



BOARD OF DIRECTORS MEETING
July 16, 2024 8:00 AM
Large Conference Room

- 8:00** **Welcome** (*Marian Block*)
- 8:05** **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 – 8:45** **Financial Report**
- Financial Statements – June 30 (*Jeff Oyer*)
 - FY 25 Budget Approval
 - Reserve Account Policies Approval
- 8:45 – 8:55** **Executive Director Report** (*Jeff Burton*)
- 8:55 - 9:00** **Other Business**
- Election of FY25 Officers
 - Katya Marin – Chair
 - Dan Schlaff – Vice Chair
 - Chris Smith – Treasurer
 - Adam Murphy - Secretary
- 9:00** **Adjourn**

BETHESDA URBAN PARTNERSHIP, INC.
Minutes of the Board of Directors Meeting
July 16, 2024

Board Members Present: Marian Block, Chris Smith, Dan Schlaff, Evan Weisman, Cherian Thomas and Mylene Ortiz-Luis

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

Guests Present: Pete Fosselman, Bethesda-Chevy Chase Regional Services Center
Thomas Dant, Bethesda-Chevy Chase Regional Services Center
Brandon Stuckey, Bethesda-Chevy Chase Regional Services Center
Allie Williams, Greater Bethesda Chamber of Commerce

Call to Order: Meeting called to order at 8:05 a.m. by Marian Block

Minutes:

A motion was made and seconded to approve the minutes from the April 16, 2024 and May 21, 2024 Board meetings. The motion passed unanimously.

Marketing Report:

Stephanie Coppula reported that Summer is in full swing. Friday night concerts have been packed and run through the end of July. We have also held five Fitness in the Park events at Elm Street Park held by local fitness groups and they have all drawn good attendance. Our first Yappy Hour of the year will be held at Elm Street Park this Thursday evening. We have three outdoor movie nights this year with the first being held next Friday evening. BUP is partnering with the Police, the County and the Chamber of Commerce to hold National Night Out on August 6. We will close two blocks of Norfolk Avenue and there will be live music, restaurants and activities for kids. Finalists have been selected for the Trawick Prize. Staff has also started working on securing sponsors and restaurants for Taste of Bethesda which will be held on October 5.

The signal box art project is moving along. All of the artists and signal box locations have been selected. Applications will be submitted to both the County and the State for their final approval. We are still working on an installation date.

Maintenance Report:

Jeff Oyer noted all the maintenance highlights can be found in the Board report. Summer activities are in full swing with weeding, mulching and mowing. The maintenance team has also been busy with closing and opening Norfolk Avenue for Friday night concerts and also with setting up for Fitness in the Parks. J. Oyer referred to the pictures in the report noting that BUP is very fortunate to have a well-trained staff that can do almost all projects, including tree removal and installation in house which makes us much more cost effective and efficient than the other Urban Districts in the County who have to contract out much of their work.

J. Oyer noted that the recent heat has created a little problem with working conditions. We have been making sure that the team has been staying hydrated and we have been allowing a few more breaks during the day and we have also been bringing the guys in early on extremely hot days.

Even Weisman asked about the idea of having the maintenance team wear nametags so people recognize them on the streets and know their names. J. Oyer noted that he is still working on that. Having actual nametags does not seem to be the way to go because the guys will constantly be losing them. The plan is to have their names added to the actual uniform shirts the next time we have to place another order which will most likely be in the fall.

Mobility Report:

Kristen Blackmon reported that BTS staff will be at National Night Out in August. Planning is underway for the Walk & Ride event which will take place in September. Car Free Day is coming up and will be held on Monday, September 23 this year.

K. Blackmon noted that the circulator service changed effective July 1. Due to decreased ridership since Covid that has not recovered, a joint decision was made between BUP and the County to remove one bus from service so there are now two circulators on the route instead of three. We have advertised the change. Wait times will increase but we have encouraged riders to download the app to know where the busses are and when they will arrive at their stop.

