FY 2027 – Q1 BOARD MEETING
NATIONAL LANDING BID
Thursday, July 23, 2026, 11:00 am – 1:00 pm

1999 Richmond Hwy, Arlington, VA 22202

Meeting Minutes

Members Present: Shannon Flanagan-Watson, Freddie Lutz, Rock Harper, Chris Madoo, Giacomo Barbieri, Mara Olguin, Franki Fitterer, Donna Marquez, Andrea Murray, Dolores Navia, Abbey Oklak, Harmar Thompson, Ashleigh De La Torre, Gary Cook, Erik Rison, Judy Freshman, Mark Carrier, Catherine Anchin, Katharine Ange, Kimberly Driggins, Kedrick Whitmore

Members Absent: Christina Brady, Robert (Robbie) Peck, Shavini Fernando, Patrick Philippi, Nick Giacobbe, Dorian Adeyemi, Regina Rees, Stacey Brayboy, Aubrey Dennis-King Fenton

Members Virtual: N/A

Staff Present: Tracy Sayegh Gabriel, Rob Mandle, Malaika Scriven, Madeline Long, Elissa Staley, Haroni Tewolde, Erica Rivera, Matthew Jones, Elise O'Leary

Others Present: Susan Cunningham, Kerry Humphrey (community member), Michelle Valeri (BID Consultant), Chloe Shipp (BID Consultant), Amanda Kannard (BID Consultant)

Welcome & Introductions

- Board Chair Donna Marquez welcomed attendees, reviewed the agenda, and facilitated board member introductions.

Staffing Update

- Tracy introduced Elise O'Leary, Matt Jones, and Erica Rivera, highlighting recent staffing updates and organizational changes.
- Elise O'Leary, Events Assistant, introduced herself and shared her enthusiasm for the BID's community programming.
- Matt Jones shared updates on the expanded scope of his role and his focus on advancing community engagement initiatives.
- Erica Rivera shared details about her recent promotion and highlighted the success of the RAMMYS event, including its impact on repeat visitors and National Landing's brand recognition.

Orientation

- Ked Whitmore presented a Board orientation covering governance responsibilities and nonprofit best practices.

Chair's Report

Recent Wins

- New Brand –Tracy highlighted the successful launch of the National Landing place-based brand and new website, which together reinforce National Landing as one connected urban community.
- Go Virginia Funding - The Board recognized the $3.9 million GO Virginia award supporting the National Innovation Quarter through a partnership among NIQ, Arlington County, AEDP, and the BID.

- RAMMYS – Tracy highlighted the BID's partnership with Amazon at the RAMMYS, which showcased National Landing's growing restaurant scene and introduced the new brand to a regional audience.
- Recent Openings - Tracy noted continued retail momentum, with approximately seven new businesses opening across the district including Altitude, Constellation, Duke's Burgers, Twins Ace Hardware, and more.
- Virginia Living - Tracy also highlighted recent media coverage in Virginia Living magazine, which helped elevate National Landing's profile and supported the rollout of the new brand.

Approval of Meeting Minutes

Motion on Approval of FY2026 Q4 Board Meeting Minutes:

- Motion: Kimberly Driggins
- Seconded: Gary Cook
- Abstention: Giacomo Barbieri (new Board members abstaining)
- Discussion: None
- Approved Unanimously among those voting
- Opposed: None

Approval of Annual Meeting Minutes

Motion on Approval of Annual Meeting Board Meeting Minutes:

- Motion: Gary Cook
- Seconded: Harmar Thompson
- Abstention: Giacomo Barbieri
- Discussion: None
- Approved Unanimously
- Opposed: None

Treasurer's Report

Rob Mandle provided the Treasurers Report on behalf of Treasurer Robbie Peck

End of Year Soft-Close:

- Rob reviewed the FY2026 year-end soft close, noting higher-than-budgeted revenue, program budget variances, and anticipated unspent funds available for carryover into FY2027.

Revenue:

- Revenue exceeded budget by approximately $335,000, driven primarily by $190,000 in National Innovation Quarter sponsorship funding, with the remaining increase supporting events, marketing, and economic development initiatives.

Variances:

- Rob also reviewed program variances requiring County Manager notification, including Marketing & Promotion, Public Realm & Beautification, Economic Development, and Transportation. Variances were attributed to the brand refresh, timing of the 12th Street Mural Project, receipt of NIQ sponsorship funding, and delayed wayfinding expenditures.

Unspent Funds:

- Together these funds add up to about $865k of funds that should be carried over into FY2027

Carry Over:

- Rob reviewed the proposed FY2027 carryover request, which align FY2026 program funds with corresponding FY2027 projects and reflect updated project timing, emerging strategic priorities, and recent expenditures.
- The proposed carryover request includes $261,300 for the FY2027 Operating Contingency Reserve and $603,800 for the Project Reserve.
- Rob noted that final amounts remain subject to adjustment pending completion of the FY2026 audit.
- Directors were referred to the Carryover Summary included in the Board packet for additional detail on funding sources, project allocations, and historical carryover requests.

Questions and Discussion

- Tracy noted that annual carryover requests are an expected part of the budget process and clarified that the National Innovation Quarter (NIQ) sponsorship funds are being held pending disbursement.
- Tracy also noted that the 5% contingency reflects the service agreement cap.
- In response to a question from Dolores Navia, Rob confirmed that the NIQ pass-through funds are a temporary hold and are not expected to continue in future years.

