



**BOARD OF DIRECTORS MEETING**  
**January 19, 2021 8:00 AM**  
**BUP Conference Room**

**AGENDA**

- 8:00**      **Welcome** (*Greg Rooney*)
- 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, 2020 (*Brian Wynne, Jeff Oyer*)
- 8:40 – 8:50**      **Executive Director Report** (*Jeff Burton*)
- 8:50 – 9:05**      **Chairman’s Report** (*Greg Rooney*)
- Committee Updates
  - Planning Area Board Nomination
  - BTS Advisory Board Nominations
- 9:05– 9:15**      **Other Business**
- 9:15**      **Adjourn**

**BETHESDA URBAN PARTNERSHIP, INC.**  
**Minutes of the Board of Directors Meeting**  
**November 17, 2020**

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

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

**Guests Present:** None

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

**Minutes:**

Greg Rooney asked for a motion to approve the minutes from the previous Board meeting. A motion was made and seconded to approve the October 20, 2020 Board of Director's meeting. There was no discussion. The motion passed unanimously.

**Marketing Report:**

Stephanie Coppula reported that the marketing team just launched a "Bethesda Business Spotlight" in the spirit of promoting local businesses and retailers. This initiative includes videos that retailers are putting together and BUP is promoting them on all of the social media sites.

BUP also launched "Bethesda Bucks" which is an E-Gift Card where individuals can purchase the gift card for themselves or as a gift and shop at local retailers and restaurants. We currently have approximately 50 businesses signed up to participate.

The branding committee has met twice with our new consultant. They are developing a questionnaire to be used either in person or sent out via email to solicit feedback from a selected group of partners and constituents, as well as all board members. Phase one of the project will be to re-brand BUP with a new logo and tag line and phase two will be re-branding Bethesda.

**Maintenance Report:**

Jeff Oyer reported that we are working with the County on a sink hole issue behind Garage #57 where some businesses are having some erosion and draining problems. BUP will coordinate the repair and be reimbursed by Montgomery County Parking.

Fall flowers and plantings have been completed. BUP continues to use more perennial and native plants and flowers to reduce the need for watering and reduce our carbon footprint. There is also a resulting cost savings where the funds can be used to enhance the look at our gateways and other more visible areas.

Sidewalk repairs will be completed shortly and a majority of time is being spent on leaf collection and brick repair.

Operations at the Streeterly continue to go well. Heaters have been added to hopefully extend the outdoor dining for as long as possible. Several planters and other holiday decorations have been added to liven up the area and enhance the dining experience. We are also in the process of wrapping a few more trees on with holiday lights on Norfolk as well as in Veteran's Park. There is a plan to no longer close Cordell as the weather is getting colder and the usage on that street has been diminishing. Bob Donohoe asked if there has been any feedback from retailers about how long they would like to have the streets either open or closed. Jeff Burton noted that Norfolk will be permanently closed and we have only had one complaint from a business on that street that the closure is hurting their business. BUP has worked very hard with them to try to accommodate their needs for deliveries and things. There were some complaints from Cordell retailers and we adjusted the hours to close the street later. They will most likely be happy that we won't be closing Cordell any longer.

Jeff Burton reported that Councilmember Friedson asked us to get a quote on a price to put up tents and heaters on the Norfolk closure in case funds were made available to keep the Streeterly open throughout the winter. We received quotes from three vendors and have given him that quote. Discussions will continue to see if this is a viable option. There is a significant cost involved.

### **BTS Report:**

Kristen Blackmon reported that BTS staff member Branden Stuckey wrote a blog for the Chamber's newsletter with a topic on vibrancy and how BUP and BTS are trying to keep Bethesda vibrant and relevant.

The Walk & Ride event ended. The top three teams received prizes.

Kristen noted that there are currently several open positions on the BTS Advisory Board including two Chamber representatives and one adjacent resident to the TMD. Brian Wynne offered to help push getting the Chamber positions filled.