Pete Fosselman reported that on July 22, the Council will be holding a work session to discuss the funding mechanism for all of the County's urban districts.

Financial Report:

Chris Smith noted that a draft of the FY24 year-end financials is in the packet. We are still anticipating around \$10,000 of FY24 invoices that have not arrived yet that are not reflected in these statements. It looks like BUP will end the year with about \$70,000 in revenue over expenditures. BTS is also showing about \$40,000 revenue over expenditures for a total of \$110,000 which is close to what we have been projecting for the past few months.

The packet of materials contains the proposed FY25 budget for BUP. The highlights include a revenue increase due to an increase in the County contract. Expenses for salaries and benefits, events and maintenance have increased accordingly based on the contract increase. A motion was made and seconded to approve the FY 25 budget. The motion passed unanimously.

C. Smith presented and discussed the new reserve operating policies and the FY25 projected reserve additions and expenditures. C. Smith noted that the new reserve policy will break the reserve into four buckets (operating, equipment, special projects and other). The operating reserve will be adjusted annually to cover two months of BUP's operating expenditures. The capital equipment reserve will be adjusted annually to cover current year projected capital equipment expenditures. A special projects reserve that will be adjusted annually to cover special projects during the year. And then an additional reserve where the remaining funds will go to cover any other contingencies. The Board will approve each of these buckets at the beginning of each fiscal year. Since all of the projected equipment and special projects annual expenditures are estimates, the policies are written that staff has some flexibility in going over the approved amounts without coming back to the Board for approval. After discussion, there was a motion to approve the new reserve policies. The motion was

approved unanimously. There was then a motion to approve the FY25 reserve buckets and expenditures. The motion passed unanimously.

Executive Director Report:

Jeff Burton reported that the Kiosk project that BUP has been working on with the County for several years is officially dead. There are a couple of reasons for this. The contractor was not willing to reduce the number of kiosks below 20 which BUP feels is far too many for Bethesda. Also, there were several legal issues such as permitting, maintenance responsibilities, and right-of-way issues that the County attorney has issue with the contractor was not willing to negotiate on. Another issue was that the contractor was unwilling to give BUP any revenue that was generated from BUP selling sponsorships on the kiosks. There was a lengthy Board discussion about other options to possibly replace BUP's current kiosk carts with something new and more technologically up to date that BUP would actually have control of both funding and content. Staff will continue to pursue possible options that will meet all County requirements for public signage and also make sense financially.

J. Burton reported that the contract that BUP signed with Glenn Orlin to study urban district funding is moving forward. Mr. Orlin has now met with several County agencies to get feedback from them. He is taking all the data and information he has collected and putting together a document with options for possible funding models. We hope to see a draft by early September.

The employee manual revision is complete and will be going out to all employees sometime this week. The County attorney was very helpful and gave us several beneficial updates to current law.

Every year the County Council hires about ten interns to do various research projects for them. J. Burton will be hosting the group here in Bethesda and giving them a tour this Friday.

Chairman's Report:

No report.

Other Business:

M. Block noted that the final piece of business was to approve the new slate of officers for FY25. The nominating committee is presenting the following to serve as officers in FY25:

Chair	Katya Marin
Vice Chair	Dan Schlaff
Treasurer	Chris Smith
Secretary	Adam Murphy

There was a motion and a second to approve the above nominated officers. The motion passed unanimously.

