



FY 2025 – Q2 BOARD MEETING
NATIONAL LANDING BID
Wednesday, October 23, 2024, 11:30 am – 1:00 pm
Federated Wireless (2121 Crystal Dr Ste 700)

Minutes

Members Present: Catie Anchin, Gary Cook, Ashleigh De La Torre, Kimberly Driggins, Terrence Duvall, Heena Feeney, Aubrey Fenton, Shannon Flanagan-Watson, Franki Fitterer, Judy Freshman, Rock Harper, Donna Márquez, Andrea Murray, Abbey Oklak, Mara Olguin, Patrick Philippi, Sahil Rahman, Regina Rees, Dave Ritchey, Harmar Thompson, Pamela Van Hine, Thomas Vannetter, Andy VanHorn

Members Absent: Stacey Brayboy, Mark Carrier, Shavini Fernando, Kingdon Gould, Freddie Lutz, Joe Oyler, Robert Peck

Staff Present: Tracy Sayegh Gabriel, Rob Mandle, Malaika Scriven, Elissa Staley, Madeline Long, Mai Abdelaziz, Isabella Mendoza

Others Present: Kedrick Whitmore (Counsel), Casey Albino (TKR), David Castilleja (TKR)

WELCOME & INTRODUCTIONS

- Kimberly Driggins officially called the Q2 meeting to order.
- Tracy introduced the newest member of the BID team, Madeline Long, on her 2nd day and gave a brief introduction of Madeline's background, previously as Director of Communications at the City of Chicago's Department of Cultural Affairs and Special Events)
- Madeline provided a brief introduction
- All meeting attendees provided a brief introduction
- Kimberly gave an overview of the agenda

CHAIR'S REPORT

Recent Wins

- New Openings / Announcements: Openings of several new businesses: Kaldi's Social House, Colada Shop, Nail Saloon, Mae's Market, Fat Fish. The BID promoted those openings with a TikTok video for Fat Fish gaining over 60k views.
- Art in Transit: The BID collaborated with Arlington County and artist Brandon Hill to enhance temporary bus shelter encasements along 12th Street South with a "Wizard of Oz"-inspired design, enhancing the Transitway Extension area.
- Oktoberfest: Oktoberfest attracted over 700 attendees, with support from local businesses and Port City Brewing Company, making it a success for the 23rd Street corridor.
- Long Bridge Groundbreaking: The Virginia Passenger Rail Authority held a groundbreaking for the Long Bridge project, attended by Secretary Buttigieg and Senators Warner and Kaine. This \$2 billion project will add a new rail bridge and a pedestrian/bicycle bridge over the Potomac, targeting completion by 2030.

Andy Van Horn's Departure

- Driggins announced Andy's departure from the BID Board since he is no longer with Dweck Properties. She also thanked Andy for his contributions to the BID as a board leader.
- Board Happy Hour: Planning for early December to honor Andy's board service.
- Officer Position Vacancy: Andy's departure leaves an officer position open. The nominating committee will discuss a replacement and present a nomination for a vote at the Q3 Board meeting.
- Andy's Remarks: Andy thanked the board and shared updates about his company and potential interest in acquiring a location in National Landing.

Motion on Approval of FY2025 Q1 Board Meeting Minutes

- Motion: Abbey Oklak
- Seconded: Shannon Flannagan-Watson
- Abstention: None
- Discussion: None
- Approved Unanimously
- Opposed: None

TREASURER'S REPORT

- Rob gave the update on behalf of Robbie Peck who is away on travel
- As BID Treasurer, Robbie Peck serves as Chair of the Audit Committee and is joined by Kimberly as the BID Board Chair and Abbey Oklak as an at-large member of the Committee

FY2024 Audit

- TKR presented the financial statements and findings to the audit committee on September 26.
- This year's audit process was smooth and efficient, with no major deficiencies noted by TKR or the audit committee and was clean
- Representatives from TKR, David Castilleja and Casey Albino, presented a detailed overview and answered questions:
 - David Castilleja noted new accounting standards according to letter to county manager
 - No expected changed in the coming year
 - Increase in assets driven by increase in cash

Motion to approve FY2024 Audit

- Motion: Gary Cook
- Seconded: Mara Olguin
- Abstention: Shannon Flanagan-Watson
- Discussion: None
- Approved Unanimously
- Opposed: None
- Tracy thanked Rob for a clean audit and pointed out how far along the audit has come thanks to Rob and BID team.

