



**BOARD OF DIRECTORS MEETING**  
**July 20, 2021 8:00 AM**  
**BUP Conference Room**

**AGENDA**

- 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 Burton*)
- 8:20 – 8:30**      **Mobility** (*Kristen Blackmon*)
- 8:30 – 8:40**      **Financial Report**
- Financial Statements – June 30, 2021 (*Brian Wynne, Jeff Oyer*)
- 8:40 – 8:55**      **Executive Director Report** (*Jeff Burton*)
- 8:55 – 9:10**      **Chairman’s Report** (*Jane Fairweather*)
- Committee Reports
  - BTS Advisory Committee Nominees Approval
- 9:10 - 9:15**      **Other Business**
- 9:15**      **Adjourn**

# **BETHESDA URBAN PARTNERSHIP, INC.**

## **Minutes of the Board of Directors Meeting**

**July 20, 2021**

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

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

**Guests Present:** Allie Williams – Greater Bethesda Chamber of Commerce

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

Jane Fairweather opened the meeting by thanking Greg Rooney for serving as Chairman of the BUP Board of Directors this past fiscal year and presented him with a plaque in appreciation.

### **Minutes:**

Jane Fairweather asked for a motion to approve the minutes from the previous Board meeting. Robert Donohoe asked that a statement be added to the budget presentation section noting that the budget was diligently prepared by staff and then reviewed thoroughly and in great detail by the Finance Committee before being presented to the full board for approval. A motion was made and seconded to approve the June 15, 2021 Board of Director's meeting with the noted change. There was no discussion. The motion passed unanimously.

### **Marketing Report:**

Stephanie Coppula reported that we are officially in the midst of the transition to the new logo. The uniforms for the maintenance team are here, all of the trucks have been rebranded and the gateway signs are scheduled to be rebranded today. There are still several items that still need to be rebranded but we are well underway. The feedback so far has been overwhelmingly positive.

S. Coppula and Jeff Burton noted that both of them submitted proposals to be presenters at the annual International Downtown Association conference in Tampa this fall and both proposals were selected. S. Coppula will be heading a panel on how to facilitate public/private partnerships to fund public art in the downtown. J. Burton will be heading a panel on the Streeterly as a public use space.

S. Coppula reported that staff is moving forward with planning for the 2021 Taste of Bethesda. We are currently soliciting restaurants to participate and working on entertainment. We have also secured several sponsors and are seeking more. The event will be Saturday, October 2.

Yappy Hour was held last Thursday in Elm Street Park and was highly successful. The small dog park will remain up for at least a month as a pilot. Friday night concerts at the Streeterly are also going great and have been well attended.

S. Coppola referred to pictures in her Board report that showed several art students from Bethesda Chevy Chase High School who volunteered to paint the picnic tables at the Streeterly to give them a little more character.

Staff has a call for artists out to paint the mural on Garage #11 which is across the street from BUP's office. Funds for the project will come from money raised by the Arts & Entertainment District but if anyone knows of a potential sponsor for the project, we would love to talk to them.

### **Maintenance Report:**

Jeff Oyer presented the maintenance report reporting that the team is back assisting with events. The team is also working on typical summer maintenance projects such as mowing, weeding, edging, tree replacement and brick repairs. Debbie Michaels noted that the flowers around the downtown look absolutely beautiful and are a wonderful addition to the urban district. She noted that the maintenance team should be complimented for their work.

J. Oyer noted that the team held their first "Weed Warriors" day last Saturday where eight volunteers showed up and walked around the downtown with Matt Flack and Susanna Parker to pull weeds around the urban district.

We have also purchased a substantial supply of battery powered equipment as we continue to transition to a more sustainable way of handling operations. We are still testing the equipment to see when it makes the most sense to use and not to use based on the size and length of the job.

### **Mobility Report:**

Kristen Blackmon reported that Brandan Stuckey, who is on the BTS staff, has been accepted to the upcoming Emerging Leaders class at Leadership Montgomery. This will be a year-long class where Brandan will learn about the County with a number of other classmates. It will be a great networking opportunity.

K. Blackmon reported that there is now an all-pedestrian walking traffic light cycle at the intersection of Bethesda Avenue and Woodmont Avenue. The diagonal bike crossing has not been activated yet.

Debbie Michaels questioned how the County was going to enforce vehicles not parking in the new bike lane on Bethesda Avenue. J. Burton noted that the County plans on heavy enforcement in that area once all of the appropriate signage is installed.

K. Blackmon noted that her board packet also included information about upcoming single tracking and closures at certain Metro stations which might be of interest to the board.

Most of the work on the Purple Line around Bethesda is still on hold as the State transitions to a new general contractor. There is still some work going on in the Silver Spring area.

K. Blackmon reported that BTS teamed up with WABA to conduct a learn to ride bike class at the Rescue Squad and also a bike ride around Bethesda that ended with a happy hour at Silver.

### **Financial Report:**

Brian Wynne presented the financial statements for the year ended June 30 reviewing all of the significant revenue and expenses variances that have been highlighted in the financial statement narrative. B. Wynne noted that since the year has just ended these numbers are

still preliminary but the numbers currently indicate ending the year with revenue over expenses of \$289,000. B. Wynne noted that there are several items totaling \$100,000 that were projected to be spent in FY21 before the end of the year that did not happen. They include the design contract fee for the Streeter, the event stage, Savor Bethesda and new trash cans. In accordance with County guidelines, we are requesting that the Board approve encumbering these funds to be spent on the outlined items. That allows BUP to allocate these funds to FY21 expenditures even though they will not be spent until FY22. That would leave approximately \$190,000 remaining in revenue over expenses. B. Wynne pointed out that this is a similar amount to last year. This also is in line with the amount of money BUP raised outside of the urban district contract. B. Wynne commented that it was important to note that BUP did spend all its urban district contract dollars during the actual year even without including the encumbered funds. B. Wynne recommended encumbering the \$100,000 and then once the audit and final numbers are completed, the Finance Committee would meet and come to the Board at the next meeting to make a recommendation to the Board on what to do with the remaining revenue over expenditures and present an analysis of BUP's reserve account. After discussion, a motion was made and seconded to encumber \$100,000 for the designated projects. The motion passed unanimously.