Motion to approve a request to the County Manager to carryover unspent FY2026 Operating Funds and Reserve funds into 1) a Project Reserve Fund of up to $603,800; and 2) the FY2027 Operating Contingency Reserve fund of approximately $261,300:

- Motion: Ashleigh de la Torre
- Seconded: Abbey Oklak
- Abstention: None
- Discussion: None
- Approved Unanimously
- Opposed: None

Committee Report Outs

Audit Committee Updates

- Rob Mandle reported that preparations were underway for the FY2026 audit.
- Audit Committee will review the draft ahead of its presentation to the Board in October and submission to Arlington County by November 1.
- Rob thanked Abbey Oklak for her service as the Board-appointed committee member and noted that scheduling conflicts would affect her continued participation.
- Following consultation with Treasurer Robbie Peck and Board Chair Donna Marquez, Chris Madoo agreed to serve, pending Board appointment.

Motion to approve the appointment of Chris Madoo to serve as the At-Large Member of the Audit Committee:

- Motion: Rock Harper
- Seconded: Gary Cook
- Abstention: None
- Discussion: None
- Approved Unanimously
- Opposed: None

Nominating Committee (Tracy)

- Tracy provided an update on the Board's two remaining vacancies, including one assessed owner seat and one commercial tenant seat.
- Tracy noted that the BID's bylaws require at least 60% of Board members to represent assessed owners. With assessed owner representation currently at approximately 62%, filling the assessed owner vacancy is important to maintain compliance.
- The Nominating Committee recommended Robert Vaughan for appointment to the assessed owner seat. Directors were referred to Mr. Vaughan's biography included in the Board packet.

Motion to approve the nomination of Robert Vaughan to serve on the National Landing BID Board of Directors:

- Motion: Dolores Navia
- Seconded: Mara Olguin

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

Discussion:

- Tracy congratulated Robert Vaughan on his appointment, noting that he may immediately begin serving on the Board and will be formally certified as part of the FY2027 Board slate at the Annual Meeting.
- Tracy shared that the Nominating Committee intends to fill the remaining Board vacancy with a commercial office tenant representative connected to the innovation economy, ideally the future President/CEO of the National Innovation Quarter. Because that recruitment is still underway, the committee expects to bring a nomination forward at the Q2 Board Meeting in October.

Transportation Committee

- Harmar Thompson provided updates on Bike Month 2026, CC2DCA advocacy efforts, innovative wayfinding initiatives, including the potential integration of IKE smart city kiosks, and the Capital Improvement Plan.

Equity Committee

- Matt Jones highlighted the committee's FY2026 accomplishments, including programming recognizing Asian American, Native Hawaiian, and Pacific Islander Heritage Month; sponsorship of AED's Brunch & Business event; NaLa Noches; Disability Awareness Month initiatives; and the Minority Business Showcase.
- The committee also discussed opportunities to strengthen collaboration across Board committees while preserving Arlington's history and creating new opportunities for the community.

Planning and Development Committee

- Andrea Murray provided updates from the June 11 committee meeting, including discussion of the Advisory Committee Resolution, the Westpost project, adaptive reuse proposals at 601, 701, and 1201, and the Route 1 underpass mural artist selection.
- Andrea also noted that the committee's next meeting will be held in September in a hybrid format.

Marketing Committee

- Franki Fitterer highlighted recent marketing accomplishments, including the FOX5 DC Zip Trip, 493.4 million media impressions, a 16.5% increase in National Landing's share of voice, record attendance and social engagement for Jazz @ Met, the launch of the new restaurant guide and website, and continued implementation of the new National Landing brand.
- Franki also shared updates on the RFP process for a new public relations agency and upcoming initiatives, including new street banners and a welcome packet for new residents.

23rd Street Committee

- Rob Mandle reported that the committee did not meet during the quarter due to participation in the Strategic Plan Retail and Restaurant Focus Group.
- Rob provided updates on the committee's continued rat abatement efforts and the County Board's approval of a partnership for the BID to purchase rodent-resistant trash receptacles along 23rd Street. The receptacles have been ordered and are expected to be installed in late summer.

BID Updates

- Tracy shared updates on the finalized Trust and the Virginia Railway Express (VRE) Elevator Memorandum of Understanding (MOU).
- Rob provided an overview of the CC2DCA partnership, highlighting the collaboration among public and private stakeholders to advance multiple capital improvement projects.
- The Board discussed the proposed use of BID funds to support engineering drawings for a second VRE elevator. Discussion focused on engineering options, potential funding strategies, project sequencing, and maintaining the project's schedule.
- Directors Dolores Navia, Harmar Thompson, Abbey Oklak, and Giacomo Barbieri provided technical and strategic input regarding engineering, design alternatives, anticipated usage, and fundraising opportunities.
- Tracy invited Dolores Navia and Harmar Thompson to serve as advisors as discussions with VRE continue. Donna Marquez also encouraged continued collaboration with Board members to support the project.

The Sun and the Moon

- Tracy shared updates on the selection of Andrea Limauro as the artist for the 12th Street Route 1 Underpass mural.

Innovative Wayfinding – IKE

- Tracy provided an update on the BID's innovative wayfinding initiative and the potential use of IKE smart city kiosks.

Upcoming Events

- Tracy highlighted upcoming BID events, including Fridays at the Fountain and A Novel Find.

Director Updates

- Directors shared organizational updates, including the Arlington Historical Society's Annual Gala on September 30.
- Katie Anchin provided an update on the new Board Director Guide, which will be presented at the next Board meeting.
- Rock Harper encouraged Directors to visit recently opened restaurants, including Pizza Paradiso and Duke's Grocery at Water Park.

Closing Remarks

- Donna Marquez thanked attendees for their participation and adjourned the meeting.
- Rob reminded Directors of key upcoming dates and events.
- The next Board meeting is scheduled for Thursday, October 29, 2026.