



Minutes

Members Present: Stacey Brayboy, Mark Carrier, Gary Cook, Kimberly Driggins, Shannon Flanagan-Watson, Judy Freshman, Kingdon Gould, Elizabeth King, Freddie Lutz, Donna Marquez, Andrea Murray, Abbey Oklak, Joe Oyler, Robert Peck, Patrick Philippi, Sahil Rahman, Regina Rees, Dave Ritchey, Harmar Thompson, Pamela Van Hine, Andy VanHorn

Members Absent: Aubrey Fenton, Richard Fernicola

Staff Present: Tracy Sayegh Gabriel, Rob Mandle, Malaika Scriven, Ben Wills, Luke Fichter, Mai Abdelaziz, Erica Rivera

Others Present: Kedrick Whitmore (Counsel), Stephanie Landrum (Alexandria Economic Development Partnership)

Welcome

- Chair Andy VanHorn called the meeting to order.
- Patrick Phillippi welcomed everyone to Amazon's Visitor Landing and gave a brief overview of the space

Introductions

- Andy gave an overview of the agenda, which included key decision points around the FY2025 Budget, the nominations process for the FY2025 Board Slate, and a discussion around Monumental's plans for a Potomac Yard Sports Entertainment District
- Andy welcomed Erica Rivera, the BID's new Brand Marketing Manager

Recent Wins

- National Landing continues to celebrate many new openings –like Surreal, Maker's Union, and MoCA Arlington's Innovation Studio.
- In December, VA officials announced \$729M in new federal funding to finance critical Long Bridge project improvements, including a two-track passenger rail bridge and accompanying pedestrian and bike connection across the Potomac River.

- The County Board unanimously approved expanding AED's ReLaunch program with an additional \$75K from the BID to serve National Landing legacy businesses (10 or more years in operation) by providing technical assistance for adapting to changing market conditions.
- With support from Amazon as presenting sponsor, the BID brought The Lodge National Landing to Met Park during the first weekend in December attracting nearly 5,000 visitors to a fun, free, ski-themed community event that incorporated local businesses and activities for all ages.
- The Monumental Arena Agreement for Potomac Yard was a major announcement and delivers on destination entertainment – a key goal for the area.
- Story pitching and media inquiries fielded by the BID and its PR firm resulted in over 200 stories featuring the National Landing community and its businesses, seen over 700 million times. Ad equivalency – that is, the cost to purchase advertising that would reach similar numbers of people – would cost over \$6.5 million — far higher than the BID's total annual budget.

Motion on Approval of Q2 Board Meeting Minutes

- Motion: Gary Cook
- Seconded: Abbie Oklak
- Discussion: None
- Approved Unanimously
- Opposed: None

Treasurer's Report

- Robbie Peck provided the Treasurer's Report.
- Last quarter, the BID was bracing for budget impacts due to the likelihood of successful appeals reductions.
- Though the BID anticipated major assessment reductions, learned of a much more modest decline of about 1.7% - amounting to approximately \$80,500.
- This decrease was fully covered by our budgeted appeals reserve contribution of \$118,600 and as a result had NO impact on our base budget or on programming.

Q2 Financial Close

- Revenue is tracking at plan with our second disbursement received on time in December.
- Total YTD spending is trailing plan at about 84% though wide variances exist across individual program areas.
- Community Events remains ahead of plan at 110% of plan primarily driven by higher than anticipated sponsorship revenue in support of events like the Lodge.
- Public Realm is also slightly ahead of plan at about 104% driven by our efforts to address a backlog of art- and lighting-related maintenance and the execution of our fall landscape enhancement program.

- Spending is behind plan for Economic Development, Transportation, Marketing, and Administration as several larger projects are planned for the next several months including ReLaunch, the Placemaking Plan, a Market Report Update, and some upcoming work to on brand and the website.
- No reserve funds have been utilized yet this year.

End of Year Forecast

- Year-end projections show spending catching up and exceeding budgets for all program areas except for Transportation where the wayfinding effort continues to hinge on regulatory changes being discussed as part of the Commercial Market Resiliency Initiative.
- All variances are within the allowed \$50k threshold except for Community Events which will require approval from the County Manager.
- The additional spending is driven by approximately \$140k in additional sponsorship revenue.
- Barring any surprise expenses, no spending of the Operating Contingency Reserve; the balance remains at \$243,080 – or approximately 5% of budget.
- Elizabeth King noted that the County is working on amendments to zoning ordinance through Commercial Market Resiliency Initiative that could be useful in digital wayfinding effort
 - Gary Cook inquired as to the timing of the effort; Elizabeth estimated 6-9 months

Work Plan Revisions

- Tracy led discussion around FY25 Work Plan revisions.
- Per Board discussion last quarter, BID braced for a 20% commercial office market devaluation resulting in an estimated 5% reduction in BID assessment revenues.
- Updates to assessments for 2024, however, resulted in a **6.4% increase in the BID budget**.
- Assessments were bolstered by over \$1 billion worth of deliveries – both realized and anticipated - including Amazon’s Met Park, Reva and Grace at 1900 Crystal Drive, the Hazel & Azure in Potomac Yard, and the residential project at 2000 and 2001 South Bell Street.
- Without these deliveries, the BID’s assessment revenue would have actually declined by about 2%.
- Shannon noted an error on the BID’s presentation regarding assessment declines in other BID Districts:
 - Rosslyn saw a 2.5% decline
 - Ballston saw a 10% decline
- Gary Cook asked what happens if an owner appeals
 - Tracy noted that successful appeals impact the BID’s operating budget during the fiscal year of the appeal