### **Executive Director Report:**

Jeff Burton noted that the contractor for the Streeter design has hired a survey company to do a survey of utilities and the overall site infrastructure of Norfolk Avenue to incorporate into their design work.

Cherian Thomas has agreed to help Susanna Parker with a survey tool for participants at the Streeter. The survey tool will capture important data about knowledge of and usage of the Streeter by visitors and also solicit feedback and ideas. The original plan is to have a tablet or tablets available on site for staff to capture quick real time data. It can be expanded to allow for use on other platforms such as a QR code, a mobile app or by responding to an email sent out by BUP once the on-site capture process is up and running. C. Thomas will use his firm to gather and accumulate a variety of data including demographics. C. Thomas noted that the survey design is complete and could possibly be ready for deployment as early as this weekend.

J. Burton reported on an economic development tool that he and Susanna Parker are working on. They are working on developing an asset map of Bethesda that can be shared online through BUP's website or via other platforms. The asset map will show as many assets within the downtown as possible. It will show ongoing development projects, office buildings, residential buildings, public transportation, hotels, parks and any other assets deemed important. We have secured a vendor for a minimal fee to use a drone to shoot video of the urban district from above. Users will then be able to pull up a picture of a particular asset, find out facts about it, do a 360-degree view around it and see exactly where it is located within the urban district. It can be helpful for anyone wanting to learn more about a particular asset in Bethesda or who wants to learn more about the urban district as a whole and might be considering moving either their residence or business to the area. We will be able to keep the cost low because Matt Flack and Susanna Parker will be developing it and loading the data once we receive the drone footage back. The idea came after attending an online IDA session.

J. Burton noted that he and Jane Fairweather plan to start attending homeowner associations in the immediate area sometime this fall to educate residents living in or in close proximity to the urban district about BUP and the many services BUP provides as well as what the downtown has to offer to residents living in or near an urban district. The main goal is to

make sure no one can say they don't know who BUP is or what BUP does. Marian Block mentioned that she would be willing to help with the presentations.

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

Jane Fairweather reminded everyone that the new officers for FY22 along with herself are Marian Block as Vice-Chair, Katya Marin as Secretary and Brian Wynne as Treasurer. J. Fairweather noted that they would be working closely together to make sure the BUP board stays a very high-functioning board during the coming year.

The packet of board materials contained recommendation letters and resumes of two candidates who are interested in serving on the BTS advisory committee. Kristen Blackmon gave a brief description of each candidate and their qualifications. After discussion, a motion was made and seconded to approve both nominations. The motion pass unanimously.

Debbie Michaels wanted to take this opportunity to thank Ken Hartman for his service to the urban district and for his support of BUP over the years as Ken will be transitioning to a new position with the County in Rockville. D. Michaels asked Ken if he could give the Board an update on the status of his transition and who will be filling his old role of Director of the Regional Services Center. K. Hartman gave a brief description of his new role and reported that the County Executive has recommended to the County Council four new individuals to become the Directors of the regional service centers in Silver Spring, Mid-County, Up-County and Bethesda. Pete Fosselman has been recommended for Bethesda/Chevy Chase and these appointments are all subject to County Council approval next week. The new start date is expected to be the first week of August. A new urban district services manager has also been hired to replace Derrick Harrigan who has also left for another position within the County.

### **Other Business:**

No other business.

**Next Meeting:** September 21, 2021



**BOARD OF DIRECTORS MEETING**  
**September 21, 2021 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 – 8:50**      **Financial Report**
- Financial Statements – August 31, 2021 (*Brian Wynne, Jeff Oyer*)
  - FY21 Audit (*Brian Wynne, Robert Donohoe, Jeff Oyer*)
  - Reserve Discussion (*Brian Wynne, Robert Donohoe, Jeff Oyer*)
- 8:50 – 9:00**      **Executive Director Report** (*Jeff Burton*)
- 9:00 – 9:10**      **Chairman’s Report** (*Jane Fairweather*)
- Committee Reports
- 9:10 - 9:15**      **Other Business**
- 9:15**      **Adjourn**

# **BETHESDA URBAN PARTNERSHIP, INC.**

## **Minutes of the Board of Directors Meeting**

**September 21, 2021**

**Board Members Present:** Jane Fairweather, Brian Wynne, Marian Block, Katya Marin, Greg Rooney, Debbie Michaels, Robert Donohoe, Heather Dhlopolsky, Cherian Thomas and Pete Fosselman

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

**Guests Present:** Allie Williams – Greater Bethesda Chamber of Commerce  
T.J. Durant – BCC Regional Services Center

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

### **Minutes:**

Jane Fairweather asked for a motion to approve the minutes from the previous Board meeting. A motion was made and seconded to approve the July 20, 2021 Board of Director's meeting. There was no discussion. The motion passed unanimously.

