



FY 2025 – Q3 BOARD MEETING

NATIONAL LANDING BID

Wednesday, January 30th, 11:30 am – 1:00 pm

1550 Crystal Drive, Suite 420, Arlington VA 22202

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### **Minutes**

Members Present: Catherine Anchin, Gary Cook, Kimberly Driggins, Franki Fitterer, Judy Freshman, Freddie Lutz, Donna Marquez, Andrea Murray, Abbey Oklak, Mara Olguin, Joe Oyler, Robert Peck, Patrick Phillippi, Hamar Thompson, Pamela Van Hine, Thomas Vannatter, Ashleigh De la Torre

Remote: Heena Feeney, Shannon Flanagan-Watson, David Ritchey, Rahman (Rock) Harper, Sahil Rahman

Members Absent: Regina Rees, Aubrey Fenton, Kingdom Gould, Stacey Brayboy, Mark Carrier, Shavini Fernando

Staff Present: Tracy Sayegh Gabriel, Rob Mandle, Malaika Scriven, Madeline Long, Elissa Staley, Olivia Osborne, Abby McCallum

Others Present: Kedrick Whitmore (Counsel)

### **Welcome**

- Kimberly Driggins officially called the Q3 meeting to order.
- Tracy thanked members for pivoting to a Hybrid meeting onsite at the BID office.
- Kimberly acknowledged the tragic plane crash at DCA on 1/29 and its impact on the National Landing neighborhood.
- Kimberly introduced Olivia Osborne, the new Events and Activations associate for the BID.
- Kimberly gave an overview of the agenda.

### **CHAIR'S REPORT**

#### **Recent Wins**

- **Placemaking Toolkit Launch**
  - Kimberly acknowledged and thanked the work of the planning and economic development staff, along with Erica Rivera, for their work on finalizing the toolkit.
  - This guide will **inform how stakeholders can partner with the BID** on placemaking, as well as serve as a resource for BIDs more broadly.
  - Kimberly noted that printed copies of the toolkit were made available in the Board Folders.
- **BID Office**
  - The BID has moved into new offices as of December 2024.
  - Kimberly noted the new Board Room, which was able to accommodate the changes for the Q3 Board Meeting.
- **The Lodge**
  - Kimberly recapped the Lodge Event on December 7<sup>th</sup>, 2024.
  - The event drew over 1,400 people for this ski-inspired holiday event in Met Park
  - Enhanced programming and strong engagement:
    - Earned media - 19 million impressions
    - Social engagement - top-performing Instagram recap video (4,400 views)
  - Thanks to Amazon as the main sponsor and partner, as well as Elissa Staley, the BID Director of Events and Activations
- **Innovation Progress:**
  - The 2011 Innovation Center, a tech and defense business incubator and accelerator program was announced at 2011 Crystal Drive.
  - Partnership between JBG Smith, AWS, and Virginia Tech.
- **Office Conversions:**
  - Kimberly reviewed the announcement of the office to hotel and multifamily conversion for 2100 and 2200 Crystal Drive.
  - This will add 200 hotel rooms at the foot of the CC2DCA bridge.
  - These projects are also testament to the work the County has been doing to reform regulations for greater uses of office space and enhance process.

**Motion on Approval of FY2025 Q2 Board Meeting Minutes**

- **Motion: Gary Cook**
- **Seconded: Robbie Peck**

- Abstention: None
- Discussion: None
- Approved Unanimously
- Opposed: None

## **Treasurer's Report**

- Robbie Peck provided the Treasurer's Report.
- **Appeals Results**
  - Robbie noted at last quarter's meeting, BID was preparing for potential budget impacts resulting from assessment appeals
  - Appeals came similar to last year – 1.6% compared to last year's 1.7%
  - Amounts to \$80,500 reduction
  - Those reductions were fully covered by our budgeted FY2025 appeals reserve contribution held by the County
  - Therefore, it has no impact on our base budget or on planned expenditure
- **Q2 Financial Close**
  - Revenue is tracking at plan with our second disbursement received on time in December and nearly all of our projected sponsorships booked
  - Total year-to-date spending is trailing plan at about 83%
  - Though this is a reduction from Q1 when the BID was at 96% of plan, the seasonal variation is typical due to events and other programmatic expenditures
  - Spending trails the most in Economic Development and Transportation as we gear up for several key initiatives in the second half of the fiscal year
  - There has been light spending of the Project Reserve
  - Office Relocation reserve fully-expended, though bookkeeping nuance shows balance
- **End of Year Forecast**
  - Year-end projections show spending catching up and exceeding budgets for all program areas due to higher than budgeted sponsorship revenue in multiple program areas:
    - Events - \$110k
    - Marketing - \$20k
    - Economic Development - \$20k
    - Transportation - \$50k

