



BOARD OF DIRECTORS MEETING

February 20, 2024 8:00 AM

Large Conference Room

- 8:00** **Welcome** (*Jeff Burton*)
- 8:00** **Approval of Minutes**
- 8:05 - 8:15** **Marketing/Arts & Entertainment** (*Stephanie Coppula, Jane Fairweather*)
- 8:15 – 8:20** **Maintenance** (*Jeff Oyer*)
- 8:20 – 8:30** **Mobility** (*Kristen Blackmon*)
- 8:30 – 8:40** **Financial Report**
- Financial Statements – January 31 (*Chris Smith, Jeff Oyer*)
- 8:40 – 8:55** **Executive Director Report** (*Jeff Burton*)
- 8:55 - 9:15** **Other Business**
- Interview Committee (*Jeff Burton, Jeff Oyer*)
 - BTS Advisory Committee Member Approval
- 9:15** **Adjourn**



BOARD OF DIRECTORS MEETING

January 16, 2024 8:00 AM

Large Conference Room

- 8:00** **Welcome** (*Marian Block*)
- 8:00** **Approval of Minutes**
- 8:05 - 8:15** **Marketing/Arts & Entertainment** (*Stephanie Coppula, Jane Fairweather*)
- 8:15 – 8:20** **Maintenance** (*Jeff Oyer*)
- 8:20 – 8:30** **Mobility** (*Kristen Blackmon*)
- 8:30 – 8:40** **Financial Report**
- Financial Statements – December 31 (*Chris Smith, Jeff Oyer*)
- 8:40 – 8:50** **Executive Director Report** (*Jeff Burton*)
- 8:50 – 9:00** **Chairman’s Report** (*Marian Block*)
- 9:00 - 9:15** **Other Business**
- 9:15** **Adjourn**
- 9:15 – 9:30** **Executive Session**
- Personnel Matter

BETHESDA URBAN PARTNERSHIP, INC.

Minutes of the Board of Directors Meeting

January 17, 2023

Board Members Present: Jane Fairweather, Chris Smith, Evan Weisman, Mylene Ortiz Luis, Apoorva Gandhi and Pete Fosselman

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

Guests Present: Thomas Dant – Bethesda Chevy Chase Regional Services Center
Allie Williams – Greater Bethesda Chamber of Commerce
Brad Segal – Progressive Urban Management Associates
Yvette Freeman – Progressive Urban Management Associates
Daniel Makela – Progressive Urban Management Associates

Call to Order: Meeting called to order at 8:05 a.m. by Jane Fairweather

Minutes:

The minutes of the November 15, 2022 Board meeting were not approved due to a lack of a quorum.

Introductions:

Jane Fairweather noted that we have three new Board members that have been approved by the County Executive and County Council and that they are attending their first meeting today. J. Fairweather asked each new member to introduce themselves. The three new members are Evan Weisman, Mylene Ortiz Luis and Apoorva Gandhi.

Marketing Report:

Stephanie Coppula noted that the marketing team is getting ready for upcoming Spring and Summer events. BUP's next event will be a restaurant week which will be held in February where local restaurants will be invited to participate by offering some type of lunch or dinner special at specific price points. It is an effort to drive business to local restaurants during a time of year when the weather is colder and their business tends to be a little slower.

The Local Writer's Showcase is coming up in March which includes essay, short story and poetry contests from local writers. There were over 500 submissions this year.

Focus groups have been scheduled as part of BUP's strategic planning process which is just beginning and will be happening over the next six months or so. There will be a variety of different focus groups with BUP's various partners and stakeholders. Anyone who does not have the opportunity to participate in a focus group and wishes to give feedback will have the opportunity to do so through an online survey. The BUP Board focus group will replace our next Board meeting on February 21.

Maintenance Report:

Jeff Oyer noted all of the maintenance highlights can be found in the Board report. J. Oyer noted that Winter work is underway. Leaf removal has just concluded and we are beginning the two-month process of tree pruning. Rodent control efforts continue. We are scheduling a meeting with our contractor and we will discuss how the current plan is working and if any changes should be made.

Mobility Report:

Kristen Blackmon noted that all of the BTS activities this past month can be found in the Board packet.

K. Blackmon noted that she is looking for companies with strong commuter programs to submit applications for the employers awards through Commuter Connections. BTS is also collecting photos to publicize individuals walking or biking around the urban district as part of their commute.