- Though FY2024 appeals cycle has ended, BID may see FY2025 appeals efforts impacting our upcoming budget

Revised FY2025 Work Plan Budget

- BID will see a 6.4% increase in assessment collections amounting to an additional \$305k in revenue over our current fiscal year.
- This brings the BID to over a \$5 million budget - \$5.2 when including anticipated sponsorship revenue.
- Because the BID assumed a 5% decline in scenario planning, we had to recalibrate the budget presented to and approved by the BID Board during the Q2 meeting.
- Across the board, all programs received additional funding to address inflationary pressures.
- Over half of the funds were allocated to Events to maintain our existing levels of programming, address increasing costs, and provide opportunities to provide more certainty around programming that had previously been relying on unguaranteed sponsorship dollars.
- The BID was able to restore funding levels to FY2024 levels for both Transportation and Economic Development program areas and fill the Operating Contingency to meet the 5% cap for the larger budget.

Motion on Approval of the revised F2025 Work Plan and Budget

- Motion: Harmar Thompson
- Seconded: Stacy Brayboy
- Discussion: None
- Approved Unanimously
- Opposed: None
- Abstained: Shannon Flanagan-Watson

Nominating Committee

- Nominating Committee met last week to discuss how best to approach forming the upcoming slate.
- Board has six Director vacancies along with seven expiring terms that can be renewed.
- The BID has three ex-officio vacancies added via the bylaws changes last year to enable closer coordination with large economic activity generators just outside our BID boundaries including the airport, the Pentagon, and Virginia Tech.
- Committee hopes to prioritize meeting the business plan guidance where we are currently falling short – specifically around gender and racial diversity and minimums for representation from hotels, the Potomac Yard geography, and a National Landing focused Arts and Culture institution or organization.

- Need to update the Board census to ensure we are meeting other Board composition goals and building a board with the necessary skills, abilities, and interests.
- An online Board Application Form will be distributed.
- The nominating committee will use the combination of the census and the application to form a recommended board slate to present at the Q4 Board Meeting in April.

Transportation Committee

- Discussion was led by Harmar Thompson
- Discussed VRE offering Saturday Service
- Committee drafted a letter supporting the County's Parking Performance Pilot program

Equity Committee

- Discussion was led by Donna Marquez
- Discussed ongoing projects including creative placemaking initiative
- Discussed DEI training
- Encouraged BID staff to gather new data to address the BID's Equity in Action goals
- Discussed Hyatt's Minority Vendor Showcase

Planning & Development Committee

- Discussion was led by Andrea Murray
- Discussed the BID's upcoming placemaking initiative
- Discussed the anticipated development pipeline, innovation district efforts, and walked through 2024 market trends

23rd Street Committee

- Discussion was led by Freddie Lutz
- The BID kicked off ***Walks With a Purpose*** covering litter hot spots, tripping hazards, etc
- BID will be scheduling these every 3-5 months

Wayfinding Committee

- Committee did not meet
- Working closely with county to identify wayfinding concept

Major BID Initiatives

- National Landing Foundation
 - BID has retained a consultant to assist with exploration and to help answer some of the questions previously posed by the Board – including how the BID divides and separates the roles between the BID and the Foundation
 - Stakeholder engagement will occur through one-on-one interviews and a group convening on March 14th which will focus on mission and vision and defining “North Star” programs

- If there is consensus on how to move forward, the BID would be positioned for an administrative launch in July
- Patrick asked how other BID's use foundations
 - Ballston has a foundation for events, NoMa has one for parks, Georgetown has one to manage the canal, and Capital Riverfront has a 'foundation in waiting' to help fill them with funding gaps
- Tracy added foundations can help with social impact. Some BID's use foundations to bolster major projects and initiatives
- Kingdon noted that he does not think the foundation in Downtown DC has been successful. And asked, "If it's a good thing for the BID why doesn't the BID do it directly?"
 - Rob noted that a key advantage of a 501c(3) is that they can go after grants whereas the BID cannot

Ambassador / Clean Team Exploration

- Diversity of opinion present on the Board and amongst BID stakeholders on the importance and need for an Ambassador team and there is anticipated discussion in the months ahead
- Likely that any program would entail an assessment increase to fully roll out if that was the direction the Voting Members decide to take
- The BID has already begun due diligence which Rob covered:
 - Met with Block-by-Block and received quote for a minimum, baseline launch
 - A \$300k investment pays for three people to be out on the street, 5 days a week, 8 hours per day
 - Currently exploring pilot
 - Launched bi-annual "Walks with a purpose"
 - Upcoming outreach effort to gauge stakeholder interest
- Potential July 2025 launch could be included in FY2026 Work Plan
- Worth noting that \$300k doesn't get you much
 - Most programs would cost much more for a geographic area of our size
 - Tracy noted that programs of the scale of our geography could approach \$3 million
- Discussion
 - David noted that from an office leasing perspective, safety and cleanliness of our neighborhood is a major strength and driving relocations and an ambassador program could maintain that advantage
 - Kingdon added that keeping it clean and safe is a lot easier than turning around a bad situation
 - Tracy noted that some BIDS hire ambassador staff and manage in-house while others contract out
 - BID prefers a contract approach