- All variances, however, are within the allowed \$50k threshold except for Community Events which will require approval from the County Manager.
  - Rob noted that the budget is additive, inclusive of the sponsorship numbers
- Robbie flagged that we may see Administration forecast creep upwards over the next few months as we finalize Office Branding efforts and work to recruit a new Office Manager
- Barring any surprise expenses, no additional spending of the Operating Contingency Reserve; the balance remains at \$259,100 – just under 5% of budget accounting for a minor draw for a late FY2024 invoice that was received in the fall
- Robbie noted that a more detailed report was made available in our Board Packet, including additional financial reports that may be of interest such as the Statement of Financial Position, Cash Flows, and Aging Accounts Payable and Receivable Reports.

### **FY2026 Work Plan & Budget**

- Kimberly noted that the Work Plan was submitted to the county and revisions were implemented. Those revisions were mostly straight forward to change cover, graphics and formatting.
- Revised FY2026 Work Plan Budget
  - Tracy noted that the BID has been preparing for the FY2026 Work Plan Budget given the uncertainty of commercial office property valuations and the necessary scenario planning around bracing for potential assessment declines.
  - Proposed CY2025 Assessments declined by 0.5%, equating to \$25K reduction in revenue
  - This keeps our budget basically flat at a just over a \$5million budget - \$5.2 when including anticipated sponsorship revenue.
- Kimberly noted the increase in hotel rooms in the BID area, as well as the conversion of the Crystal City Marriot to an AC Hotel property.
- Kimberly also noted an uptick in residential units to 3.4%
- Amazon and JGB saw the biggest decreases, which may have to do with last year’s assessments
- Kimberly noted a “Business as Usual” approach given the revenue projections
- Rob noted that Hotels make up less than 10% of assessed value, while residential makes up 50% of assessed value

### **Motion on Approval of Revised FY2026 Work Plan and Budget**

- **Motion: Abbey Oklak**

- **Seconded: Mara Olguin**
- **Abstention: Shannon Flanagan-Watson**
- **Discussion: None**
- **Approved Unanimously**

## **Board Committees**

### **Nominating Committee**

- Kimberly provided updates for the nominating committee.
- Per the BID Bylaws, the **board chair** designates a **nominating committee**.
- The **Executive Committee** is serving as the Nominating Committee.
- The Nominating Committee met **last week** to go over **nominations and swaps**.
- We now have **three Director vacancies: Andy Van Horn, Terrence Duvall, and Dave Ritchey**
- Tracy mentioned that David Richey is leaving JBG Smith in March. She thanked him for his service and his time on the executive committee.
- Kimberly said the BID has two ex-officio vacancies added via our bylaws changes to enable closer coordination with MWAA and the Pentagon. Those contacts are yet to be identified.
- Nominating committee recommends the following candidates:
  - **Christina Brady, COO of CTA**
    - Replace Andy's vacancy starting on an interim basis at our next board meeting;
    - Great operations and HR skillset and will bring CTA back on our board.
  - **Chris Madoo, new General Manager at the Renaissance Hotel**
    - Replace **the open hotel seat**
    - Coming from Visit **Baltimore, Donna has had the pleasure of working with him** in the past and attests to his **energy and cooperative** spirit
    - Tracy noted that he represents a larger representation of Potomac Yards contingency within the BID District
  - **Dolores Navia, a VP from JBG Smith Development team**
    - **JBGS requested replacement** for Dave who will be stepping down
    - Worked on **Met Park**, offers a **development perspective**, involved and **engaged** in the neighborhood, and also sits **on MoCA's board of directors**.
  - Tracy mentioned she served on the board of MoCA alongside Dolores
    - Andrea Murray mentioned Dolores's experience with development working alongside Dolores at JBG.

