of their numerous contributions to BUP and the Board during their tenure. J. Alexander presented both individuals with a plaque from BUP and also a certificate of appreciation from the County Executive.

J. Alexander noted that the name of the organization is Bethesda Urban Partnership and suggested that we might want to consider partnering more with Bethesda Elementary School and Bethesda-Chevy Chase High School. It would be an opportunity for BUP to get its name out to a lot of people. BUP needs to continue to find ways to let the public know what BUP is and what it does.

J. Alexander noted that he feels BUP needs to stay as involved as possible in the ongoing construction in the urban district and how we can be the friendly face in the community. J. Alexander also noted that he feels BUP should continue to work on ways to market other local events more regularly.

Other Business:

At 8:50, there was a motion made and seconded to adjourn the BUP Board meeting and move into an executive session to discuss the 360 review of the Executive Director. The motion passed unanimously.

Next Meeting: July 17, 2018