### **Marketing Report:**

Stephanie Coppula reported that staff worked with Cherian Thomas and his team to design a survey tool for the Streeterly. The survey was conducted in-person at the Streeterly as well as through various social media posts. We received approximately 400 responses combined. The feedback was extremely positive. Some of the highlights included liking the live music, wanting more comfortable seating and wanting better lighting in the evenings. All respondents were in favor of keeping the Streeterly. Cherian Thomas shared his screen to provide some of the high-level results about the survey including demographics of who is using the Streeterly. More play areas for kids and table games were also desired additions to the Streeterly. Jeff Burton reported that the design firm that was hired to design a more permanent Streeterly submitted their first draft for the committee and staff to review. The Streeterly working group was not thrilled with the first draft so we have gone back to them with some suggested changes and we also provided the survey results for them to consider as they make modifications. We hope to have a new draft next week.

S. Coppula noted that our second Yappy Hour of the year is scheduled for Thursday evening but the weather does not look promising and may need to be rescheduled.

Live music has been extended at the Streeterly on Friday nights. We took several of the bands that were scheduled to perform at the Taste of Bethesda and moved them to performing at the Streeterly through the end of October.

The Arts and Entertainment board has been working with staff to select an artist to paint the mural on Garage #11. Six artists were selected to submit site specific proposals. Members of the A & E board and staff will then work with the Department of Transportation to select the final artist. The hope is to have the mural painted sometime this fall.

S. Coppola reported that the marketing staff is working on several other activations and events for the rest of the fall including promoting Bethesda Bucks, some type of Winter Wonderland event at the Streeter, a social media scavenger hunt, and an art walk.

### **Maintenance Report:**

Jeff Oyer presented the maintenance report reporting that we are nearly done with all of the BUP rebranding. New logos have been put on all of the trash cans, the trucks have new decals, most of the gateway and other signage has been completed and most office signage and materials now have the new logo. We are still working on a few signs as well as fall and winter uniform items.

The rest of the picnic tables at the Streeter have been primed for new artwork. The team also painted Gallery B in preparation for the Trawick Prize and helped the marketing team with some of the installations. The new stage has arrived and the team has been busy opening boxes and making sure they know how it is assembled.

Other fall work includes a streetlight survey, a pothole survey, brick repairs, mowing and weeding and fall mulch touch up. We will also be beginning our fall sidewalk and tree surveys.

### **Mobility Report:**

Kristen Blackmon reported that September is a busy month of events for BTS with Walk & Ride registration underway, Car Free Day is tomorrow and BTS staff will be set up at the Metro Station at 6:30 – 8:30 in the morning.

K. Blackmon referred to the second page of her report noting that the Metro platforms at both Shady Grove and Rockville will be closed until December and there is a joint TMD Advisory committee meeting scheduled for September 30 with an update on Vision Zero. There is a public meeting about the Cheltenham bike lane study on September 30 also.

The Department of Transportation is asking for comments on their idea to expand the TDM plans requirement that are already required in Bethesda and making it County wide. This would then require all employers with 25 or more employees and multi-family and commercial buildings within the County to file TDM plans annually. It should not have much impact on BTS but we will now be including buildings. K. Blackmon noted that the current BTS staff should be able to handle the additional work.

### **Financial Report:**

Brian Wynne presented the financial statements for the two months ended August 31 noting that with being only two months into the new fiscal year that there were really no significant variances or items to discuss. Both revenue and expenses are in line with budget with only the actual marketing expenses being slightly lower than budget.

B. Wynne noted that the FY21 audit had been completed and a draft copy had been provided in the Board packet noting that the results were very close to what was reported at the July Board meeting but that there were a few audit entries made by staff making up the difference. It was noted that the Finance committee made up of himself, Bob Donohoe, Jeff Burton and Jeff Oyer met last week with the auditor to thoroughly review and discuss the draft audit reporting that there were no audit adjustments made by the auditors. B. Wynne reviewed the audit in detail highlighting some of the more significant items.

Brian Wynne discussed a few audit entries that were made by staff to explain the variance from the year-end figure reported in July to the actual figure on the audit. These included the addition of both the BTS and circulator as well as a \$40,000 invoice for sidewalk repairs that was originally booked in FY21 but did not take place until early in FY22. B. Wynne explained that this expense was expected to be incurred in FY21 and that it would have been added to the FY21 encumbered funds that the Board voted on last meeting if we had known that the repairs were not going to be completed until FY22. B. Wynne asked for a motion to retroactively add \$40,000 to the FY21 encumbered funds to cover this cost which increases the total encumbered funds to \$140,000. A motion was made and seconded. The motion passed unanimously.

B. Wynne reviewed that revenue and expenses for FY21 as they compared to FY20 noting that the biggest revenue change was the \$175,000 in Streetery grant funding that was received in FY21. Expenses were down in FY21 compared to FY22. B. Wynne noted that with the addition of \$140,000 in encumbered funds, that FY21 expenses would have been similar to FY20 and that the increase in net assets would be very comparable to that in previous year. B. Wynne also discussed BUP's current cash position noting that some of the cash is restricted for equipment and special projects. The board desires to have two to two and a half months of unrestricted operating funds and that figure was slightly less than two months at the end of the fiscal year.

At this time after questions and discussion a motion was made and seconded to accept and approve the draft FY21 audit as presented. The motion passed unanimously.