- Dave joined the call virtually, Andrea mentioned her gratitude for Dave’s service
  - Tracy thanked Dave on the call for her service on the board
  - Dave thanked Dave for Tracy’s leadership and for the opportunity to build relationships with other members of the board. Echoed Andrea’s sentiment with respect to Dolores’s nomination
- Mara recommended Lindsey Rivera as another potential candidate
  - Tracy mentioned in reference to another Dweck seat that she anticipates more vacancies and changes, she expects the nominating committee to meet again prior to Q4 board meeting.
- With Andy and Dave’s departures from the board, need to address **officers and executive committee composition**
- The Nominating Committee recommends the following changes:
  - Proposed Officer Changes
    - Donna Marquez of Hyatt Regency (Vice-Chair from Secretary)
    - Ashleigh De La Torre of Amazon (Secretary)
  - Proposed Executive Committee
    - Mara Olguin of Dweck (At-Large, replacing Andy)
    - Andrea Murray of JBG Smith (At-Large, replacing Dave)

**Motion on Approval to replace Andy VanHorn with Christina Brady, Terrance Duvall with Chris Madoo, and Dave Ritchey with Dolores Navia.**

- Motion: Abby Oklak
- Seconded: Robert Peck
- Abstention: None
- Discussion: None
- Approved Unanimously
- Opposed: None

**Motion on Approval to elect Donna Marquez as the FY2025 Vice Chair, Ashleigh De la Torre as the Secretary, and to move Mara Olguin and Andrea Murray to the Executive Committee**

- Motion: Robert Peck

- **Seconded: Harmar Thompson**
- **Abstention: None**
- **Discussion: None**
- **Approved Unanimously**
- **Opposed: None**

## **Marketing Committee**

- Mara provided updates on behalf of the Marketing Committee.
  - The inaugural meeting took place on January 23<sup>rd</sup>, with a turnout of 17 attendees.
  - The new committee hopes to provide support to Madeline Long, the BID Director of Marketing & Communications.
  - Madeline provided an overview of press and social insights from the past year, key marketing initiatives, and 2025 priorities.
  - Among the 2025 priorities is the development of partner toolkits with clear brand messaging and talking points to ensure all stakeholders are equipped with consistent National Landing information and marketing assets.
- A refresh of the website and brand guide style will also be priorities for 2025, as well as a focus on delivering more original video content.
- The Market Data Dashboard that is being developed by Planning and Development will be integrated into the greater narrative of National Landing, with up-to-date data to support compelling talking points of this area's transformation and growth
- Franki Seconded Mara's review of the Marketing Committee actions and shared information on PR successes for the year.
  - 900,000 media impressions, Ad Buy Rate for those 8.7 million, more than the BID's annual budget
- The brief National Landing in Media Analysis will continue to expand thanks to the work on the team.
- Franki mentioned that a full report is available in the Board Packet.
- Mara noted her excitement to be a part of this new committee and team.
- The next Marketing Committee meeting will take place Thursday, April 24

## **Transportation Committee**

- Hamar provided updates for the Transportation Committee.
- Hamar mentioned Last meeting focused on CC2DCA updates with regards to the watercolor rendering process, the production of the promotional publication, and the project timeline.
- Route 1 Phase 2 Final Report public engagement process will get underway in January with an open house and a comment period. The BID is planning to author a letter.
- The Crystal City Bike Network Greater Crystal City Bike network is in the final phase of construction.
- Graphic design firm D\*mn Good will design the next iteration of Mobility Next.
- Hamar discussed the Transportation themed events underway, including Garage Races of February 22<sup>nd</sup>, bike Month in May, and Bike to Work Day on Thursday May 16<sup>th</sup>.
- Next meeting is scheduled for March 13<sup>th</sup> at 9am.

### Equity Committee

- Donna Marquez provided updates for the Equity Committee
- February is Black History Month, and the committee is exploring a screening at Alamo Drafthouse followed by a talk-back on the Color of Law.
- In March we celebrate Women's History Month with a breakfast at Surreal.
- April 10<sup>th</sup> will include a Minority Showcase at Hyatt; there were 700 attendees last year focusing on uplifting black-owned businesses. This year, the event will expand to feature Hispanic, women, and LGBTQ+ businesses.
  - Donna emphasized the importance of supporting these businesses given the current political climate, and encouraged board members to email to share any contacts of vendors.
- The committee is tackling World Pride and its impact on Arlington. Need to consider how to activate Arlington and take advantage of people staying in Arlington
  - The committee is working with Arlington Pride and thinking through ways to amplify their efforts.
- Donna expressed concerns surrounding funding loss given current administration
- Confirmed Pride events include a Happy hour at Freddie's.
- Donna noted that the committee is recognizing Disability Pride Month in July, and that specific plans are underway.