### **Financial Report:**

Brian Wynne presented the financial statements for the four months ended October 31 noting that things appear to be right on track. Revenue is very much in line with budget with the exception of the positive variance in trash renewal due to picking up a contract with Wheaton that was not budgeted. Promotions expenses has a negative budget of around \$11,000 due to the purchase of heaters for the Streeterly, of which \$10,000 will be reimbursed by the County and a private donation. Greg Rooney suggested that we give the private donor some recognition for their contribution and that this recognition may show other businesses that there is an opportunity to make donations if they chose. Debbie Michaels also recommended sending a note from the Board thanking them.

Katya Marin suggested giving a discount program to teachers on the Bethesda Bucks? Jeff Burton noted the concern would be who would pay for the subsidy and how would you be able to limit the program to just teachers. It could be a great idea if we could expand it but we would need a sponsor for the subsidy because asking the retailers and restaurants to provide a discount right now would be tough. Stephanie Coppola noted that the main goal of the gift card is for the community to purchase it in order to support local business. If we can figure out a way to make that happen and expand it to support other initiatives without losing our main focus, that would be fine. Staff will continue to develop ideas.

B. Wynne noted some additional current positive variances against budget in categories such as communications and the AskMe program expenses. It was also noted that the positive variance in Streeterly expenses continues to shrink as we operate the Streeterly longer than originally planned.

### **Executive Director Report:**

Jeff Burton reported that the staff is having its last professional development training session with our contractor tomorrow. The sessions have been very valuable and the last session will be on goal setting and individual professional development. We will also be revamping our annual evaluation process.

The annual Goodwill Dinner has been repurposed this year. Items such as gift cards, toys and food baskets will be assembled and then be delivered to all of the communities and homeless housing that usually attends the dinner. Numerous companies have provided donations to purchase these items.

The window has closed for nominations for the planning area representative on the BUP board. There are now several strong candidates and the interview process will begin shortly. The interview process is coordinated by the Regional Services Center as the Citizens Advisory Board conducts the interviews and makes the recommendation to the County Executive.

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

Greg Rooney reminded everyone that the corporate document committee has reviewed the by-laws and presented a revised version to the board that was voted on for approval. The approved version was sent to the County Executive and County Council for their approval. There were a couple of issues that the County attorney raised and had concerns with, the main one being a provision on who can and can't attend a closed meeting and how a conflict of interest of a board member is determined when a closed meeting is being called about a specific topic. There is also a question about the requirements for insurance that BUP must maintain, especially for directors and officer's coverage. As chair of the documents review committee, Marian Block has been working with the County attorney on a mutual resolution and understanding on all of the issues raised. M. Block discussed the process she went through with the County attorney and outlined the revisions being made which she was in agreement with. Greg Rooney noted that a new version of the by-laws with these changes is being recommended by the document review committee to be approved by the board. Once approved, the document will then be sent back to the County for final approval. There was a discussion to clarify and come to agreement on changes being presented. One suggestion made was to have a statement available before going into a closed session for each board member to sign that states they do not have conflict of interest with the particular interest. That would just be a procedural issue for BUP to adopt and follow. A motion was made and seconded to approve the revised version of the by-laws to be sent to the PHED committee. There was no further discussion. The motion passed unanimously.

G. Rooney reminded staff about developing a method to disseminate information to the entire board about upcoming committee meetings, events, contact information so the board is aware of them and can participate even if they don't sit on a specific committee. A suggestion in the meantime was to provide a document as part of the board packet with upcoming meetings and events for the next three months.

### **Other Business:**

There is a letter in the board packet from the Western Montgomery Citizens Advisor Board recommending a current BTS advisory board member to serve a second term on the Advisory Board. The letter has the signature of the incorrect chair of the CAB. A motion was made and seconded to approve the nomination of this individual to serve a second term on the board pending the revision of the letter to acquire the correct signature. There was no discussion. The motion passed unanimously.

**Next Meeting:** January 19, 2021