Financial Report:

Jeff Oyer presented the financial statements for the six months ended December 31. Revenue as of December 31 is \$46,000 under budget compared to \$42,000 at the end of October. Expenses are \$116,000 under budget compared to \$134,000 under budget at the end of October. Revenue over expenses is \$109,000 for the six months ended December 31 compared to budgeted revenue over expenses of \$38,000. J. Oyer reminded the Board that the biggest reason that both revenue and expenses are under budget is due to the cancellation of the Taste of Bethesda. J. Oyer highlighted several other smaller variances including numerous variances in salaries and benefits due to staff vacancies and variances in fuel and repairs due to inflation and older vehicles.

Executive Director Report:

J. Burton reported that our February Board meeting will be replaced with a strategic planning session. It will be held on Tuesday, February 21 at the Chamber from 8:00 – 11:00 and is intended to be an in person event only. J. Burton asked the Board to please block off that time on the calendars.

J. Burton noted that each Board member should be receiving a survey from Montgomery County DOT about the Norfolk Avenue streetery. It has to do with the design of the streetery and the use of CIP funds. J. Burton encouraged the Board to please take the survey and indicate that they would like the streetery to move forward as BUP has designed it.

The Bethesda Bucks program is still going strong. There was a little over \$6,000 Bethesda Bucks sold in December.

Staff and directors have been spending a good deal of time having meetings and discussing BUP's 2023 work plan. The theme for 2023 is "Find and Bring Joy".

J. Burton noted that staff had been reviewing BUP's committee structure based on a discussion from a previous Board meeting. Marian Block has reviewed BUP's by-laws to

better understand BUP's required committee structure. The only required committee from the by-laws is the Executive Committee which is made up of the Chair, Vice-Chair, Secretary and Treasurer. Another standing committee is the Finance Committee which will be made up of Chris Smith and Mylene Ortiz Luis. BUP also has a strategic planning committee which might be changed to a strategic direction committee which will encompass a number of other areas. The current Board members on that committee are Marian Block and Katya Marin.

Presentation From PUMA:

At this time representatives from P.U.M.A (Progressive Urban Management Associates), who is the contractor selected by the Board to handle BUP's strategic planning process, joined the meeting and gave a slide presentation introducing the firm, the team that will be working on BUP's strategic plan, outlining their role in the process and reviewing the steps and timeline that has been established and agreed upon. After the presentation each Board member stated what they hoped would be accomplished or what their expectations were for the strategic planning process.

Chairman's Report:

No report.

Other Business:

No other business.

Next Meeting: March 21, 2023



BOARD OF DIRECTORS MEETING

November 15, 2022 8:00 AM

BUP Conference Room

- 8:00** **Welcome** (*Jane Fairweather*)
- 8:00** **Approval of Minutes**
- 8:05 - 8:15** **Marketing/Arts & Entertainment** (*Stephanie Coppula, Jane Fairweather*)
- 8:15 – 8:20** **Maintenance** (*Jeff Oyer*)
- 8:20 – 8:30** **Mobility** (*Kristen Blackmon*)
- 8:30 – 8:40** **Financial Report**
- Financial Statements – October 31, 2022 (*Brian Wynne, Jeff Oyer*)
- 8:40 – 8:50** **Executive Director Report** (*Jeff Burton*)
- 8:50 – 9:00** **Chairman’s Report** (*Jane Fairweather*)
- Committee Reports
- 9:00 - 9:15** **Other Business**
- 9:15** **Adjourn**

BETHESDA URBAN PARTNERSHIP, INC.
Minutes of the Board of Directors Meeting
November 15, 2022

Board Members Present: Jane Fairweather, Marian Block, Katya Marin, Brian Wynne, Bob Donohoe, Chris Smith and Pete Fosselman

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

Guests Present: None

Call to Order: Meeting called to order at 8:00 a.m. by Jane Fairweather

Minutes:

Jane Fairweather called for a motion to approve the minutes from the previous Board meeting. A motion was made and seconded to approve the October 18, 2022 Board of Director's meeting minutes. There was no discussion. The motion passed unanimously.

Marketing Report:

Stephanie Coppula noted that the marketing team is getting ready for a couple of December events including Winter Wonderland which will be back at the Streeterly on Norfolk on Saturday, December 3rd. We have added a few enhancements to the program with face painting, arts & crafts and a scavenger hunt. This is in addition to several choral groups and Santa Clause.

The marketing team is also working on several spring events. They include a call for artists for writers, film makers and song writers for the Literary Festival, the Film Fest and the Bernard Ebb Songwriting contest respectively.

The Arts & Entertainment is looking into installing a street mural sometime next year. Currently, staff is looking at various options and putting together a budget. The process is fairly expensive due to the special paint that has to be used.