- The committee discussed the next steps to address commemorations in National Landing that do not align with the BID's values, and how the Equity Committee Can Contribute to the Placemaking Toolkit.
- The next meeting is scheduled for February 6<sup>th</sup>. If there is any interest in participating, attendees can email Matt from the BID.

### **Planning and Economic Development Committee**

- Andrea provided updates on behalf of the Planning and Economic Development Committee
- The committee heard updates on placemaking initiatives, the Innovation District, active development projects, CMRI 2.0, third quarter market snapshot, and small business outreach.
  - The committee learned the placemaking toolkit was in its final stages of completion.
  - Brandon Hill's installation, "Kansas & Oz", on the transit way encasements along Crystal Drive and 12<sup>th</sup> Street S are complete.
- The BID is sponsoring an Art in Transit project in partnership with WMATA and MoCA at the Crystal City Metro plaza where artwork by MoCA artists, Emily Fussner and Stephanie Lane, will be displayed through the summer on the temporary hoarding.
- Anticipated in early winter is the complete phase 1 Innovation District report and continued engagement and/or consideration for approval of the RiverHouse development, Melwood, and 2525 Crystal Drive.
- Also anticipated this winter is the delivery of the market dashboard on the BID's website that will serve as a one-stop-shop for annual and quarterly market updates
- Small and legacy business outreach continues with Open Rewards and other programs.
- Next meeting on March 6<sup>th</sup>.

### **23<sup>rd</sup> Street Committee**

- Freddie provided updates on behalf of the 23<sup>rd</sup> Street Committee
- The committee met on January 16<sup>th</sup> shortly after a series of arson incidents hit the corridor at Freddie's, Sports Pub and McNamara's ACPD provided an update and an arrest was made
- The committee received a detailed presentation from the applicant for regulatory changes necessary to enable the opening of a new destination beer garden, Scapegoat. The BID drafted a letter of support, and changes were approved by the Board
- The BID shared that the County is preparing some major revisions to the Eads Street pocket park update based on feedback that was shared by the BID
- Next meeting is Thursday April 10<sup>th</sup>

## Major BID Initiatives

Tracy provided updates on major BID Initiatives.

- Placemaking Toolkit
  - Tracy mentioned the packets are available in the Board Packet as well as digitally.
  - The toolkit is a great resource for the BID, but is also a resource to organizations broadly and other place management organizations.
  - Tracy thanked the work of the Planning and Economic Development team at the BID, including Malaika, Ashley, and Erica's work on graphic design
  - Early Implementation: During the Toolkit development, BID staff began testing the Toolkit concepts and delivered the following three projects: JD Deardourff's Waaves, Brandon Hill's Kansas and Oz and the Pride Crosswalk along 23<sup>rd</sup> Street.
  - Art in Transit
    - Catherine discussed the Art in Transit Program more broadly. She expressed her enthusiasm on the new project.
  - Tracy mentioned that flyers were available discussing the murals in the Board Packets
  - Kimberly expressed the Placemaking Toolkit packets looked good.
  - Tracy discussed the printing and formulation process for the toolkit.
    - Complimented each with a national and local example in the packet
- CC2DCA Update
  - Tracy mentioned more information is available in the printed packet included in the Board Folder.
  - Tracy thanked Matt, Malaika, JBG Smith, and that the BID worked with Dave the co-chair of the transportation committee on this project.
  - The complete document will be shared via email
  - The goal and purpose is to share and articulate the goals and objectives of the NL community and business community desires of the CC2DCA goal, specifically the goals for art and visual priorities.
  - Tracy mentioned that the County was working to get an agreement on the alignment of the project. She mentioned that the project will integrate with DCA's facilities, and that she was thrilled that the funding was confirmed.
  - Jan 15<sup>th</sup> marked the beginning of the Public Engagement period. Tracy encouraged all Board Members to weigh in on the process.