Next Meeting: September 17, 2024



BOARD OF DIRECTORS MEETING
September 17, 2024 8:00 AM
Large Conference Room

- 8:00** **Welcome** (*Katya Marin*)
- 8:05** **Approval of Minutes**
- 8:05 - 8:25** **Presentation on Norfolk Avenue Shared Street Concept**
(Matt Johnson, Montgomery County DOT)
- 8:25 – 8:45** **Presentation on Urban District Funding Study**
(Glenn Orlin, O’Connell & Lawrence, Inc.)
- 8:45 – 8:55** **Financial Report**
- Financial Statements – August 31, 2024 (*Chris Smith, Jeff Oyer*)
 - FY 24 Audit Approval
- 8:55 – 9:05** **Executive Director Report** (*Jeff Burton*)
- 9:05 - 9:10** **Other Business**
- 9:10** **Adjourn**
- 9:10 – 9:30** **Executive Session**

BETHESDA URBAN PARTNERSHIP, INC.
Minutes of the Board of Directors Meeting
September 17, 2024

Board Members Present: Katya Marin, Dan Schlaff, Chris Smith, Adam Murphy, Marian Block, Evan Weisman, Mylene Ortiz-Luis and Apoorva Ghandi

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

Guests Present: Pete Fosselman, Bethesda-Chevy Chase Regional Services Center
Brandon Stuckey, Bethesda-Chevy Chase Regional Services Center
Allie Williams, Greater Bethesda Chamber of Commerce
Andrew Friedson, Montgomery County Council President
Matt Johnson, Montgomery County DOT
Glenn Orlin, O’Connell & Lawrence

Call to Order: Meeting called to order at 8:00 a.m. by Katya Marin

Minutes:

A motion was made and seconded to approve the minutes from the July 16, 2024 Board meetings. The motion passed unanimously.

Shared Street Presentation:

Matt Johnson, the Bikeway coordinator and a capital project manager for the County and was also the project manager for the Norfolk Avenue shared street concept planning study gave the Board a presentation on the current status of the shared street project. M. Johnson noted that the County held a series of community meetings in 2023 to present the concept to the public. M. Johnson noted that the project was only funded for facility planning and there has been no funding approved for either design or construction. M. Johnson briefly reviewed the presentation that was given to the public noting that the public liked the idea of a shared street. The public was interested in maintaining some street parking and making sure there was access for deliveries while still maintaining a safe environment for pedestrians and bicyclists. The County came up with five different concepts and after the community meetings, a combination of two of those concepts seemed to capture the desired outcome. M. Johnson presented the design of these concepts noting that because of the current width of Norfolk Avenue, that there was plenty of room to accomplish all of the desired goals. M. Johnson noted the next steps would be to secure funding in the capital projects budget for design and construction. He estimated that the design costs to be up to \$200k for a 30% design. During that design process, DOT would work with the community and BUP to develop the final design. Andrew Friedson noted that he is very much in support of this idea and is looking forward to working with BUP and the community to figure out how to move this project forward noting it will take a lot of support from the community to get the County Executive or County Council to fund this project. BUP will develop an ad-hoc committee including Katya Marin, Chris Smith and Pete Fosselman along with BUP staff to continue to have discussions on the best path forward for this project.

Urban District Funding Presentation:

Glenn Orlin, a consultant with O’Connell and Lawrence, who has been engaged by BUP to study possible alternative funding options for the Urban District and BUP and how it relates to the Parking Lot District, presented his current findings to the Board. There are serious issues with Parking Lot District revenue and funding due to several maintenance projects that have been delayed and are badly needed which will cost substantial dollars. These maintenance costs also appear to be quite a bit higher than was originally anticipated. There is also a surveillance camera program initiated by the County Executive that is being funded by the General Fund initially but will have to be paid back by the Parking Lot District in the amount of \$2m. There is also a need for more annual operating funds. All these factors lead to the fact that, due to financial pressures, there is a movement to try to reduce or eliminate some or all of the Parking Lot District transfers to the Urban District. The transfer was reduced in FY25 and is projected to continue in future years. As G. Orlin stated, based on these facts, there was a desire to conduct a study to look for funding alternatives that would reduce the stress on the Parking Lot District while at the same time funding new sources of revenue that could boost the Urban District funding and correspondingly, BUP. The study looked at the current Parking Lot District transfer, Optional Method Developer fees, the Urban District tax, the General Fund transfer and a possible Commercial District charge. The Commercial District charge would potentially replace many of these other current charges or transfers. G. Orlin presented a chart of what the impact to property owners would be based on a variety commercial district charges and how it would impact the need for funding from the other current sources. Under a variety of scenarios, each scenario has some who will pay a lot more and some who will pay a lot less. G. Orlin noted that typically, changes like this that would provide such large positive or negative swing for property owners are not successful. A. Friedson noted that, although there may be some current funding challenges, the BUP model is highly successful. He noted that it is good to look at alternatives but the Commercial District charge may not be for everyone and we may just need to figure out a way to make the current Urban District funding model work. G. Orlin suggested that there could still be a small Commercial District charge to help enhance services and not eliminate the other funding sources. A. Friedson asked if BUP has looked at the revenue that is generated in Bethesda as it compares to the rest of the County. If it can be shown that Bethesda is generating an overwhelming portion County revenue, then it might be an easier ask to receive a bigger transfer from the general fund. It was also suggested to look at possibly figuring out a way to increase the Urban District tax. Next steps will be to look at revenue generated by Bethesda and look into the process of getting the Urban District tax increased.