B. Wynne then reviewed the reserve account referring to the spreadsheet that was provided in the Board packet. The spreadsheet reflects the reserve activity projected for the next two fiscal years from a high-level standpoint. The reserve is broken down into three pots including an operating reserve, and designated reserves for both equipment replacement and special projects. B. Wynne discussed the projected increases and decreases into each of the three pots for the next two years noting that the equipment reserve has an anticipated deficit if all vehicles that are scheduled to be purchased are purchased. There may be a need to transfer funds from the operating reserve to replenish the equipment reserve and possibly the special projects reserve. However, since some of the equipment may or may not be purchased, B. Wynne noted that there is not an immediate need to do so and that the Finance committee is recommending that the Board revisit the reserve account more towards the end of the current fiscal year to reassess and make any decisions on the reserve account once it is determined exactly what will be spent from the various pots in FY22 with the goal of keeping an adequate operating reserve.

Bob Donohoe added that BUP is in good shape at the present time in all three reserve account pots. B. Donohoe noted that it is the Boards policy to have sufficient funds in the equipment reserve to manage BUP's equipment needs over the next five to seven years. It was also noted that there are currently no loans on the BUP books and the board always has the flexibility to secure a loan for larger pieces of equipment if that makes financial sense. There was a discussion about whether or not to ask the County for annual funding for equipment replacement or to continue to try and fund the equipment reserve out of revenue raised by BUP outside of the urban district contract. BUP staff will work the Finance committee and the Regional Services Center to determine what exactly BUP will ask for in its FY23 budget submission and that process is scheduled to begin shortly.

Marian Block asked if BUP has a line of credit to cover any possible future cash shortfalls. J. Oyer reported that we do not but that he would talk to B. Wynne about that and then possibly look into establishing one.

## **Executive Director Report:**

Jeff Burton reported that professional development sessions with Joan Fletcher that the board had approved began last week with the entire office staff. The session focused on the “Design Thinking Concept” which is used to help staff make sure that the programs and services that BUP provides are in line with what the urban district wants and needs.

There are four Board positions that will be opening at the end of October. They are for an OMD representative (replacing Greg Rooney), a resident in an adjacent neighborhood (replacing Debbie Michaels), a Chamber representative (replacing Heather Dhlopolsky), and a small business representative (replacing Jane Fairweather). The Chamber has sent a letter to the County Executive recommending Jane Fairweather, who has agreed to serve another term, to fill that role. The County Council advertises for and will interview candidates for the adjacent neighborhood representative. An advertisement has been sent out by the County seeking applications to fill the OMD and small business positions. BUP staff is reaching out to individuals who we think might be interested. The deadline is October 6 and once the applications are received, they will be forwarded to BUP staff and BUP will conduct interviews for these two positions. J. Burton noted that we will need two or three current Board members to be a part of the interview committee and then once the interviews are completed BUP will send their recommendations to the County Executive. Marian Block, Jane Fairweather and Katya Marin volunteered to take part in the interview committee.

J. Burton noted that he had forwarded to the Board an email from an individual who has requested that BUP take over ownership of the Veteran’s Day event held each year in Veteran’s Park. J. Burton gave some historical background about the event and noted that BUP has been assisting with the logistics for the event for years but has taken no part in the organization of the event. BUP’s role has been to set up tents and chairs for the event. The original founder of the event has been looking for groups to take over the event from him without success. J. Burton noted that he has done some research with the help of Pete Fosselman and it does not appear that the County or any departments currently plan or organize any other Veteran’s Day events. These appear to all be organized and held by private groups or individuals. Staff feels that this does not necessarily fit into BUP’s core mission and would open BUP up for other similar requests which BUP staff would not have the staffing resources to handle. Staff feels we are more than happy to continue to support events like these but it would not be in BUP’s best interest to make it a BUP event. There were numerous comments from the Board and the consensus was that BUP should continue to support events like this but should not take the lead role and it should not be a BUP event. There were no Board members who felt this should be a BUP event.

## **Chairman’s Report:**

Jane Fairweather reported that the Executive Committee would be meeting via Zoom on September 28 to discuss the current BUP Board committee structure including what committees currently exist, who currently sits on them, how or if they should be restructured in any way, and who should chair and sit on each committee.

## **Other Business:**

No other business.

**Next Meeting:** October 19, 2021



**BOARD OF DIRECTORS MEETING**  
**October 19, 2021 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 – 8:50**      **Financial Report**
- Financial Statements – September 30, 2021 (*Brian Wynne, Jeff Oyer*)
- 8:50 – 9:00**      **Executive Director Report** (*Jeff Oyer, Stephanie Coppula*)
- 9:00 – 9:10**      **Chairman’s Report** (*Jane Fairweather*)
- Committee Reports
- 9:10 - 9:15**      **Other Business**
- 9:15**      **Adjourn**

# **BETHESDA URBAN PARTNERSHIP, INC.**

## **Minutes of the Board of Directors Meeting**

**October 19, 2021**

**Board Members Present:** Jane Fairweather, Brian Wynne, Marian Block, Katya Marin, Greg Rooney, Debbie Michaels, Robert Donohoe and Heather Dhlpolsky

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

**Guests Present:** Allie Williams – Greater Bethesda Chamber of Commerce  
T.J. Durant – BCC Regional Services Center

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

### **Minutes:**

Jane Fairweather asked for a motion to approve the minutes from the previous Board meeting. Robert Donohoe asked for one change be made to the marketing report to include the total number of Streeetry surveys sent. A motion was made and seconded to approve the October 19, 2021 Board of Director's meeting with the recommended change. There was no discussion. The motion passed unanimously.

### **Marketing Report:**

Stephanie Coppula reported that the last Yappy Hour of the year was held a couple of weeks ago. The temporary dog park in Elm Street Park was in place during the summer between the two Yappy Hour events. We received a ton of positive feedback about the temporary dog park. There was also feedback from individuals about holding more than two Yappy Hours each year.

S. Coppula noted that there will be two more weeks of live music at the Streeetry and that the concerts have been extremely popular and well attended.