- Tracy noted the CC2DCA Open House event and its high turnout.
- Tracy explained CC2DCA also functions as an economic development project, and that there are already investments in the immediate vicinity of where the entrance will be.
- Tracy noted that news outlet ARLNow shared confusion on the renderings being the county vs BID, and that the BID worked to clarify.
- Advocate for design excellence
  - Rob mentioned that the packets include sample template letter along with a QR code to the survey
  - Rob mentioned the more people on each Board Member's team that respond, the better
- Tracy mentioned some coalition leaders want to see bike lane, but she noted the 20ft limit of the bridge necessitates that pedestrians be prioritized due to concerns surrounding suitcases.
- Access to multimodal facility requires escalators, Tracy mentioned it is a priority to advocate for that option.
- Gary Cook mentioned that the survey requires Bicycles as a required option, and that made the survey difficult to navigate
- Hamar mentioned the existing bike network means that the CC2DCA connector should prioritize pedestrians.
  - Tracy seconded this idea, shared with consultants that the inspiring designs in the presentation are not used in the survey
  - No inclusion of canopy, landscape, only modest local examples
  - Reiterated that the county does not have a design, and that the survey should work to push good design
  - Hamar mentioned asked about CC2DCA funding
  - Tracy underscored that the BID defers to county on matters of funding. BID is articulating design priorities, not cost estimate associated with the design. Quality thoughtful design does not always mean a premium price
  - Rob mentioned the CC2DCA entrance is a separate project, along with the entrance to VRE platform.
  - Amazon investment in 2011 defense tech incubator, increased in assessed value off the bridge will pay for this project.

- Shannon thanked Rob and Tracy for their work on the project, and reiterated the design is not complete.
      - She uplifted the call to action to share feedback with the county, and shared goal of advancing the project and getting it right from a use and design perspective and a design perspective. Board input is a critical part of the process
- Innovation District
  - Andrea Murray provided updates for the Innovation District.
  - Over the last 6 months, Arlington County's AED staff partnered with the BID and AEDP to determine an approach for National Landing becoming the DC Region's most transformative innovation district.
  - The team hired CIC Captains of Innovation, ARUP and Cambridge Econometrics to research National Landing's attributes to fostering a connection between private companies, academic institutions and government entities.
  - The report identified **preferred tech and industry opportunities** (cybersecurity, advanced computing, and defense tech),
  - Conducted an **economic impact analysis** considering how this would affect National Landing economic advantages and explored various **governance models** should there be a leading entity driving innovation activities across National Landing.
- Trust for National Landing
  - Rob provided updates on the Trust for National Landing.
    - Venable and County have conducted a thorough review of our bylaws and articles of incorporation
    - A redlined version of our Venable-informed responses to the County's feedback has been included in the Board folder
  - Shannon noted that as the BID moves forward, it is critical to identify and establish Board of Directors on a more permanent basis.
  - Thomas noted that having a mechanism of having board members rotate off prevents stagnation. Suggested 1 board member rotating off annually could be a good solution. Having the pause prevents board members from burning out
  - Rob noted BID bylaws do not have a term limit, noted the danger of too much turnover could prevent us from having enough people to fill the role.

- Thomas reiterated the concern on burnout.
- Kedrick thanked Thomas and Shannon on their comments.

### **Board Retreat**

- Kimberly reviewed target date of April 2<sup>nd</sup>.
- Tracy mentioned a written survey and encouraged Board members to mark their availability.
- Andrea noted the potential conflict with Spring Break

### **Director Updates**

- Kimberly asked for updates from the group
  - Pamela noted the Pedestrian Advisory Letter intends to draft a letter of support for CC2DCA; February 3 joint Bicycle Advisory Committee and Pedestrian Advisory Committees would feature a discussion with Dan Reinhard and the VDOT Route 1 project team
  - Franki mentioned that everyone should receive an invite on Friday, Feb 28<sup>th</sup> for opening of Virginia Innovation Campus. Already welcomed first students to class this month.
    - Tracy intends to send a link as a follow up.

### **BID Staff Update**

- Tracy provided updates on the new staff members.
- BID fully staffed except for the office manager. Tracy encouraged Board members to share the application link around their networks.

### **Other BID Initiatives**

- Garage Racing – February 22<sup>nd</sup>
- Pink in the Park – Event series including Art of Pink, Pink in the Pool, and Pink Beats music series. Tracy thanked Amazon for their generous sponsorship and support of the series.
- Tracy is putting out a request to sponsor the events to all board members.

### **Closing Remarks**

- The next Board meeting is on **Wednesday, April 23<sup>rd</sup>** and **will** take place at the BID's new offices at 1550 Crystal Drive
- **Annual meeting: Wednesday, May 28<sup>th</sup>**
- **Kimberly thanked Board Members for their time and contributions.**