Marketing Report:

No report

Maintenance Report:

No report

Mobility Report:

No report

Financial Report:

Chris Smith noted that a draft of the FY24 year-end audit was in the packet. C. Smith noted that the Finance Committee had met last week with our auditors to review the audit. The audit once again has a clean opinion and there were no audit entries required. C. Smith noted that the Finance Committee did make a few changes to the note on BUP's reserve account making sure it clearly reflected the new policy that the Board voted on earlier in the year. The Finance Committee also agreed to deal with the remaining Streetery funds from Park & Planning in FY25 when things are clearer. A motion was made and seconded to approve the FY24 audit. The motion passed unanimously.

Executive Director Report:

Jeff Burton reported that he did check again with the County about the need for a franchise agreement if BUP entered into a contract with a vendor for touchscreen Kiosks. The County did confirm that a franchise agreement would still be required and the County would get any revenue generated from the project. J. Burton feels like there is no reason to move this project forward. Staff will look at possible other options.

Four Board terms are coming up at the end of October. Chris Smith, Dan Schlaff, Jane Fairweather and Adam Murphy. All have indicated their willingness to serve a second term. Each Board member will have to submit a letter to the County Executive stating their desire to serve another term. Staff will let these members know when and where to submit their letters.

The County Executive is coming to a budget forum on September 18 at the B-CC High School in case anyone is willing to attend and represent BUP and maybe stand up and thank the Executive for his support and that we would appreciate his continued support.

Chairman's Report:

No report.

Other Business:

No other business

Next Meeting: October 15, 2024

BETHESDA URBAN PARTNERSHIP, INC.
Minutes of the Board of Directors Meeting
October 15, 2024

Board Members Present: Katya Marin, Dan Schlaff, Chris Smith, Adam Murphy, Marian Block and Jane Fairweather

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

Guests Present: Pete Fosselman, Bethesda-Chevy Chase Regional Services Center
Brandon Stuckey, Bethesda-Chevy Chase Regional Services Center
Allie Williams, Greater Bethesda Chamber of Commerce
Henry Coppola, M-NCPPG Montgomery Parks

Call to Order: Meeting called to order at 8:00 a.m. by Katya Marin

Minutes:

A motion was made and seconded to approve the minutes from the September 17, 2024 Board meeting. The motion passed unanimously.

Bethesda Parks Presentation:

Henry Coppola from Montgomery Parks gave a presentation about the various stages that the parks being planned within the Urban District are in. The parks discussed were as follows:

Eastern Greenway North Park
Caroline Freeland Park
Eastern Capital Crescent Urban Greenway
Elm Street Park
Bethesda Market Park

Mr. Coppola reviewed each project including approval process, the proposed design for each park and estimated timelines. There was then an opportunity for discussion and for the Board members to ask questions.

