



FY 2025 – Q4 BOARD MEETING

NATIONAL LANDING BID

Wednesday, April 23rd, 11:00 am – 1:00 pm

1550 Crystal Drive, Suite 420, Arlington VA 22202

Meeting Minutes

Directors Present:

Catherine Anchin, Katharine Ange, Christina Brady, Stacey Brayboy, Mark Carrier, Gary Cook, Aubrey Dennis-King Fenton, Shavini Fernando, Shannon Flannagan-Watson, Judy Freshman, Kingdon Gould, Rock Harper, Chris Madoo, Donna Marquez, Dolores Navia, Abbey Oklak, Mara Olguin, Joe Oyler, Robert Peck, Sahil Rahman, Regina Rees, Hamar Thompson, Pamela Van Hine

Directors Attending Remotely:

Patrick Phillippi, Ashleigh De la Torre, Freddie Lutz

Directors Absent:

Kimberly Driggins, Franki Fitterer, Heena Feeney, Andrea Murray

Staff Present:

Tracy Sayegh Gabriel, Rob Mandle, Malaika Scriven, Madeline Long, Erica Rivera, Elissa Staley, Haroni Tewolde; Kedrick Whitmore (Counsel)

Guests:

Lindsey Hinton (Arlington Pride)

Welcome & Introductions

- Donna Marquez opened the meeting on behalf of Board Chair Kimberly Driggins, who was serving jury duty.
- Tracy Gabriel welcomed members to the new office and expressed enthusiasm for the upgraded space. She thanked Rob, Haroni, and Erica for their work throughout the move, completing the branding elements, and preparing for hosting the Board meeting.
- Donna previewed the agenda and introduced new Office Manager Haroni Tewolde.

Chair's Report

Recent Wins

Garage Races

- February races drew over 200 participants and 800 spectators.

- Earned 30+ media placements, including *The Washington Post* and *CyclingNews*.
- JBG SMITH provided event space.

Starburst Launchpad

- BID contributed \$25K to support Starburst National Landing, a defense-tech accelerator.
- Helped secure a \$200K VIPC grant.
- The initiative will connect startups with resources to accelerate commercialization.
- Applications for inaugural cohort are open.

Pink in the Park

- A series of three events aligned with the National Cherry Blossom Festival:
 - *Pink in the Pool* drew 350 attendees.
 - *Pink Beats* returned as a multi-week curated music series with Songbyrd.
 - *Art of Pink* attracted nearly 2,000 attendees with live art, food, and breakdancing at Met Park.
- Sponsors included Amazon, JBG SMITH, CTA, and Dweck.
- Patrick Phillippi noted it was among the best events at Met Park despite the rain

Approval of Q3 Board Meeting Minutes

- **Motion:** Gary Cook
- **Seconded:** Mara Olguin
- **Discussion:** None
- **Approved:** Unanimously
- **Opposed:** None
- **Abstention:** None

Treasurer's Report (Robert Peck)

Revenue:

- At 99% of budget; County disbursements and nearly all sponsorship revenue secured.

Expenses:

- At 88%, up from 84% in Q3, driven by higher spending in Events and Public Realm.
- Events, Marketing, Admin tracking to budget; Economic Development and Transportation below projections.
- Office Relocation Reserve fully expended; Project Reserve 50% utilized.

Year-End Variances:

- Overages in Events & Marketing and Admin due to higher sponsorships, new hires, and relocations.
- Variances over \$50K require County Manager notification.

Carryover Projections:

- Estimated up to \$351K in unspent funds could carry into FY2026:
 - \$119K from Project Reserve (Brand/Website refresh)
 - \$232K from Operating Funds (delayed program expenses)
- Actual carryover may be lower.

Motion: Approve carryover request of up to \$351K into FY2026 Project Reserve and notify County Manager of program variances over \$50K

- **Motion:** Kingdon Gould
- **Seconded:** Rock Harper
- **Discussion:**
 - Christina Brady asked how this carryover compares historically. Rob confirmed carryovers have been consistent since 2018.
 - Aubrey Dennis-Fenton inquired about Brand Refresh planning. Tracy confirmed discussions are underway in Marketing Committee and encouraged participation.
- **Approved:** Unanimously
- **Abstention:** Shannon Flannagan-Watson

Committee Report Outs

Nominating Committee (Donna Marquez)