FY2024 Post Audit Close

- Audit completed and recommended adjustments applied to the books.
- BID performed an updated, post-audit close for an accurate end-of-year view.
- Minimal changes from the pre-audit close shared at the Q1 meeting, reflecting a \$1,200 adjustment.
- \$1,200 adjustment noted as the smallest seen during Rob's tenure with the BID audit.

FY2025 Q1 Financial Close

- FY2025 Q1 close shows the BID tracking at approximately 96% of the plan
- Usual variances observed across program areas:
 - Events are ahead of plan.
 - Transportation, Administration, and Economic Development showing lighter spending
- Project and Office Relocation Reserve funds largely unspent but anticipated to be utilized in the coming months
- Year-end projections are close to budget across program areas, with the exception of Transportation.
- Received an unbudgeted sponsorship from JBGS for consensus building and visualization work on the CC2DCA project.
- Anticipating full spend-down of the Office Relocation Reserve and Project Reserve by year-end.
- Noted that projections may fluctuate as the year progresses and assessment declines are assessed.
- Additional financial details available in the Treasurer folder of the board packet, including Statement of Financial Position, Cash Flows, and Aging Accounts Payable and Receivable reports.

FY2024 ANNUAL REPORT

- Tracy covered key highlights of Annual Report
 - Emphasized the importance of this document as a key reporting tool for the Board to review and understand the BID's accomplishments and ongoing work.
 - Added that there is another edit to be made which is editing full staff list – staff member was left out and title of another staff member was incorrect
 - Kimberly Driggins commented on how crisp and nice the final printed version of the Annual Report looks

Motion to Approve FY2024 Annual Report

- Motion: Andy VanHorn
- Seconded: Harmar Thompson
- Abstention: Shannon Flanagan-Watson
- Discussion: None
- Approved Unanimously
- Opposed: None

Shannon Flanagan-Watson clarified to new board members why she has to abstain as a county representation and any of these board approvals need to go through County Board approval

FY2026 WORK PLAN & BUDGET

- Tracy covered key priorities, themes, and processes for the FY2026 Work Plan, with a focus on implementing the strategic plan.
- Some ongoing priorities from last year remain relevant, including:
 - Foundation advancement
 - Exploration of an ambassador/clean team
 - Cross-jurisdictional innovation district and placemaking approach
- Continuing "evergreen" efforts across various initiatives
- Current Work Plan draft includes feedback from engagements with county agencies.
- Shannon inquired if there is any new content in the Work Plan:

- Tracy's response is that approach aims to maintain an evergreen sentiment, possibly supporting small businesses in varied ways, with no radically new content.
- BID to provide a redline of the FY2026 Work Plan to highlight significant changes from the FY2025
- Tracy noted that certain items, like the "Friends of the BID" model, were deprioritized and are no longer core.

FY2026 Budget

- Annual work plan budget preparation currently assumes a flat budget due to an uncertain outlook on assessment revenue, with a clearer picture expected in January.
- Possible adjustments may occur in December depending on assessment appeals decisions.
- Budget allocations for program areas are mostly consistent with the current FY, with a few exceptions:
 - Includes increases in Public Realm and Events programs to be more in line with spending trends
 - About a \$50k decrease in Transportation, reflecting multi-year spending trends
 - Preparedness to adjust the budget as needed, noting that new deliveries have often offset declining assessments in sectors such as office
- Feedback and clarifications included:
 - Rob's forecasting is the basis for budget projections, starting with personnel costs, then applying the fiscal year model with key assumptions around key initiatives, events, and programs.
 - Tracy recognized effort put into the forecasting model that has been useful for budget planning and tracking expenditures over the course of the year.
 - Transportation program has generally trailed behind budget, leading to its reduction.

Motion to approve FY2026 Work Plan and Budget

- **Motion: Donna Márquez**
- **Seconded: David Ritchey**
- **Abstention: Shannon Flanagan-Watson**
- **Discussion: None**
- **Approved Unanimously**
- **Opposed: None**

BOARD COMMITTEES

- Chair Driggins requested 2-minute updates from committee chairs
- Board members were reminded that each board director is required to serve on at least one committee.
- In addition to the standing administrative committees (Executive, Audit, and Nominating), several Board Committees are in place to support and explore initiatives that advance the BID's mission.