The Arts & Entertainment District worked with the County's Department of Transportation and a final artist has been selected for the mural on Garage #11. The final version of the artwork is being discussed and the mural is scheduled to be installed in the Spring.

Gallery B continues to host local artist exhibitions and a Bethesda Art Walk has been scheduled for Friday, November 12.

BUP staff is currently working on the planning for a small Winter Wonderland event on Saturday, December 4 at the Streeetry. There will be ice sculpting and choral groups from several local high schools will be performing.

Staff will also be working on some additional holiday promotions for local shops and restaurants with Bethesda Bucks and other social media campaigns.

## **Maintenance Report:**

Jeff Oyer noted that all of the maintenance highlights can be found in the Board report. J. Oyer noted that we have seen an increase in complaints about rat activity in the urban district and we are working with our pest control vendor to address the situation and possibly look at other alternatives for rat abatement.

Fall flowers are arriving and staff will be planting them throughout the urban district during the week. The Fall sidewalk repair list has been compiled and we hope to have all of the identified repairs completed within the next several weeks.

J. Oyer reported that the trash removal contract extension for both Silver Spring and Wheaton have been executed and will run through the end of the fiscal year.

## **Mobility Report:**

Kristen Blackmon reported that Walk & Ride is currently underway and runs through October 22. Prizes are being given out to selected participants who are either logging their steps daily or participating in other challenges.

Staff set up a table at the Bethesda Metro station for Car Free Day on September 22.

K. Blackmon pointed out several things on the second page of her report that she encouraged the Board to review.

## **Financial Report:**

Brian Wynne presented the financial statements for the three months ended September 30 noting that with only three months into the new fiscal year completed, there were no significant variances or items to discuss. Revenue is currently \$6,000 over budget and expenses are \$18,000 under budget.

## **Executive Director Report:**

Jeff Oyer reported that we have still not received the second version of the closed Streeery from the design firm after the committee gave them their original feedback. We hope to have a revised version within the next week or two.

Jeff Burton and Jeff Oyer continue to work with the Regional Services Center to develop a strategy and put together an FY23 budget submission.

J. Oyer noted that BUP does not typically hold an official Board meeting in December but we have done a December networking event for past BUP Board chairs. We did not hold an event last year due to Covid-19 but it was time to make a decision about having something like this again this December. J. Oyer asked for feedback from the Board. After comments were heard and a discussion was had, it was determined that it would still not be appropriate to hold this type of event this December.

J. Oyer reported that Heather Dhlopolsky will not be serving a second term on the BUP Board as a Chamber rep. Jane Fairweather will be filling that role and is expected to be confirmed by the County Council this morning. The solicitation for the OMD position to fill Greg Rooney's slot and for the small business position to fill Jane Fairweather's slot has

closed. We have received all of the names of applicants and resumes and are working to set up interviews with all of the candidates for one day next week.

**Chairman's Report:**

Jane Fairweather reported that the Executive Committee met to set up the committee structure for FY22. The Finance committee will be chaired by Bryan Wynne, the Strategic Planning committee will be chaired by Marian Block, the Parks committee will be chaired by Bob Donohoe, Jane Fairweather will be the Board liaison with the A&E Board and Marian Block will be the Board liaison with BTS. J. Fairweather encouraged each Board member to join at least one of the standing committees.

**Other Business:**

No other business.

**Next Meeting:** November 16, 2021



**BOARD OF DIRECTORS MEETING**  
**November 16, 2021 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, 2021 (*Brian Wynne, Jeff Oyer*)
- 8:40 – 8:50**    **Executive Director Report** (*Jeff Burton*)
- 8:00 – 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 16, 2021**

**Board Members Present:** Jane Fairweather, Brian Wynne, Marian Block, Greg Rooney, Debbie Michaels, Robert Donohoe, Andy Jones, Cherian Thomas and Pete Fosselman

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

**Guests Present:** Allie Williams – Greater Bethesda Chamber of Commerce  
T.J. Dant – BCC Regional Services Center

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

### **Minutes:**

Jane Fairweather asked for a motion to approve the minutes from the previous Board meeting. Robert Donohoe asked for one change be made to the Executive Director's report to clarify that the Streeterly was still open. A motion was made and seconded to approve the October 19, 2021 Board of Director's meeting minutes with the recommended change. There was no discussion. The motion passed unanimously.

### **Marketing Report:**

Stephanie Coppula reported that BUP held an Art Walk this past Friday which is the first since 2019. There were approximately 75 people who came through the numerous galleries and studios that were open.

Winter Wonderland is scheduled for Saturday, December 4 from 1:00 - 4:00 and will be held at the Norfolk Avenue Streeterly. There will be ice sculpting, five local high school choral groups, a craft corner for kids and a couple of local restaurants serving food and drinks.

The Bethesda Bucks contest is still going on. Anyone who shops or dines in the downtown and sends us a copy of their receipt is eligible to enter a drawing to win Bethesda Bucks. That will continue through November.

The marketing staff is now taking submissions for our Spring events including the Essay Contest and the Bernard Ebb Songwriting Awards.

### **Maintenance Report:**

Jeff Oyer noted that all of the maintenance highlights can be found in the Board report. J. Oyer noted that the Fall flower rotation has been completed and that the tulips have been planted and will appear in the Spring. Fall leaf collection is in full swing.

On a staffing note, the vacant Ambassador position has been filled and that our Field Supervisor, Matt Flack has turned in his two-week notice. We will be assessing this vacancy and the best way to proceed over the next few weeks. Debbie Michaels asked Jeff Oyer to thank Matt on behalf of the Board and wish him well.