- Kedrick Whitmore explained that Class 2 Directors' terms end June 30; most seek reappointment.
- Sahil Rahman is stepping down; praised for his energy and service.
- New Voting Director candidate: Giuseppe Lanzone (Peruvian Brothers).
- Non-Voting Director Pamela Van Hine to step down; nominee: Nick Giacobbe, longtime civic leader and retired diplomat.
- Two Non-Voting vacancies remain: Pentagon and National Airport representatives.
- Proposed slate meets bylaws requirements for Assessed Property Owners representation and meets all guidance measures – diversity, gender, geography, market sector - outlined in the BID's business plan
- It also meets all of the BID's core metrics criteria outlined in the BID's business plan around gender, diversity, geography, and market sector.
- Mara Olguin and Andrea Murray joining the Executive Committee following departures of Andy Van Horn and Andrea Murray.
- Freddie Lutz is stepping down as an at-large member of the Executive Committee – group acknowledged his positive service
- Nominating Committee nominating all other current EC members to serve again in FY2026

Motion: Approve FY2026 Board Slate

- **Motion:** Robert Peck
- **Seconded:** Mara Olguin

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

Motion: Approve the proposed FY2026 Slate for Officers and Executive Committee Membership

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

Marketing Committee (Mara Olguin)

- Focused on emotional and rational brand elements; developing creative brief.
- Website update included in Brand Refresh.
- Mara Olguin encouraged Directors to join the Marketing Committee to contribute to branding efforts.

Transportation (Hamar Thompson)

- Discussed CC2DCA bridge width, Route 1 transitway impacts, and 12th Street closure.
- Concerns over business access and enforcement issues in parking pilot.
- Support for bike infrastructure through Army Navy Country Club area.
- Next meeting: June 11

Equity (Donna Marquez)

- Minority Vendor Showcase held April 10 with 70 vendors and 300–500 attendees.
- Seeking new Co-Chair to replace Sahil Rahman.

Planning & Development (Malaika Scriven)

- March meeting focused on placemaking and public art.
- Next meeting: June 5

23rd Street (Freddie Lutz)

- Shared new microsite to elevate corridor profile.
- BID supporting Eads Street pocket park improvements.
- Pathforward presented on housing efforts.
- Crime levels stable, though concerns remain about police presence.

BID Updates (Tracy Sayegh Gabriel)

Market Snapshot (CYQ1)

- Office vacancy: 23.3%; conversions expected.
- Stable rents; rising foot traffic.
- Multifamily: strong absorption despite high delivery.
- Hotels: Year-over-year growth, but uncertainty due to federal cutbacks.
 - Mark Carrier explained the region's hotel demand is tied to federal and contractor activity. Recent drops (e.g., 37% decline week-over-week) indicate significant disruption.
 - Chris Madoo emphasized business impact.
 - Mara Olguin noted deeper F&B volatility; distancing from government-dependent clientele.
 - Mark warned that shifts in federal influence pose long-term risks to the tax base.

Retail:

- Nine openings, with more coming.
- Some fast casual retailers may not survive the year, but opportunities to create standout destinations remain.

Data Dashboard:

- Launching by end of May with mobile-friendly interface and interactive map.
- Demo available for interested Directors.

World Pride & Pride Month:

- Pride banners and 23rd Street Pride crosswalk upgrade
- BID partnering with Arlington Pride; Donna commended for support via Hyatt. Introduced guest Lindsey Hinton to the Board
- BID to share sponsorship details. Freddie's Happy Hour event scheduled for June 25.

Press Highlights (Madeline Long):

- Q1 media impressions up 300% vs. 2024; over 100 placements.
- Notable segments on FOX and ABC. Marketing gains attributed to proactive outreach and digital campaigns.
- Madeline credited with significant improvements in brand visibility.

Director Updates – Discussion on 12th Street Closure and Power Outages

- Robbie Peck reported a 15–20% sales drop at Commonwealth Joe due to transitway construction; urged reconsideration of outdoor seating.
- Tracy confirmed BID will advocate with impacted businesses and explore mitigation options.
- Shavini Fernando reported repeated power outages disrupting product testing for FDA partners.
- Joe Oyler noted 7–8 outages over two years; discussions needed with utility leadership.
- Shannon Flannagan-Watson acknowledged concerns and pledged to follow up with County staff.
- Tracy committed to providing updates as available.

Board Retreat

- Monitor federal shifts across sectors.
- Focus on defense-tech and innovation opportunities.
- Strengthen brand narrative.
- Explore innovation-themed placemaking (e.g., AI Festival).
- Group expressed interest in continuing focus on this strategy.

Closing Remarks

- Donna thanked Board members.
- **Annual Meeting:** May 28 at Amazon HQ2 (Theme: “Welcome Home”)
- **FY2026 Meeting Calendar:** Invites to follow