



BOARD OF DIRECTORS MEETING

**July 16, 2019 7:45 AM
BUP Conference Room**

AGENDA

- 7:45** **Welcome** (*Debbie Michaels*)
- 7:45** **Approval of Minutes**
- 7:45 - 7:55** **Marketing/Arts & Entertainment** (*Stephanie Coppula, Jane Fairweather*)
- 7:55 – 8:00** **Maintenance** (*Jeff Burton*)
- 8:00 – 8:05** **Transportation** (*Kristen Blackmon*)
- 8:05 – 8:25** **Financial Report:** (*Sarah Wolek, Jeff Oyer*)
- Financial Statements – June 30, 2019
 - FY20 Budget Approval
 - FY21 Budget Submission
- 8:25 – 8:30** **Executive Director Report** (*Jeff Burton*)
- 8:30 – 8:40** **Chairman’s Report** (*Debbie Michaels*)
- Committee Updates – Branding/Corporate Documents/Parks
- 8:40– 8:45** **Other Updates/New Business**
- 8:45 – 9:00** **Executive Session – 360 Review**
- 9:00** **Adjourn**

BETHESDA URBAN PARTNERSHIP, INC.

Minutes of the Board of Directors Meeting

July 16, 2019

Board Members Present: Debbie Michaels, Greg Rooney, Sarah Wolek, Robert Donohoe, Jack Alexander and Marian Block

Staff Present: Jeff Burton, Stephanie Coppula, Jeff Oyer and Kristen Blackmon

Guests Present: Derrick Harrigan – BCC Regional Services Center

Call to Order: Meeting called to order at 7:45 a.m. by Debbie Michaels

Minutes:

Debbie Michaels asked for a motion to approve the minutes from the previous Board meeting. A motion was made and seconded to approve the June 18, 2019 Board of Director's meeting minutes. There was no discussion. The motion passed unanimously.

Marketing Report:

Stephanie Coppula reported that the mural is in progress on the wall at the Doubletree Hotel and it should be completed within the next couple of weeks. We will coordinate a dedication event in late August or early September. A partnership has also been formed with The Donohoe Companies for a mural at the Hilton Garden Inn. They are waiting on approval from Park & Planning to do the mural which will replace a piece of public art that was destroyed last year during a bad storm.

BUP's partnership with Montgomery Parks for the Parks, Party and Play program scheduled for July 11 had to be cancelled because of storms. There is still another Yappy Hour scheduled for September 19 and a Game and S'mores night scheduled for October 17, 2019.

BUP is partnering again this year with Naval Support Activity Bethesda for National Night Out on August 6. BUP staff will be on base that day giving out information on downtown Bethesda and the restaurants will provide free food.

The opening of the Trawick Prize is scheduled for Wednesday evening, September 4 at Gallery B. All Board members are invited to attend.

Maintenance Report:

Jeff Burton noted that most of the maintenance update is in the Board packet for review. J. Burton reported that all of the concrete and curb repairs have all been completed. All of the necessary tree replacements have also been completed.

Robert Donohoe questioned if BUP had ever done a survey of the Circulator passengers asking for their feedback. J. Burton noted that we did do one in the past and that is what led to the Circulator expansion. It was agreed that it would be a good idea to conduct an updated survey.

BTS Report:

Kristen Blackmon reported she is following some things going on at the County Council T&E Committee. They have a couple of items under discussion that could have a significant impact to the TMDs. K. Blackmon also noted that there is a public hearing on the status of the BRT that she will be attending. The hearing will be about additional design funding for Veirs Mill Road and Route 355/Wisconsin.

K. Blackmon noted that BTS held a “Learn to Ride” event where people could come and learn to ride bicycles safely around an urban district, taught by certified instructors. K. Blackmon mentioned how important these events are but are limited because they can be fairly expensive because of the instructors and having to rent bikes. Debbie Michaels questioned whether or not sponsors could be found to help fund these events that would allow BTS to increase the number of these events. Staff will pursue this possibility.

Financial Report:

Jeff Oyer reported that the financial statements for year ended June 30 are nearly complete. J. Oyer reported revenues over expenditures as of June 30 of \$214,000 as compared to the \$190,000 that had been projected. This variance was due mainly to spending less on flowers and adjustments to accrued vacation. J. Oyer noted that there may be a small number of invoices that are still outstanding noting that they will not significantly change the year end numbers being presented today. J. Oyer noted that these funds will be added to the current reserve funds and a more detailed five-year plan on the use of the reserve fund will be developed by the Finance Committee that will be in line with BUP’s five-year strategic plan. Greg Rooney noted that these strategic plan initiatives will be extremely costly and even though this seems like a lot of money, these funds were raised outside the contract and will allow us to begin to move forward on the very important projects outlined in the strategic plan. Jack Alexander suggested talking to EagleBank again to make sure BUP is investing these reserve funds to earn interest in line with the current market. J. Oyer also noted that BUP expended \$3,175,000 on urban district services in FY19 compared to receiving contract dollars from Montgomery County is the amount of \$2,943,000 for these services for a variance of \$233,000.