Sidewalk repairs for the Fall should be completed over the next few weeks.

Robert Donohoe asked if the complaints about the increased rat activity have decreased. J. Oyer noted that BUP has put a new plan in affect and it appears that the complaints have decreased. We continue to be proactive in addressing the situation. J. Burton noted that we have reached out to the various businesses that have issues with trash that may be contributing to the problem and they also appear to be taking some corrective actions.

Debbie Michaels asked whether BUP has any plans to add tents and heaters to the Streeterly again this year or if the County has made any funding available for this purpose. J. Oyer noted that there is no County funding available this year and that BUP has no current plans to add tents or heaters due to the high cost. After a discussion, it was the consensus of the Board that BUP did not need to spend any additional funding on tents or heaters this year based on the current COVID conditions but we can reassess if conditions change.

### **Mobility Report:**

Kristen Blackmon reported that there will be a virtual Advisory Committee meeting this coming Friday at 8:00 am. Delegate Marc Korman will be giving a transportation update from the State's perspective and also provide his thoughts on the upcoming legislative session. J. Burton and a representative from the Department of Transportation will also be giving an update on permanent Streeterly design and closure.

Walk & Ride has ended and prizes to the winning teams have been given out.

There is still no date for the completion of the bike lanes on Woodmont Avenue where the Streeterly is located but the rest of the bike lane work in that area is progressing nicely. The bike lanes should open once the signage and signaling in the area is completed.

K. Blackmon referred to the other stories in her report and encouraged the Board to read them.

### **Financial Report:**

Brian Wynne presented the financial statements for the four months ended October 31 noting that with only four months into the new fiscal year completed, things are looking pretty much in line with the budget. There are a couple new variances. October was when the Taste of Bethesda was to be held. Due its cancellation, there is now a \$60,000 negative variance for Taste of Bethesda revenue but that is more than offset by the \$100,000 positive variance for Taste of Bethesda expenses under the BUP events line item.

### **Executive Director Report:**

J. Burton reported that Jane Fairweather was formally approved by the County Council to take over Heather Dhopolsky's position on the Board as a Chamber representative. The

Board's interview committee interviewed candidates for both the Optional Method Developer position and the Small Business representative position and have sent a letter with the committee's recommendation to the County Executive. Once confirmed by the County Executive, the names will go to the County Council to be voted on on their consent calendar. We hope this process will take place in December and the new Board members will be able to attend the next Board meeting in January. The County Council is interviewing four candidates for Debbie Michael's position this Thursday. Our hope is that this new Board member will also be confirmed by the January Board meeting.

J. Burton reported that he gave a presentation to the Master Plan Implementation Advisory Committee and they will be writing a letter of support to Park & Planning asking that amenity funds dollars be used to help pay for the implementation of the Streeter closure plan. The Department of Transportation was beginning their CIP (capital improvement) study work for the shared street concept which is in the Master Plan. DOT asked to see our design and agreed BUP's design plan might be better than what they had in mind which means they may also have funds available in their budget for implementation. DOT will also run point on the permanent closure and abandonment process that must take place before anything can move forward.

J. Burton noted that staff met with the design company we have been working on the asset map at the IDA conference. At the last Board meeting it was mentioned that staff felt that most or all of this work could be done in house at little or no cost. After learning more about what was involved, we are informing the Board that this project will not be able to be done completely in house and that we will need to spend some special projects funds to make sure the final product is everything we envisioned.

J. Burton reported that our FY23 budget has been submitted to the County. It includes increases for fixed costs such as rent and insurance. It also includes a 2% cost of living increase and an additional 2% performance-based increase. The submission also asked that the County contribute \$40,000 per year for BUP's equipment replacement which is about one-half of the total annual amount needed. The total increase requested was \$140,000.

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

Jane Fairweather asked if any Board members have reached out to the Chairs of the various committee and volunteered to join a committee. J. Fairweather encouraged all Board members to do so and hoped that each Board member would be serving on at least one of the committees.

### **Other Business:**

No other business.

**Next Meeting:** January 18, 2022



**BOARD OF DIRECTORS MEETING**  
**January 18, 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 – December 31, 2021 (*Brian Wynne, Jeff Oyer*)
- 8:40 – 8:50**    **Executive Director Report** (*Jeff Burton*)
- 8:00 – 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**

**January 18, 2022**

**Board Members Present:** Marian Block, Brian Wynne, Katya Marin, Cherian Thomas, Susan Lennon, Dan Schlaff and Pete Fosselman

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

**Guests Present:** Allie Williams – Greater Bethesda Chamber of Commerce  
T.J. Dant – BCC Regional Services Center

**Call to Order:** Meeting called to order at 8:00 a.m. by Jeff Burton

### **Introductions:**

Jeff Burton opened the meeting by announcing that we have two new board members, Susan Lennon and Dan Schlaff joining us this morning. He asked all attendees to introduce themselves and then asked Susan and Dan to introduce themselves and tell everyone about their background and what constituency they will be representing.

### **Minutes:**

Jeff Burton called for a motion to approve the minutes from the previous Board meeting. A motion was made and seconded to approve the November 16, 2021 Board of Director's meeting minutes. There was no discussion. The motion passed unanimously.

### **Marketing Report:**

Stephanie Coppula reported that BUP was able to hold Winter Wonderland this year on December 4 at the Streeter. There was ice sculpting and there were several high school choral groups who performed.

The marketing team continued to promote Bethesda Bucks during the Holiday season as a way to support local businesses.

S. Coppula reported that BUP is planning to hold a restaurant week sometime towards the end of February and we are beginning to reach out to restaurants for participation.