Marketing Committee

- Recent discussions highlighted the potential need for a new Marketing Committee, which requires board decision
- Mara Olguin and Franki Fitterer presented an overview of the purpose and goals of the proposed Marketing Committee:

- PURPOSE: Support the BID's marketing and branding efforts to elevate the profile of the National Landing, supporting an authentic brand, generating excitement, and cultivating a positive identity and culture
- Responsibilities/Expectations:
 - Meet quarterly prior to scheduled BID Board meetings
 - Advise on major BID marketing & communications initiatives
 - Help to identify stakeholder needs and opportunities
 - Support the BID efforts to elevate the profile of National Landing through branding, advertising, earned media, social media, website and events
- Actively recruiting members for the proposed Marketing Committee and are considering inviting specific individuals, including staff from partner organizations.
- Franki emphasized the goal of including members from various sectors, reflecting the board's diverse composition.
- They also shared enthusiasm about welcoming Madeline to the team.

Motion to approve Marketing Committee with Mara Olguin and Franki Fitterer serving as co-chairs

- Motion: Andy VanHorn
- Seconded: Sahil Rahman
- Abstention: None
- Discussion: None
- Approved Unanimously
- Opposed: None

Transportation Committee

- Discussion was led by Harmar Thompson
- First Meeting Recap (Sep 19): Productive discussion about CC2DCA renderings by Perkins Eastman, focusing on constrained design aspects like design guidelines, canopies, and bike functionality.
- Expected completion of renderings by January, aligned with Arlington County's meeting timeline.
- Key Discussion Points:
 - Boundary Channel Interchange: Emphasis on landscape needs.
 - Mount Vernon Trail: New developments underway.
 - Arlington County Transportation Plan: Encouragement for public input through a survey, with a deadline of Nov 15.
 - Andy inquired if the BID had shared the survey; Matt will distribute it.
 - Rendering Impact on Arlington County's Process: Shannon questioned how CC2DCA renderings would aid Arlington County; response emphasized:
 - Consolidation of stakeholder input, creating a unified vision.
 - Catalyst for initiating discussions with Arlington County.
 - Public engagement to foster involvement.
 - Constraints: Limited design influence due to the NEPA process, with priority on pedestrian considerations, canopy design, and potential escalator access.
 - Long-term Considerations: Discussion on the functionality and maintenance of a potential glass canopy.

Equity Committee

- Discussion was led by Donna Márquez on behalf of Sahil Rahman
- Upcoming initiatives for FY2025 were outlined, with a focus on community engagement.

- Kimberly Driggins noted that given the environment, she wanted to thank the BID for the Equity work. Shannon wanted to amplify from a county's perspective and encouraged BID to continue to do the great work around Equity and Tracy thanked the Board for backing the work on Equity.
- First Meeting Recap (Sep 26): Reviewed FY24 accomplishments, including support for heritage months.
- FY25 Initiatives:
 - Racial and equity training planned for board members.
 - Introduction of disability-focused events.
- Next Meeting: Scheduled for Nov 7.

23rd Street Committee

- In Freddie's absence, Rob provided an update on the Committee's last meeting in October
- This quarter's meeting provided a debrief of Oktoberfest, updates around key County planning efforts around the 23rd and Eads Park and the County's 23rd Street Parking Study and on area developments like Melwood and Crystal House.
- Idea for a 23rd Street Planning Study to help realize the Sector Plan goal of preserving and/or protecting 23rd Street Restaurant Row emerged in the context of Melwood.
- Discussed new ways for the 23rd Street Committee to explore ways to collaborate on a 23rd Street Brand and Identity that could further bolster the regional perception for 23rd Street as a unique destination.
- Finally, there continues to be interest in exploring ways to leverage World Pride 2025.
- Next committee meeting will be held on January 16th.

