



**BOARD OF DIRECTORS MEETING**  
**April 21, 2020 7:45 AM**  
**BUP Conference Room**

**AGENDA**

- 8:30**            **Welcome** (*Debbie Michaels*)
- 8:35**            **Approval of Minutes**
- 8:35 - 8:45**    **Marketing/Arts & Entertainment** (*Stephanie Coppula, Jane Fairweather*)
- 8:45 – 8:50**    **Maintenance** (*Jeff Oyer*)
- 8:50 – 8:55**    **Mobility** (*Kristen Blackmon*)
- 8:55 – 9:05**    **Financial Report**
- Financial Statements – February 29, 2020 (*Sarah Wolek*)
- 9:05 – 9:15**    **Executive Director Report** (*Jeff Burton*)
- 9:15 – 9:25**    **Chairman’s Report** (*Debbie Michaels*)
- Committee Updates
- 9:25– 9:40**    **Other Updates/New Business**
- 9:45**            **Adjourn**

**BETHESDA URBAN PARTNERSHIP, INC.**  
**Minutes of the Board of Directors Meeting**  
**February 18, 2020**

**Board Members Present:** Debbie Michaels, Jane Fairweather, Sarah Wolek, Robert Donohoe, Andrew Jones, Heather Dhlopolsky, Marian Block, Katya Marin and Brian Wynne

**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 at 7:45 a.m. by Debbie Michaels

**Minutes:**

Debbie Michaels asked for a motion to approve the minutes from the previous Board meeting. A motion was made and seconded to approve the January 21, 2020 Board of Director's meeting. The motion passed unanimously.

**Marketing Report:**

Stephanie Coppula reported on upcoming events. Play in a Day will be held this Saturday, Feb. 22<sup>nd</sup> at 8pm at Imagination Stage. Six area theater companies are participating and the event kicks off on Friday, Feb. 21<sup>st</sup> when the writers will get together for their writing instructions.

The Bernard/Ebb Songwriting Awards will be held on Friday evening, March 13<sup>th</sup> at the Bethesda Blues and Jazz Club.

The finalists for the Bethesda Film Fest have been selected and announced.

The RFP for a mural on Garage 35 (Woodmont & Rugby Avenues) has been issued soliciting local artists to submit their designs for this project. A committee will be formed to select the individual who will paint the garage. Jane Fairweather noted that the RFP requested a transportation theme.

An RFP has been issued by the branding committee for BUP's branding project. It will include new logos and has gone out to numerous organizations.

**Maintenance Report:**

Jeff Oyer reported that winter maintenance activities continue including mostly tree trimming and brick repairs.

As BUP continues to go "Green," the maintenance crew is also working on gum removal in the public right-of-way with a biodegradable solution.

Matt Flack is working on the final designs for the spring flower and plant plantings.

The maintenance employees just finished their second round of ESOL and GED training. The majority of the team is in the ESOL program but we have two individuals who are taking classes and working towards obtaining the GED.

Bob Donohoe asked about an article that featured a street light pole that had rusted at the base and fallen on a parked car on Woodmont Avenue. He questioned if there is any proactive steps BUP could take to avoid this issue and identify any potential problems. Jeff Burton noted that BUP has surveyed the poles twice in the past and provided this data to both the County and SHA and they have indicated that the rust is more cosmetic and not structural. J. Burton noted that we can do another survey and pass any data along to these agencies.

### **BTS Report:**

Kristen Blackmon reported that BTS is getting ready to do a crosswalk survey to look for faded striping at all of the crosswalks in the urban district. The report of all faded striping will be sent to DOT. Ken Hartman noted that these should be re-painted immediately once the report goes to DOT and to let him know when the report is sent. J. Burton noted the County was very responsive the last time we sent them a report on this.

K. Blackmon reported that the state has created a context driven document. A representative from the state will be coming to a BTS advisory committee meeting in March to talk about this project. It is basically separating state roads into areas based on density. Bethesda is designated an urban core and the state will look into providing additional infrastructure and enhanced traffic and pedestrian guidelines to increase safety for pedestrians. The county is coordinating with the state on this project also.

### **Financial Report:**

Sarah Wolek presented the financial report for the seven months ended January 31, 2020 noting that things are looking quite strong financially over the first half of the year and that there is nothing significant to report over what was reported last month. J. Oyer noted that January is quiet from an event and expenditure standpoint. There were larger than normal expenses for repairs and maintenance on the vehicle fleet as we get them ready for spring. The preliminary year end numbers look quite strong. J. Oyer will sit down with the directors to review the projections and map out a plan to present to the Board discussing possible enhancements and programs that can be funded with any remaining dollars.

### **Executive Director Report:**

Jeff Burton reported that the directors took a visit to Glenstone out off of River Road. We visited them because they have a large arts component and also to learn about their sustainability program as BUP continues to go "Green." It was a great visit and we plan to go back in the spring with things are in full bloom. We came away with a lot of good ideas.

J. Burton noted that he and the Commander of the 2<sup>nd</sup> District have been going around together to apartment and condo buildings to do a presentation on BUP and the police department and how we partner together. It's been favorably received and they will also start visiting local homeowner's associations in the near future. This is not only helpful to local residents but it is one more way to inform people about BUP so fewer people can say they have never heard of BUP or know what BUP does.

J. Burton noted that next year is the 150<sup>th</sup> anniversary of the name being changed to Bethesda from Darcey Store. S. Coppola and J. Burton have been asked to sit on a committee of the

newly formed Bethesda Historical Society to discuss developing an event or events to celebrate this anniversary.

J. Burton noted that staff has been working on an enhancement plan for BUP over the past several months. Each department has been evaluating the programs and events we currently do and looking for ways they could be enhanced or if they should be eliminated if they are no longer productive. We have also been looking for things we don't currently do to see what may make sense to add if staff and funding were available. J. Burton reviewed the entire list with the Board. One of the items is an enhanced summer concert program with nine concerts. Veterans Park has been outgrown so we will be closing a portion of Norfolk Avenue. Funding is needed for a new stage, new fencing and a generator. Jeff Burton asked for approval from the Board for \$25,000 from BUP's reserve to purchase these items. J. Burton also noted that he has secured \$17,500 so far in sponsorship revenue for the actual enhancement of the concerts for professional sound and better entertainment. After a brief discussion a motion was made and seconded to approve \$25,000 from the reserve fund to purchase the indicated items. The motion passed unanimously. J. Burton noted that many of the enhancements will require funding and asked for the Board's help to continue to help look for and secure sponsorship for these opportunities. Sarah commented that the enhancement plan was great and thanked the staff for incorporating Board suggestions. She suggested that BUP consider another bucket to be added that would include partnerships. After 25 years BUP should be able to amplify its work by partnering with other local organizations for specific events or activities. Ken Hartman commented that the list was fantastic and suggested dropping them into the strategic plan buckets to make sure we are addressing the priorities of the strategic plan. Robert Donohoe suggested that BUP continue to look at possible electronic ways to address wayfinding in Bethesda. J. Burton noted that this can be done when the electronic kiosks are developed which is getting close to being finished based on information we are receiving.

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

Debbie Michaels congratulated Katya for becoming the new chair of Western Montgomery Citizens Board.

#### **Other Business:**

No new business.

**Next Meeting:** March 18, 2020