S. Coppula noted that the marketing team is busy working on the Local Writer's Showcase which will be held in March and the Bernard Ebb Songwriting Awards that will be held in April.

S. Coppula reported that BUP has met with WMATA and they will be installing stairs to replace the outdoor escalator at the Bethesda Metro station. It will be a 6 - 12-month project. They have reached out to BUP because they are interested in having some creative artwork added to the fencing that will surround the construction site. We are working with an artist to come up with an original design to present to WMATA.

S. Coppola noted that every ten years we work with the State of Maryland to get Bethesda designated as an Arts & Entertainment District. It requires an application with the State along with several other supporting documents. BUP is in the process of starting this application which will be submitted in April. S. Coppola noted this designation is desirable because artists who create and sell work in Bethesda do not need to pay sales tax, developers are given certain incentives to create or renovate space for arts use and there is an admissions and amusement tax abatement for theatres or live music venues.

### **Maintenance Report:**

Jeff Oyer noted that all of the maintenance highlights can be found in the Board report. J. Oyer noted that the Fall sidewalk and curb repairs have been completed. The majority of November and December involved daily leaf removal from the downtown sidewalks, streets and curbs. Other crew members continue brick repairs and members of the maintenance team painted Gallery B getting it ready for the next artist.

J. Oyer noted that a large portion of the maintenance team was active on three separate days in December assisting the Holiday Goodwill Coalition with delivering food and gifts to various locations around Bethesda.

### **Mobility Report:**

Kristen Blackmon reported that BTS created a contest for the Winter and it is called the Cool Commuter Contest. The contest calls for people to send us photos of their Winter commute. Winning pictures will be chosen and Bethesda Bucks will be given out as prizes.

The Council of Governments Commuter Connections is holding their regional employer awards. Employers self-nominate online. The contest identifies employers with outstanding employee transportation programs. Nominations will be accepted through the end of the month and winner will be recognized at an event that will be held in June.

K. Blackmon mentioned that Bike to Work Day is anticipated to go on as usual this year and will be held in Bethesda on the third Friday in May.

### **Financial Report:**

Brian Wynne presented the financial statements for the six months ended December 31 noting that with half of the fiscal year completed, things are looking pretty much in line with the budget except for factoring in the Taste of Bethesda which was cancelled. Total revenue \$58,000 under budget due to the Taste of Bethesda cancellation. Expenses are \$145,000 under budget of which about \$100,000 of that is due to the Taste of Bethesda cancellation. Revenue over expenditures as of December 31 is \$233,000 which is \$87,000 above budget. B. Wynne noted that the various other small variances are highlighted in the financial statement narrative.

### **Executive Director Report:**

J. Burton reported that he and the rest of the staff Directors are working to formulate BUP's 2022 work plan. Due to Covid-19, BUP has been focusing on more of a month-to-month plan instead of a year-long plan since things are so fluid. One of the major things on the list will be hiring a consultant to assist with the next strategic plan. BUP's current strategic plan reauthorization runs through 2023 so later this year and into next year we will need to

prepare another five-year strategic plan for the next reauthorization. A big component of the strategic plan will be focus groups and outreach to constituents. J. Burton noted that staff feels it's important to continue to reach out to constituents and hear from them what services they want from BUP instead of just assuming that we know. As part of that process, we are looking to set up working groups made up of our larger constituent groups. At the present we have identified developers and property owners, retailers and restaurants, arts, residents and possibly hotels and hotel operators.

J. Burton listed BUP's current standing committees and again asked Board members to consider participating in at least one of these committees. Staff is also exploring the possibility of establishing an economic development committee to be a better partner with County economic development agencies. A second possible committee is a diversity, equity and inclusion committee.

Another issue we will be looking at in 2022 is our Holiday decorations. BUP used to install garland on the light poles in the Urban District. There were issues with the lighting of the garland because many of the light poles did not provide an electric outlet and the garland was at the end of its useful life so we have not had it installed the last two years. Staff feels that it is time to do something again with some type of Holiday decorations and is looking into several options to have something on our main corridors at a minimum. There will most likely be a considerable cost associated with this and staff will present a proposal to the Board when it is ready.

Staff is also working on re-negotiating a new five-year contract for the circulator with the current contract expiring at the end of this current fiscal year. We will be working with the same vendor since our colleagues at the Department of Transportation have indicated that we will not find a better deal than what we have with our current vendor as long as we are happy with their service.

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

No report.

### **Other Business:**

Cherian Thomas noted that he is aware of BUP's extensive mailing list to announce events to people, but asked whether or not BUP has thought about sending a calendar invite along with the event information. He suggested that it is a good thing to alert individuals about events, but that it may make it easier for people to just accept a calendar invitation so it is automatically added to their calendar.

C. Thomas also suggested that BUP think about a way to find a champion at businesses within the Urban District who would take and receive information about BUP's activities and events and encourage their employees to attend and participate. Maybe it could be pitched as a new event that is tailored to bring your business and employees to attend a "bring your own business" event. S. Coppola noted that K. Blackmon and BTS work directly with many of the Human Resource departments at businesses within the Urban District but it is always worthwhile looking into what other opportunities may be out there.

C. Thomas commented that BUP's biggest brand awareness right now centers around BUP's employees in red shirts on the ground and its red trucks. He suggested that BUP might consider partnering with businesses to put a sticker or something similar on the business entrance that might indicate their business is a proud supporter of BUP to help increase awareness. J. Burton noted that staff will look into potential opportunities. P. Fosselman also suggested that maybe businesses would be willing to put something like that somewhere on their website.

