



BOARD OF DIRECTORS MEETING
June 16, 2020 7:45 AM
BUP Conference Room

AGENDA

- 7:45** **Welcome** (*Debbie Michaels*)
- 7:45** **Approval of Minutes**
- 7:50 - 7:55** **Marketing/Arts & Entertainment** (*Stephanie Coppula, Jane Fairweather*)
- 7:55 – 8:00** **Maintenance** (*Jeff Oyer*)
- 8:05 – 8:10** **Mobility** (*Kristen Blackmon*)
- 8:10 – 8:20** **Financial Report**
- Financial Statements – May 31, 2020 (*Sarah Wolek, Jeff Oyer*)
- 8:20 – 8:35** **Executive Director Report** (*Jeff Burton*)
- 8:35 – 8:45** **Chairman’s Report** (*Debbie Michaels*)
- Committee Updates
 - Election of Officers
- 8:45– 9:00** **Other Business**
- 9:00** **Adjourn**

BETHESDA URBAN PARTNERSHIP, INC.
Minutes of the Board of Directors Meeting
May 19, 2020

Board Members Present: Debbie Michaels, Greg Rooney, Jane Fairweather, Sarah Wolek, Robert Donohoe, Andrew Jones, Marian Block, Katya Marin, Brian Wynne and Ken Hartman

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

Guests Present: Ginanne Italiano – The Greater Bethesda Chamber of Commerce
Derrick Harrigan – BCC Regional Services Center
Cindy Gibson – Chief of Staff, Councilmember Andrew Friedson

Call to Order: Meeting called to order via Zoom 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 April 21, 2020 Board of Director’s meeting. The motion passed unanimously.

Marketing Report:

Stephanie Coppula reported that the marketing team has been working on some virtual events. Facebook Live concerts started a few weeks ago, and there will be a virtual poetry reading as part of the Local Writer’s Showcase in the next few weeks. The Film Fest will also be held virtually and will be held sometime in late June. The team is also sending out a weekly email about other virtual events that are being held by other organizations throughout Bethesda. All June events have now been cancelled.

S. Coppula reported that they are working closely with restaurants and sending out a lot of information via social media with chef demonstrations in Instagram and information regarding which restaurants are open and providing curbside pickup.

S. Coppula reported that the public arts installation on the pedestrian bridge on old Georgetown Road thanking our frontline works has received a lot of good press. The next public art project will be the mural on the Woodmont Avenue/Rugby Avenue garage. Approximately 50 artists have submitted designs and a committee will be put together to select the design.

BTS Report:

Kristen Blackmon reported that BTS has been communicating with all of their employer contacts about monies that have become available via County grants and also about money being made available for telecommuting grants.

BTS put together a telecommuting bingo game that went really well and they hope to do more. Prizes were given to the winners.

BTS held their advisory committee meeting last week and there was an update provided on the County's Vision Zero program which appears to be moving along nicely. A map was provided in the Board packet about upcoming projects for this plan.

Maintenance Report:

Jeff Oyer reported that the spring work is in full swing with mowing, weeding and mulching. Trash removal, street sweeping and litter collection also continues to be taken care of. The spring flowers for the gateways and planters have been ordered and should begin to be planted in the next week or two. Tree replacement will begin shortly.

J. Oyer reported that the maintenance team was beginning to fall a little behind so yesterday we went back to a full crew working 40 hours per week. There will be overtime on an as needed basis.

Financial Report:

Jeff Oyer noted that the April financial statements are still pretty consistent with the last couple of months and things look good through April 30. BUP has not been requested to provide any additional savings over what was provided in April. J. Oyer reviewed the variances that were highlighted on the financial statements. J. Oyer noted that the Fine Arts Festival has been cancelled and will show a negative variance in revenue of over \$65,000. This will be offset somewhat by a corresponding saving in expenses of close to \$50,000. It was also noted that no rent is being collected from any artists in April and May.

Executive Director Report:

Jeff Burton reported that we had a Director's call with the Kiosk company. Their target installation date is this fall. We are working with them to design the skin. We are also finalizing the 20 locations for the downtown.

J. Burton noted that another big project going on is the planning for the reopening of Bethesda which consists of two tracks. We are working with DOT on a plan to close streets in Bethesda so BUP can provide outdoor seating for restaurant customers. Portions of Norfolk Avenue and Woodmont Avenue are currently being looked at. The second track is the business assistance side. We are working with Street Sense on a plan to provide assistance to restaurants. The first thing will be a webinar to help restaurants develop a reopening plan. BUP is also working with the Chamber, Bethesda Cares, and the police to apply for a local grant to secure funds to provide some direct consulting to downtown businesses to assist with their reopening. J. Burton also noted that the marketing team is working on a marketing plan to promote the reopening when it occurs.

Special Presentation – Councilmember Andrew Friedson

At this time Debbie Michaels welcomed and introduced County Councilmember Andrew Friedson. Councilmember Friedson gave an update on the County's and specifically the Council's recent activities during COVID-19. These updates included working on the FY21 budget, COVID-19 response including a number of financial aid programs and grants to small businesses. He also reviewed how and when he sees Phase I beginning and being implemented. Councilmember Friedson discussed these issues and then took a few questions from the Board.

Chairman's Report:

Debbie Michaels noted that Jeff Oyer has finished incorporating all of the Board's comments on the revised by-laws and is now ready to forward them to the County attorney for review. Based on the current situation there is no timeframe as to when we will receive those comments. Greg Rooney suggested adding more language on holding video meetings to the meetings sections of the by-laws. Jeff O. will add the appropriate language.

Debbie Michaels reported that she has established a nominating committee for the election of BUP's FY21 officers. Those on the committee will be herself, Robert Donohoe and Marian Block. The committee will be meeting this Thursday to discuss and will bring a slate of officers to the June meeting.

Other Business:

G. Rooney suggested that since we are now meeting online that we make sure we make more of an effort to advertise our meetings so that anyone from the public who would like to participate is aware of the meetings and has a chance to join. Staff will work on that.

Next Meeting: June 16, 2020