Maintenance Report:

Jeff Oyer noted all of the maintenance highlights can be found in the Board report. J. Oyer noted that Fall work includes removing and replacing 22 either dead or diseased trees. Leaf collection is a very big undertaking right now so a majority of the crew's time will be dedicated to that over the next several weeks.

J. Oyer noted that there has been an uptick in graffiti around the urban district which seems to be cyclical. Both day and evening crews are keeping an eye on this and painting the areas as quickly as possible.

The fall flower rotation was finished a couple of weeks ago.

BUP continues to put a large effort into rodent issues in certain parts of the urban district. We have had good success with some of the newer methods and we are looking to extend some of the services a couple more months to continue to address the high traffic areas.

The maintenance team installed 61 new planters on Woodmont Avenue in Bethesda Row for the County as part of the temporary Woodmont Streeterly there.

Mobility Report:

Kristen Blackmon noted that all of the BTS activities this past month can be found in the Board packet.

K. Blackmon reported that some property managers within the Urban District are beginning to let BTS staff into their buildings again to hold commuter events.

The annual Walk & Ride event has just concluded, and prizes were awarded to the top three teams who logged the most steps.

The commuter survey is currently underway. The survey is sent out to businesses and residential buildings in urban areas to assess how employees and residents are commuting to work. The County's goal is to have at least 55% of the people taking a mode other than a single occupancy vehicle to work. This includes everything from public transportation to teleworking.

Financial Report:

Brian Wynne presented the financial statements for the four months ended October 31 noting that the biggest story within the financials reflects that the Taste of Bethesda was cancelled. Revenue as of October 31 is \$42,000 under budget. Taste of Bethesda was budgeted at \$60,000 in revenue which means that's BUP's other revenue is \$18,000 over budget for the year. This deficit in Taste revenue is more than offset by savings in expenses due to the cancellation of the event. As of October 31 expenses for Taste of Bethesda were about \$72,000 under budget. B. Wynne noted that Taste is budgeted at a loss of \$44,000 but once all expenses are paid, the actual loss for FY23 is estimated to be a smaller loss than budgeted.

B. Wynne reported that revenue over expenditures is \$120,000 as of October 31 which is \$90,000 ahead of budget. Other than the Taste figures, the major reason for the positive variance has been due to staff vacancies which have all been filled at this time.

Executive Director Report:

J. Burton reported that BUP hosted a walking tour of about ten local businesses with Governor elect Wes Moore and the Lieutenant Governor elect Aruna Miller. The County asked us to put this together and it turned out to be very successful. The Governor elect was very thankful and very impressed.

There was a Veteran's Day ceremony held at Veteran's Park for the first time in three years. There was rain during most of the event but there were still between 50 – 75 who attended. The Daughter's of the American Revolution now organize the event and BUP provided logistical support including tents, chairs and sound. The event drew several dignitaries including the County Executive.

J. Burton updated the Board on several construction projects that are either currently in progress or are beginning soon within the Urban District.

Pete Fosselman reported on the FY24 Urban District budget and noted that he and T.J. Dant have been working with BUP staff on the budget submission to the County. There are four areas we are asking for additional funding and he encouraged the Board to support these requests if they happen to cross paths with decision makers such as the County Executive or members of the County Council and possibly have the Board draft a letter of support for these items. They include more recycling cans, fully enclosed trash cans, environmentally friendly self-watering planters and an inflationary increase for BUP's operating expenses. J. Burton added that BUP is also working with DOT and requesting that they include approximately \$310,000 in their budget to secure a new five-year contract for the circulator which will include the purchase of electric vehicles for the route.

Chairman's Report:

Jane Fairweather opened her report by thanking Bryan Wynne and Bob Donohoe for their service on the Board noting that this will be their last meeting. J. Fairweather gave a special shout out to Bob Donohoe who helped shepherd BUP through some very interesting and difficult times over the past several years. J. Fairweather noted Bob's thoughtful and quiet leadership over the years has been quite refreshing. J. Fairweather presented a plaque to both individuals. Bob Donohoe thanked everyone noting that it was a very rewarding time working with all of the Board members and the BUP staff.

Bob Donohoe noted that things run very smoothly and effectively at BUP but suggested that if any improvements could be made it would be a more organized approach to BUP committee structure. There was a discussion which included several ideas and suggestions for possible improvements including looking at the current standing committees and members. Staff and the Board will continue to evaluate this and make changes as necessary to make them as effective as possible.

Other Business:

At this time there was a vote to adjourn the meeting to move into an Executive session to discuss a personnel issue.

Next Meeting: January 17, 2023