Marketing Report:

Stephanie reported on the Taste of Bethesda which was held on Saturday, Oct. 6th. We had 43 participating restaurants which is an increase over last year's participation of under 40 restaurants. Stephanie noted that restaurants are getting more interested in the event after a few years hiatus. This was the first year in over 20 years that we raised the price from \$1.25 per ticket to \$2.00 per ticket, and this will help offset our increased event costs. And, the increased pricing helps the restaurants cover their costs as well. The weather was perfect, and we estimate the attendance at 25,000 – 30,000 attendees. In addition to the restaurants, there were four stages of entertainment and an activity area for kids. Stephanie shared a slideshow featuring several photos from the event featuring the large crowds, Spanish Diner's 10' paella pan, entertainment, attendees enjoying the

event and more. Taste of Bethesda had five corporate sponsors this year, and brought in \$25,000 in additional income from sponsorships.

Stephanie also shared that we hosted our final Yappy Hour and “Pop Up” Dog Park on October 10th, and staff is now busy getting ready for Bethesda’s Witner Wonderland on Saturday, Dec. 7th and planning for the 2025 calendar year.

Maintenance Report:

Jeff Oyer reported that the maintenance team has been busy supporting Fall events such as Taste of Bethesda and a Yappy Hour. J. Oyer noted that Fall work is also underway with flower planting, edging and mulching. J. Oyer noted that the sidewalk repair and tree replacement surveys have been completed and that work will take place in the next month or two. J. Oyer also noted that leaf collection will be beginning soon and will last for several weeks.

Mobility Report:

Kristen Blackmon provided an update on BTS outreach events in September and early October including events to promote the new express bus from Tysons, VA to Bethesda, MD, Car Free Day and Taste of Bethesda. The Walk & Ride Challenge started October 14 and will end November 1.

Financial Report:

No report

Executive Director Report:

Jeff Burton thanked the BUP team for all of the hard work it took to put on an incredibly successful Taste of Bethesda.

J. Burton noted that the County has informed us that early indications are that all departments may be asked for a 5% budget cut in the FY26 budget. Staff will continue discussions with the County regarding how they may affect BUP’s budget.

J. Burton reported that the MNCPPC Planning Board voted unanimously to allow BUP to retain the remainder of the amenity fund money transferred to BUP to use for public art projects like the mural on the Capital Crescent Trail Bridge over Bradley Boulevard and the intersection street mural at Arlington Road and Bethesda Avenue.

Chairman’s Report:

No report.

Other Business:

No other business

Next Meeting: November 19, 2024



BOARD OF DIRECTORS MEETING
November 19, 2024 8:00 AM
Large Conference Room

- 8:00** **Welcome** (*Katya Marin*)
- 8:05** **Approval of Minutes**
- 8:05 – 8:25** **Guest Presentation – Terry Redmond, Co-Founder – BabyCat Brewery**
- 8:25 – 8:35** **Marketing/Arts & Entertainment** (*Stephanie Coppula*)
- 8:35 – 8:40** **Maintenance** (*Jeff Oyer*)
- 8:40 – 8:45** **Mobility** (*Kristen Blackmon*)
- 8:45 – 8:50** **Financial Report**
- Financial Statements – October 31, 2024 (*Chris Smith, Jeff Oyer*)
- 8:50 – 9:00** **Executive Director Report** (*Jeff Burton*)
- 9:00 – 9:05** **Chairman Report** (*Katya Marin*)
- 9:05 - 9:15** **Other Business**
- 9:15** **Adjourn**
- 9:15** **Executive Session**

BETHESDA URBAN PARTNERSHIP, INC.