- A safety approach requires more of a security focus for personnel, but need to maintain a “customer service” and welcoming mentality
- Patrick added that this program may be difficult to eliminate once established
- Stacy shared that the timing of the Block-by-Block operation may not be sufficient
 - Rob noted that the baseline quote was for benchmarking purposes only
 - BID can design the operations as it deems appropriate, however, costs will likely increase
- Harmar noted we need to clearly define the program before any implementation
 - Need for stakeholders to understand the advantage/value
 - What benefit does it yield to office space, multi-family, businesses, hotels, etc.
- Shannon shared County’s perspective that an assessment increase would be needed and that it will be important for strong stakeholder support
- Robbie notes his support for a continued exploration and recommended that any proposed program include clear KPI’s
- Freddie mentioned that 23rd Street may have unique needs around safety and cleanliness as the areas nightlife destination
- David suggested that perhaps meeting with Arlington County Police is important to understand statistics

RFPS

- Tracy provided a brief overview of the recent RFPs that are underway
 - CC2DCA - Shaping BID stakeholder design perspective as the project approaches the next milestone and public feedback cycle
 - Creative placemaking and public art plan - Creating a placemaking toolkit and strategy for National Landing
 - Green Print - Outlining existing and new open spaces through the lens of the green ribbon concept and connecting our open spaces in a network
 - Innovation District – Further exploration of the feasibility of a cross-jurisdictional initiative to advance innovation district

Director Updates

- The Hyatt is hosting Minority Business Summit: February 27 and February 28 with 60 Vendors
- The Sage signed a lease with King Street Oyster Bar
- Shannon shared some staffing changes with Arlington County
- Dweck has seen really robust rental market In National Landing
- Amazon is still around 8,000 people reporting to Met Park offices
- JBGS Updates
 - Delivered north building at 1900 Crystal Drive which is now opened for leasing

- South building at 1900 Crystal Drive will start leasing soon
- Retail at the base of 1900 Crystal Drive is 60% pre-leased
- Water Park has been well received and Surreal is off to a good start
- Overall seeing physical occupancy at offices pick up

BID Office Lease

- BID retained JLL as a broker to assist with finding new office space or lease renewal given termination in June of 2025
- BID toured a number of properties throughout National Landing and sought bids from three separate properties
- BID currently in the process of evaluating the bids
- Learned recently that the BID's office building at 2011 Crystal Drive will be undergoing updates starting as early as this fall which likely requires vacation prior to the June 2025 lease termination
- BID's leadership and the Executive Committee will continue to work together to help support the BID in evaluating the right space that meets the organization's criteria and oversee an ultimate decision regarding the lease

Pink in the Park

- Last year, Pink in the Park marked the BID's first foray into the National Cherry Blossom Festival
- This year, BID's modified Pink in the Park approach includes three individual events spread across the entire three-week festival including a temporary art exhibit and opening party at Met Park, a return of Pink in the Pool at the Aquatics Center, and a closing party at the Water Park, Pink Beats
- Pink in the Park demonstrated how National Landing could participate in a broader regional destination festival that attracts millions of visitors to the DC area
- BID is grateful for generous sponsorship from Amazon and we are hoping to expand the participation from our stakeholders
- Tracy welcomed sponsorship participation from the Board

Market Update

- BID took a pause in market intelligence reporting due to staffing changes, but are on track after the update that Ashley, the BID's Planning and Economic Development Senior Manager, provided to the Planning and Development Committee

BID Staffing

- BID has been down a few team members over the past several months as we lost Colleen Rasa, Brand Manager, and Roquois Clark, Events Manager
- Welcomed Erica Rivera as Brand Marketing Manager just last week
- Come mid-February, BID will also add a new Director of Events and Activations, Elissa Staley

- BID also has internship opportunities opening, so please let us know if you have any potential candidates
- BID anticipates posting an additional full-time position for additional event support

Monumental Arena Discussion

- Arena discussion has been an important and lively conversation for our District and the entire region
- BID understands and agrees that as an organization we should provide our support for the Arena which will benefit our local economy
- BID has demonstrated this support in an initial statement and most recently, in an Op-Ed that Tracy published with the Chamber ED in the Washington Business Journal, as well as legislative support on Chamber day and ongoing media and engagement
- Need to express our unique interests as a district is in the plans for Route 1 and ensuring that the Arena does not change the vision we have for making an attractive and safe urban boulevard

Closing Remarks

- Next Board meeting is on **Wednesday, April 24th** and will tentatively take place at the Boeing HQ on Long Bridge Drive
- Please also be on the lookout for a calendar hold for our annual meeting