Planning & Development Committee

- Discussion was led by Andrea Murray
- **New Initiatives:**
 - Art installations and innovation study projects.
 - Adaptive reuse policy in development.
 - Commercial Market Resiliency Initiative (CMRI) focusing on repurposing office spaces for new uses.
- **Upcoming Virtual Discussion:** Scheduled for Oct 25; Tracy to share the meeting link.
- Andrea noted the goal of capturing main points to inform stakeholders.
- **Feedback to County:** Shannon emphasized the importance of continued support for transparency in county-released initiatives and BID's role in advocating for these processes.
- 100-day review process in place.
- Shannon reminded attendees of a recent meeting video available on the county website and will send to Tracy for wider sharing with the Board.

MAJOR BID INITIATIVES

Trust for National Landing

- Currently reviewing redlines on formation documents and accounting policies.
- Directors, especially the Executive Committee, are encouraged to review.
- County is also reviewing, aiming to finalize and complete formation filings by year-end.
- David Ritchey asked for a 30 second review of benefit of trust:
 - Provides financial access to grant opportunities, encourages additional sponsorship due to tax deductibility
 - Focuses on elevating the BID's mission
 - Tracy highlighted that establishing a 501(c)(3) is considered best practice for BIDs

- Potential use includes developing areas like Roaches Run, similar to Rosslyn's use of Teddy Roosevelt Island

National Landing Market Report

- **Market Summary Update (HR&A Collaboration):** Focused on updated demographics, office market performance, and highlighted NL's innovation district assets (people, place, and program).
- **Major Takeaways:**
 - **Innovation-Driven Employment Base:** NL's workforce is increasingly diverse (48% People of Color, up from 41%) and younger (median age now 34), with strong talent growth in tech roles like software development and project management
 - **Stable Office Market with Collaborative Focus:** Office leasing rose by 45% this year, primarily driven by Amazon, defense, and tech sectors, with 72% of jobs in office-reliant fields, including 28% in Tech and Defense
 - **Strategic Investments Boost District Appeal:** High-quality office spaces, connectivity, and amenities position NL as a vibrant innovation district, achieving 84% peak occupancy in key areas and a balanced 1.5 worker-to-resident ratio, supporting its status as an 18-hour city.
- Mara Olguin asked if the study includes data on residents who also work in NL.
- Sahil asked about average household income data, which is still in progress.
- Anticipation that the future Marketing Committee will help make more data accessible.
- All minutes and presentations are available in the board folder.

Innovation District

- Representatives from the BID, Arlington County, and Alexandria conducted a study visit to Kendall Square in Boston and noted their focus on its biotech sector.
- Findings from the visit are expected to inform the next steps in developing National Landing's innovation ecosystem.
- The Cambridge Innovation Center (CIC) report is scheduled for release in February 2025, providing further insights.
- DC Startup & Tech Week held an event in National Landing on October 22, 2024, featuring a full day of programming covering topics including AI and business.

Events Outlook

- **2024 Event Finale:** The Lodge at Metropolitan Park will wrap up the year on Saturday, December 7, featuring market vendors, family-friendly activities, and food and beverages, with Amazon as a key partner for this holiday event.
- **2025 Signature Events:**
 - The Garage Racing National Championships on Saturday, February 22, with venue support from JBG SMITH.
 - Spring and summer will bring back the concert series, fitness series, and cherry blossom-themed events, including "Pink in the Pool" and more.

DIRECTOR UPDATES

- Patrick Phillippi shared that, beginning in January, Amazon will transition to a five-day in-office work-week, with 8,000 employees currently in Metropolitan Park and additional expected growth with 1,000 currently open roles
- Franki Fitterer reminded attendees of the January 21 opening for the Innovation Campus, with a "Save the Date" set for Friday, February 28 - invitations to follow

- Kimberly Driggins announced a celebration of WHC's 5-year impact report on Tuesday, November 19, at their legal team's offices. Invitations have been sent; all are welcome to join in recognizing WHC's achievements

OTHER BID UPDATES

Office Construction

- Construction is on schedule, with the anticipated move-in date set for December 2.
- Finalizing furniture orders with all costs anticipated to be fully covered by the combination of the Office Relocation Reserve, Rent Abatement, and saved rent during the interim period.
- Tracy noted that the conference room is similar in size to the Federated Wireless room.
- Andy expressed gratitude to David Ritchey and Andrea Murray for their assistance in securing the new space

Closing Remarks

- Next Board meeting is on **Wednesday, January 29th**
- Excited to be hosting the next Board meeting in new office