C. Thomas commented that he did not think that BUP has a company page on LinkedIn. He commented that should be a no-brainer to create. He knows it will take some resources but that it will allow BUP to connect directly with more businesses in the area.

Katya Marin asked for an update on the bike lane project down Woodmont Avenue and up around Bethesda Row noting that there seems to be a lack of consistency in the current alignment that may cause a variety of safety issues. C. Thomas also asked if there were any measures in place to count bike lane usage. J. Burton noted that the current alignment is not the final product and that the County is still working on issues that will hopefully alleviate the safety concerns. J. Burton commented that he will invite Matt Johnson from DOT to the next Board meeting to provide an update on this project and answer some of these questions and concerns.

B. Wynne asked if BUP had seen any significant employee turnover as a result of Covid-19. J. Burton commented that we have had a few people leave recently but two of them were for specific family reasons that had nothing to do with Covid-19. The other two were individuals who simply came across better opportunities that BUP could not match. J. Burton also mentioned that BUP does not feel that our wages are keeping pace with the market, especially with the maintenance/field team and we are working closely with T.J. Dant to address this problem with the current budget submission.

**Next Meeting:** February 15, 2022



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

**Board Members Present:** Jane Fairweather, Marian Block, Brian Wynne, Cherian Thomas, Susan Lennon, Dan Schlaff, Christopher Smith and Pete Fosselman

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

**Guests Present:** Allie Williams – Greater Bethesda Chamber of Commerce  
T.J. Dant – BCC Regional Services Center  
Matt Johnson – Montgomery County DOT

**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 January 18, 2022 Board of Director's meeting minutes. There was no discussion. The motion passed unanimously.

**Mobility Report:**

Kristen Blackmon reported that the "Cool Commute" photo contest is ongoing. K. Blackmon noted that staff member Brandan Stuckey has been working with employers on their transportation demand management plans which are due in February of each year.

At this time K. Blackmon introduced Matt Johnson a capital projects manager within the Montgomery County Department of Transportation. Mr. Johnson provided the Board with an update on the status of four of the bike lane and other capital projects that are in various stages of planning, design or construction around the downtown Bethesda area. Board members were given an opportunity to ask questions and make comments.

**Marketing Report:**

Stephanie Coppula reported that "Restaurant Week" is kicking off this week on the 17<sup>th</sup> and will run through the 27<sup>th</sup>. There are approximately 30 participating restaurants who are all offering some type of meal discount. The marketing team has already done a radio spot featuring one of the restaurants and a couple of news stations will be here next week and will also feature a local restaurant. The BUP website lists all the participating restaurants and the specials they are offering.

The Local Writer's Showcase will be held on March 10 & 11 featuring local essay and poetry writers. There will be live events at the Writer's Center and Gallery B.

The Bernard Ebb Songwriting Awards will be held at the Blue's & Jazz Club on Friday night, April 1<sup>st</sup>. All the finalists were just selected and tickets will go on sale in the next few days.

Staff is still working with WMATA to do some artwork at the Metro station where Metro will be doing some construction around the entrance from the plaza level. We are waiting on the sign-off of the MOU and then staff will work with an artist on a design and schedule.

S. Coppula reported that staff has been highlighting various artists and business owners within Bethesda for Black History Month on social media.

### **Maintenance Report:**

Jeff Oyer noted all of the maintenance highlights can be found in the Board report. J. Oyer noted that Winter work is in full swing with tree pruning and brick repairs. There were several snow events during January and February so staff was quite busy clearing snow and putting down ice-melt for three or four days since the last Board meeting.

Susan Lennon asked about what steps BUP was taking in connection with the increasing rat population. J. Oyer noted that BUP has been working with its current pest control vendor to develop a plan for increased service in the trouble areas. T.J. Dant commented that he has also seen an increase in the number of complaints about the issue and there are two parts to the issue. The first part will be to work with business owners to make sure they are complying with all rules associated with trash removal and trash being left in unprotected cans. The second part is that he is working with both the Silver Spring and Wheaton Urban Districts to develop a comprehensive plan from the County to enter into a contract with a vendor to provide more pest control services within the Urban Districts to help alleviate the issue. Pete Fosselman mentioned that this is an education and health issue and there may be funding available to address this issue once a comprehensive plan is developed.

### **Financial Report:**

Brian Wynne presented the financial statements for the seven months ended January 31. B. Wynne noted that revenue is \$65,000 under budget due mainly to the cancellation of the Taste of Bethesda. Expenses are also under budget by approximately \$200,000. This is due to several factors including the cancellation of the Taste of Bethesda, Play in a Day, Streeery costs running under budget and also several staff vacancies. The overall revenue over expenses is about \$235,000 which is very similar to last month.

### **Executive Director Report:**

J. Burton reported that he will be participating in a virtual press conference this Thursday with the Comptroller's office. He is proposing \$500M appropriation for funds to be allocated to small businesses in Maryland to help with pandemic recovery.

J. Burton noted that he and Stephanie Coppula will be meeting with the General Manager of Fox 5 in the next couple of weeks. He noted that Fox 5 was now located in Bethesda. They will be discussing options for partnering together in the future.

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

Jeff Burton reported that the Parks Committee met with the consultant for the Streeery design on Norfolk Avenue. They presented a possible final draft of the design of the three

blocks on Norfolk for a permanent closure. This design incorporates the suggestions made by the committee after the first draft. The committee will now start working with the consultant on cost estimates for each block. The committee hopes to bring something to the Board at either the March or April Board meeting.

**Other Business:**

No other business

**Next Meeting:** March 15, 2022