Minutes of the Board of Directors Meeting

November 19, 2024

Board Members Present: Katya Marin, Adam Murphy, Marian Block, Jane Fairweather, Apoorva Ghandi and Pete Fosselman

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

Guests Present: Brandon Stuckey, Bethesda-Chevy Chase Regional Services Center
Allie Williams, Greater Bethesda Chamber of Commerce
Terry Redmond – BabyCat Brewery
Sam Mussomeli – BabyCat Brewery
Steve Goldberg – Bethesda Resident

Call to Order: Meeting called to order at 8:00 a.m. by Katya Marin

Minutes:

No approval of minutes due to lack of a quorum.

Resident Concern

Steve Goldberg, a local Bethesda resident came to discuss his concerns about what he perceives to be a growing homeless population. Mr. Goldberg outlined several examples of incidents he has noticed and wanted to bring them to BUP's attention in case there could be any action taken. Jeff Burton noted that BUP was aware of the situation and was working with all necessary partners to address the issue within all legal parameters.

BabyCat Brewery Bethesda Presentation:

Terry Redmond and Sam Mussomeli, from BabyCat Brewery gave the Board a presentation regarding how BabyCat Brewery got started in Kensington and what the vision and design looks like for the brewery they will be opening in the Bethesda urban district which is anticipated to open sometime in March.

Marketing Report:

Stephanie noted that the signal box project has just been completed. A total of 15 boxes have been wrapped. S. Coppula mentioned that this project has generated the most positive comments from the public than any other project BUP has ever done. There may be as many as 1,000 likes on social media. There is a happy hour later this evening at Gallery B to honor the artists as well as the sponsors.

Winter Wonderland will be held on Saturday, December 7 from 12:00 – 4:00 on Norfolk Avenue. In addition to all of the normal activities, we have added a Holiday market this year and there will be approximately 40 vendors set up on Cordell Avenue.

The next Art Walk is scheduled for Friday, December 13. Staff has also starting working on all spring 2025 events.

Maintenance Report:

Jeff Oyer reported Fall work is winding down. The last month has included leaf removal, sidewalk repairs and tree removal and replacement.

Mobility Report:

Kristen Blackmon noted that the annual Walk & Ride event has been completed. The top three teams received gift cards. There were over 80 participants in Bethesda. Montgomery County won the regional award for hosting the most meetings with employers and attending network meetings. The majority of those meetings were in Bethesda and North Bethesda.

Financial Report:

Jeff Oyer noted that BUP is in great shape financially after the first four months of the year. Revenue is \$70,000 over budget with \$48,000 of that coming from the Taste of Bethesda. Interest income is also over budget. Expenses are also around \$90,000 under budget. Some of these may be due to timing and some may end up being permanent. It's too early to tell on many of these savings.

Executive Director Report:

Jeff Burton reported that on December 10 at 9:00 a.m. the County Council will present a proclamation to BUP celebrating 30 years of existence. The proclamation was initiated by Councilmember Friedson. Staff and Board will all be invited.

J. Burton reported that BUP will be hosting a staff and Board member happy hour for the holidays at the Bethesdan Hotel at 5:00.

Chairman's Report:

No report.

Other Business:

No other business.

At this time, the meeting was adjourned to go into Executive Session to discuss a personnel issue.

Next Meeting: November 19, 2024



BOARD OF DIRECTORS MEETING
February 18, 2025 8:00 AM
Large Conference Room

- 8:00** **Welcome** (*Katya Marin*)
- 8:05** **Approval of Minutes**
- 8:05 – 8:15** **Marketing/Arts & Entertainment** (Stephanie Coppula)
- 8:15 – 8:20** **Maintenance** (Jeff Oyer)
- 8:20 – 8:25** **Mobility** (Kristen Blackmon)
- 8:30 – 8:40** **Financial Report**
- Financial Statements – January 31, 2024 (*Chris Smith, Jeff Oyer*)
- 8:40 – 8:50** **Executive Director Report** (*Jeff Burton*)
- 8:50 – 8:55** **Chairman Report** (*Katya Marin*)
- 8:55 - 9:15** **Other Business**
- BTS Advisory Committee Nominations
- 9:15** **Adjourn**
- 9:15** **Executive Session**