AGENDA

7:45    Welcome (Debbie Michaels)

7:45    Approval of Minutes

7:45 – 7:55 Marketing/Arts & Entertainment (Stephanie Coppula, Jane Fairweather)

7:55 – 8:00 Maintenance (Jeff Oyer)

8:00 – 8:10 Transportation (Kristen Blackmon)

8:10 – 8:15 Financial Report: (Sarah Wolek, Jeff Oyer)
  • Financial Statements – September 30, 2019

8:15 – 8:25 Executive Director Report (Jeff Burton)

8:25 – 8:35 Chairman’s Report (Debbie Michaels)
  • Committee Updates – Branding/Corporate Documents/Parks

8:35– 8:45 Other Updates/New Business

8:45 – 9:00 Executive Session – 360 Review

9:00    Adjourn
BETHESDA URBAN PARTNERSHIP, INC.
Minutes of the Board of Directors Meeting
September 17, 2019

Board Members Present: Debbie Michaels, Greg Rooney, Sarah Wolek, Jane Fairweather, Robert Donohoe, Jack Alexander, Andrew Jones, Heather Dhillopolsky, Marian Block and Katya Marin

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

Guests Present: Derrick Harrigan – BCC Regional Services Center, Ginanne Italiano – Greater Bethesda Chamber of Commerce, Dan Schere – Bethesda Beat

Call to Order: Meeting called to order at 7:45 a.m. by Debbie Michaels

Minutes:
Debbie Michaels asked for a motion to approve the minutes from the previous Board meeting. Several minor grammatical edits were suggested by Robert Donohoe. A motion was made and seconded to approve the July 16, 2019 Board of Director’s meeting minutes with the suggested edits. The motion passed unanimously.

Marketing Report:
Stephanie Coppula reported that the next Yappy Hour and “Pop Up” Dog Park will be held this Thursday in Elm Street Park and Taste of Bethesda is scheduled for Saturday, October 5.

S. Coppula thanked those Board members who attended the dedication of the mural at the Bethesdan Hotel (former Doubletree Hotel). The focus has now turned to finalizing the details for a mural at the Hilton Garden Inn.

Jane Fairweather reported that the piano that was painted by students at B-CC High School has been delivered to Bethesda Lane for the public to be able to play. J. Fairweather noted that A&E will be contacting the music departments at the local schools and encouraging them to send students over to perform.

Maintenance Report:
Jeff Oyer reported that the maintenance team is in full swing with fall work and are also keeping busy with event support. The evaluation of the sidewalks has been completed and the list of repairs needed has been sent to the contractor for a quote. The work will most likely be done sometime in October.

Jack Alexander questioned the status of updating the sign at Veterans Park. Staff noted that all of the signs need to be updated because of new locations of various buildings. Staff will work on a temporary solution because they don’t think it makes sense to pay to reface all of the signs until the new branding study is complete.
Robert Donohoe noted that the Ask Me story mentions first responder training. R. Donohoe questioned whether or not the first responder training was a continuous educational training or a one-time training. Staff noted that they will look into whether or not there are any continuous training for the CERT program.

J. Fairweather asked what the policy for panhandlers was in Bethesda. J. Burton noted that they are free to panhandle as long as they are not blocking the sidewalk or are being overly aggressive. Ken Hartman suggested reaching out to John Mendez at Bethesda Cares to make sure he is aware of this person.

**BTS Report:**

Kristen Blackmon reported the Walk & Ride competition is going on right now which an event to encourage people to walk to transit instead of driving. They are teams of five that log their steps for three weeks and weekly prizes are given out.

BTS is getting ready to conduct both a residential and employer commuter survey that will begin in September. The residential survey is new this year as part of the Bethesda plan. The residential survey includes the entire planning area so there are over 70 properties that staff is reaching out to the managers of the properties who will forward them to their residents.

**Financial Report:**

Jeff Oyer said that there is very little to report through the first two months of the fiscal year. Both revenue and expenses are pretty much on budget as expected as of August 31.

J. Oyer reported that the FY19 audit work was completed successfully several weeks ago with only one adjustment. The finance committee met last week to review a draft of the audit. There were no changes to any of the numbers but there were several suggestions regarding the wording in certain sections in an attempt to make the financial notes a little clearer to the reader and to more accurately reflect BUP’s designated funds. The changes were made and approved by the finance committee. J. Oyer noted that he had sent out the final draft for the Board to review prior to the meeting. A motion was made and seconded to approve the audit as presented. There being no discussion, the motion passed unanimously.

**Executive Director Report:**

Jeff Burton thanked everyone who came to the meeting with the County Executive in BUP’s conference room. The meeting gave BUP a chance to hear directly from the County Executive what his priorities are and also allow BUP the opportunity to make the Executive aware of BUP’s resources and capabilities and how BUP could be a great partner in helping the County Executive accomplish some of his priorities. He has asked for a follow-up meeting to further discuss various areas.

J. Burton noted that he and Jeff Oyer had met with the County’s Department of Transportation to discuss several issues including making the BTS contract more flexible so BTS can take advantage of its ability to be nimbler and more responsive in working to accomplish the goals set forth in the County contract. DOT is focused on results and J. Burton expressed that more flexibility in the agreement will allow BTS to better deliver those results.

J. Burton reported that he, J. Oyer, Debbie Michaels and Sarah Wolek met with Rich Madaleno, the new Director in the Office of Management and Budget. The meeting was focused on making sure Mr. Madaleno understood how BUP operates and how BUP can be
more a part of the County’s budget process earlier on in the process when the urban district budgets are discussed and developed. R. Madaleno agreed that BUP is in a unique position as a government instrumentality and not a contractor of County department which can be a good thing and also present challenges. J. Burton informed Mr. Madaleno that BUP has a very robust strategic plan and would be looking to the County to fund the basic fixed cost increases of BUP’s operations so BUP could used the funds raised outside the County contract to accomplish those strategic plan initiatives.

J. Burton reported that the Circulator survey went live on September 1. Riders can pick up paper copies in the busses and they can also find the survey on both BUP’s and BTS’s website.

There were questions about being able to paint some of the crosswalks in Bethesda. It was noted that BUP has not been able to get approval from DOT to do this work but staff will continue to pursue it.

**Chairman’s Report:**

Debbie Michaels reported that the partnership with East Bethesda to install some plants and flowers at Cheltenham Park is moving along. The beds are being prepped and the flowers should go in within the next few weeks.

There were no updates on either the branding or corporate documents committee.

Debbie Michaels reported that BTS has a nominee to serve a second term on the BTS advisory committee. The member will be the new chair of the advisory committee for FY20. A motion was made and seconded to approve the nomination. There being no discussion, the motion passed unanimously.

**Other Business:**

At this time a motion was made and seconded to adjourn the Board meeting and move into executive session to discuss personnel issues. There was no discussion and the motion passed unanimously.

**Next Meeting:** October 15, 2019