CPRO Board Minutes
Thursday, March 28,2019 11:30 a.m.
Location: CPRO office, 2611 Columbia Pike

Members Present: *Michael Garcia, Thomas Gibson, Guy Gotts, Linda LeDuc, John Murphy, David Peete, Carmen Romero, Karen Rosales, Diane Shinn, John Snyder, Susan Soroko.* ***Members Absent:*** *Diane Duston, Tad Lunger, Kathleen McSweeney, Andrew Moore, David Orr, Kim Plaugher.* ***Staff Present:*** *Karen Vasquez, Amy McWilliams, Stephen Gregory Smith, Amanda Lovins.*

Minutes from February 2019: Approved unanimously.

President's Report:

1. Welcome Kim Klingler. The board welcomed new CPRO Executive Director, Kim Klingler.

2. Report on County Board Work Session. CPRO Staff and Interim Director, Karen Vasquez, presented for 3 - 5 minutes at the County Board Work Session on March 14, providing a synopsis of CPRO's achievements and goals for FY2020 as part of our funding request. President John Snyder was also in attendance and felt the presentation was well received with no indications that our funding request would be denied. The County has requested a written 1 or 2 page summary from each BID and Partnership for the County Manager's office. The board of directors discussed the need to assess the status of our Strategic Plan and make adjustments and updates to include the goals that have been achieved and new goals that have arisen since its adoption in 2016. Staff will work with the board to determine a procedure for this discussion.

3. Review of Bylaws. President John Snyder has reviewed the bylaws and found a few items the board should discuss at the next meeting. John will present the board with proposed language changes that clarify board terms, procedures for filling seat vacancies, etc. prior to the next board meeting for the board to approve or discuss. The bylaws also specify that CPRO holds an "Annual Meeting" that has not been held in recent years. The board should discuss the procedures and format for an annual public meeting.

4. Filling New Vacant Seat. Board member Amanda Fischer resigned last month leaving a vacancy. She referred John to a possible replacement - Shannon Bailey. John has met with Shannon and will be circulating her resume to the board. He will contact the Nominating Committee members to meet with her as well.

5. Visit from Don Beyer. Staff has been contacted by Congressman Don Beyer's office indicating he would like to meet with CPRO and Pike residents on April 15. He has not indicated a specific agenda, but he is generally interested in transportation issues, affordable housing, and immigration issues. Staff will reach out to the board to assess everyone's availability on the suggested date/time.

6. Census Kick-Off Meeting. The County is hosting a meeting to launch the census on April 1. CPRO should attend and discuss how the Pike is particularly vulnerable to undercounting of immigrant communities and get clarity on the census procedure.

7. ADA Issues for Arlington Cinema & Drafthouse. A Pike resident has informed John Snyder that they had several issues attending an event at the Drafthouse. They cited a lack of

Handicap Parking spaces. The spaces available are on a major intersection along Walter Reed Dr. that is difficult to manage or in the Halstead parking garage whose elevator does not meet ADA requirements. John informed the CPRO Board he would be reaching out to County Staff to discuss the issue.

Financials:

1. Financial Report for February 2019. As of February 28, current income is $434,391.68 (80% of budget). Current expenses are $303,262.32 (55% of budget). CPRO received the second half of funding from the County late January that is reflected in the income. We have also collected most of our sponsorships for the Pike Progress Luncheon. Other event sponsor and vendor solicitations have begun and revenues should reach their goal over the next couple of months. We may have some additional banner program expenses soon as we replace some damaged banners. Staff is also assessing the County's new initiative to install 'Small Cell Facilities' on light poles which could affect the banner program in terms of replacing hardware and reinstalling banners on poles that may be replaced during that initiative.

Executive Director's Report: Kim Klingler thanked the board for welcoming her and informed them she would like to meet with each member one-on-one to assess their personal vision for the Pike and thoughts on CPRO's mission and Strategic Plan.

1. Pike Progress Luncheon. Sponsorships have been secured, reaching our income goal of $17,500. Ticket sales are at 93 out of 150 available. Our panelists have now been secured: Tony Wagner (Twisted Vines, Brickhaus, Josephine's), Nick Freshman (La Cocina, Mothersauce), and Emerson Doyle (Evolveall). The panel will be moderated by David Orr and discuss "Why the Pike?" sharing their reasons for, and experience with, working and starting businesses on Columbia Pike. Our primary speakers will be Christian Dorsey (Arlington County Board) and Victor Hoskins (Arlington Economic Development). Staff has been in contact with the Amazon community representative and will let the board know if she is able to attend the luncheon as a guest.

2. Movie Nights. Sponsorship solicitation is proceeding and nearly reached our goal with two new sponsors signing up recently: Animal Welfare League of Arlington and Phoenix Bikes.

3. Arlington Mill Farmers Market. Staff has slowed vendor solicitation efforts as 13 vendors have been secured for the market, filling 18 tents. Staff continues to coordinate "Second Saturday" special events. Amy attended events at Our Lady Queen of Peace to promote SNAP acceptance at the market. An Every Door Direct Mail postcard will hit all USPS carrier routes in the immediate vicinity of the market the first week of May. (over 8,000 households)

4. Blues Festival. The line-up has been finalized with Sugaray Rayford headlining. Sponsor and vendor outreach has begun. Rebellion on the Pike (new restaurant in BrickHaus location) is interested in partnering and being a food vendor plus possibly creating a special 'Sugaray Burger' to help promote. New District Brewing Co. will be the beer supplier and brewing a specialty 'Blues Festival' beer for the event. Josephine's Italian Kitchen will continue the same partnership as Twisted Vines, providing wine.

5. Website. CPRO has secured a $10,000 grant to redesign the www.Columbia-Pike.org website. We have a proposal with our design partners, Winking Fish, and have had preliminary

discussions on needs for the site. Staff will convene a committee with board members and AED staff to continue work with Winking Fish as the site development progresses. New website will serve as a greater overall resource guide and directory for the Pike, not just as a hub for CPRO specific information.

Planning Commission Report: On May 22, the Form Based Code Advisory Working Group will be meeting to discuss the redevelopment of the Westmont Shopping Center. The Arlington Public School Board met recently to clarify confusion over APS using space at the Columbia Pike Library. The schools will not be "taking over" the library as a whole, but rather have asked to use portions of the space temporarily during construction.

Meeting adjourned.