



## **BOARD OF DIRECTORS MEETING**

**May 19, 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 – 8:15**    **Financial Report**
- Financial Statements – April 30, 2020 (*Sarah Wolek*)
- 8:15 – 8:25**    **Executive Director Report** (*Jeff Burton*)
- 8:25 – 8:30**    **Chairman’s Report** (*Debbie Michaels*)
- Committee Updates
- 8:30– 9:00**    **Councilmember Andrew Friedson**
- 9:00**            **Adjourn**

**BETHESDA URBAN PARTNERSHIP, INC.**  
**Minutes of the Board of Directors Meeting**  
**April 21, 2020**

**Board Members Present:** Debbie Michaels, Greg Rooney, Jane Fairweather, Sarah Wolek, Robert Donohoe, Heather Dhlopolsky, 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

**Call to Order:** Meeting called to order via Zoom at 8:30 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 February 18, 2020 Board of Director's meeting. The motion passed unanimously.

**Marketing Report:**

Stephanie Coppula reported that all events scheduled for April and May have been cancelled and we are most likely going to cancel June events also. The marketing team has been moving forward with a variety of virtual events and initiatives including Facebook Live concerts which will be starting next week and will continue with at least one per week for the next four or five weeks. Staff has also been conducting online and Instagram quizzes to keep the public engaged and winners are getting gift cards to local restaurants. The main goal is to keep content fresh and the public engaged and informed about what the restaurants, artists and businesses are doing during this time to keep their businesses open and communicate with the public. The team is also sharing a lot of information from the County on all social media platforms. A Board suggestion was to contact restaurants to see if they would be interested in promoting any specials to tie into the Facebook Live concerts. Staff will look into this.

S. Coppula reported that applications are still coming in for the Woodmont/Rugby garage mural. She also shared the new concept for art on the Old Georgetown Road pedestrian bridge. She noted that A&E is working on a new design that will be a thank you to all healthcare and first responder workers.

**Maintenance Report:**

Jeff Oyer reported that the maintenance team has been working at reduced schedules since March 20. There have been four or five workers during the day to keep up with trash and litter and then work on mulch when they are done with that. There have also been two Ambassador's during afternoon and evenings from Wednesday thru Sunday. Within the last week or so we have brought in a few extra guys once a week for mowing and edging so that does not get out of hand. The team is doing everything it can to avoid public contact and practice social distancing. All employees are working three days per week on average.

Marian Block asked if there is an issue with the public dropping their used masks and gloves on the sidewalk. She has noticed this by both NIH and the Giant. D. Michaels has also noticed it from Walter Reed. J. Burton will reach out to both NIH and NSAB and let them know that this is an issue.

Bob Donohoe asked how often J. Oyer is in contact with the maintenance team in the field. J. Oyer noted that he has a once a week call with Matt Flack and Jose Castro to review things and that he corresponds with M. Flack two or so other days a week either via phone or email. J. Oyer also noted that Jeff Burton stays in contact with that team while he is in the office two days a week.

B. Donohoe noted how important it is to stay in touch to not only stay on top of things but to also lend support. It is important for key members of staff to stay in touch with those out in the field so they know they are appreciated and have not been forgotten. J. Burton also noted that D. Michaels has regularly been reaching out to staff via either email or phone call and letting them know how much they are appreciated. Staff has mentioned how grateful they are for that. B. Donohoe also suggested looking into producing a short video of staff that would include comments of thanks from either directors or members of the BUP Board. Staff will pursue this idea and come up with a plan.

### **BTS Report:**

Kristen Blackmon reported that BTS did an event early in March at the Metro station where staff handed out hand sanitizer. BTS is attempting to order more to have available for events in the future.

K. Blackmon gave an update on the Purple Line noting construction is moving ahead as scheduled and is 28% complete.

K. Blackmon reported that staff has been working on the Bi-annual report and a draft has been sent to the County for their review.

Staff meets on a regular basis and they continue to participate in numerous online meetings and trainings going on throughout various County departments.

D. Michaels asked about the progress of the crosswalk survey. K. Blackman noted that it had been complete and sent to the County. J. Burton noted that he will reach out to DOT to check on the status of the report.

### **Financial Report:**

J. Oyer noted that the March financial statements are still pretty consistent with the last couple of months with the exception of one item. J. Oyer noted that Arts & Entertainment events revenue is showing a \$27,000 negative variance as of March 31. This is a result of the Fine Arts Festival being moved into June and \$20,000 worth of participant booth refunds have been issued for those that can't make the new date. The other \$7,000 of this negative variance is a due to March rent checks for the various studios not being deposited until April.

As for moving forward for the rest of the fiscal year, how the year ends financially will certainly depend on when things can get back to somewhat normal, especially as it pertains to holding events. All employees and administrative costs continue to be paid. BUP will continue to fulfill its outside contracts and cut back on expenses for events and certain expenses as needed. The biggest unknowns right now are

whether or not the County will be asking for savings from the FY20 contract, and whether or not the Fine Arts Festival will be completely cancelled. These would have direct impacts on projected revenue for the year. J. Oyer reported that BUP has already returned \$30,000 to the County for April but would not provide any additional savings without prior approval of the Board or Executive Committee. We have already made cuts to flowers, the Local Writer's Showcase, the Events Calendar and Summer Concerts to cover this savings. The continued status of the Fine Arts Festival, Imagination Bethesda and the summer concerts will have a direct impact on expenditures for the remainder of the year. We will continue to monitor all possible scenarios. J. Oyer noted that with all known factors as of today, that BUP is still in a good position to end the year in the black.

Marian Block asked whether not staff was moving forward with expending the \$25,000 from reserves that the Board had approved at the last Board meeting for new fencing, staging and other equipment for our concert series. J. Oyer reported that the fencing had already been ordered and that we were planning on moving forward with the other items. After a brief discussion, it was decided that, under the circumstances, that the prudent decision should be to hold off on any additional purchases from the previous approval.

### **Executive Director Report:**

Jeff Burton reported that he and staff have been very active with IDA and all of their virtual meetings where organizations throughout the country talk about how they are handling issues they are facing and also how they are planning for the future. These meetings have been very informational and a great resource.

J. Burton noted that we have also taken this time for a lot of document review including the BTS Bi-Annual report, BUP's By-Laws and the Employee Handbook.

J. Burton reported that we have received approximately 12 responses from companies for the branding RFP. The bids ranged from \$10,000 - \$75,000. He and Stephanie have been reviewing them and hope to narrow it down to three or four to send out to the branding committee for their review.

J. Burton reported that there is finally a signed franchise agreement between the County and Smart City, the company providing touch screen kiosks throughout the County. The current plan calls for 20 kiosks to be installed within Bethesda. They are in the process of applying for permits for each of those locations. The timetable for the installation of the first kiosk is still unknown.

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

No report.

### **Other Business:**

No new business.

**Next Meeting:** May 19, 2020