J. Oyer reported that the Finance Committee had met to review and discuss the FY20 operating budget and that those documents were included in the Board meeting packet for their review. J. Oyer reviewed a few of the key highlights of the budget and noted that the Finance Committee was presenting a balanced budget. A motion was made and seconded to approve the FY20 operating budget as presented. There was no discussion. The motion passed unanimously.

J. Oyer then presented a draft of BUP’s FY21 proposed budget submission to the County noting that the Finance Committee is still working on the final version but wanted the full Board to be aware of the request being made since there was no Board meeting in August and the request will most likely need to be submitted to the County before the September Board meeting. J. Oyer noted that the budget increase being requested was mostly for fixed costs such as rent and insurance and also included an increase for wages and benefits. An increase for vehicle replacement would also be added as suggested in an earlier discussion. Debbie Michaels asked the Board to review the document and provide any comments by early sometime next week.

Executive Director Report:

Jeff Burton noted that BUP is in a unique position right now to strengthen current relationships and develop new ones with BUP’s key partners at the County and within the urban district. He has held meetings with Marriott about getting more involved, with DOT and Park & Planning about the Norfolk Avenue shared street concept, and with the County Executive’s assistant CAO, Jerome Fletcher, to educate him on the assets and capabilities BUP has so they can leverage our services better. Future meetings scheduled include the

director of OMB (members of the Finance Committee and BUP staff), and a meeting with the Director of DOT and his staff.

Chairman's Report:

Debbie Michaels requested that the Board make sure they read the department updates included in the Board packet when it is sent out. She would like staff to just give brief reports of their activities and the Board members can ask questions if they have any. This will save time at Board meetings to allow the Board to discuss more high-level topics that need more time and discussion.

D. Michaels reported that the Parks Committee continues to work with East Bethesda to make improvements to their two parks. The East Bethesda Citizen's Association has given BUP \$2,000 to add flowers and BUP will put these in in the fall. Park & Planning is also making significant improvements to these parks with new furniture and concrete upgrades. We have suggested to Park & Planning that a grand reopening of the park be scheduled once the flowers are in and the improvements are done.

On behalf of the entire Board of directors, Debbie Michaels recognized and thanked Robert Donohoe for his leadership as Chair of BUP this past fiscal year. R. Donohoe was presented with a plaque to commemorate his service.

Other Business:

At this time a motion was made and seconded to adjourn the Board meeting and move into executive session to discuss personnel issues. There was no discussion and the motion passed unanimously.

Next Meeting: September 15, 2019



BOARD OF DIRECTORS MEETING
September 17, 2019 7:45 AM
BUP Conference Room

AGENDA

- 7:45** **Welcome** (*Debbie Michaels*)
- 7:45** **Approval of Minutes**
- 7:45 - 7:55** **Marketing/Arts & Entertainment** (*Stephanie Coppula, Jane Fairweather*)
- 7:55 – 8:00** **Maintenance** (*Jeff Burton*)
- 8:00 – 8:05** **Transportation** (*Kristen Blackmon*)
- 8:05 – 8:20** **Financial Report:** (*Sarah Wolek, Jeff Oyer*)
- Financial Statements – August 31, 2019
 - FY19 Audit
- 8:20 – 8:30** **Executive Director Report** (*Jeff Burton*)
- 8:30 – 8:40** **Chairman’s Report** (*Debbie Michaels*)
- Committee Updates – Branding/Corporate Documents/Parks
 - BTS Advisory Committee Nomination
- 8:40– 8:45** **Other Updates/New Business**
- 8:45 – 9:00** **Executive Session – 360 Review**
- 9:00** **Adjourn**

BETHESDA URBAN PARTNERSHIP, INC.

Minutes of the Board of Directors Meeting

September 17, 2019

Board Members Present: Debbie Michaels, Greg Rooney, Sarah Wolek, Jane Fairweather, Robert Donohoe, Jack Alexander, Andrew Jones, Heather Dhlompolsky, Marian Block and Katya Marin

Staff Present: Jeff Burton, Stephanie Coppula, Jeff Oyer and Kristen Blackmon

Guests Present: Derrick Harrigan – BCC Regional Services Center, Ginanne Italiano – Greater Bethesda Chamber of Commerce, Dan Schere – Bethesda Beat

Call to Order: Meeting called to order at 7:45 a.m. by Debbie Michaels

Minutes:

Debbie Michaels asked for a motion to approve the minutes from the previous Board meeting. Several minor grammatical edits were suggested by Robert Donohoe. A motion was made and seconded to approve the July 16, 2019 Board of Director's meeting minutes with the suggested edits. The motion passed unanimously.

Marketing Report:

Stephanie Coppula reported that the next Yappy Hour and "Pop Up" Dog Park will be held this Thursday in Elm Street Park and Taste of Bethesda is scheduled for Saturday, October 5.

S. Coppula thanked those Board members who attended the dedication of the mural at the Bethesdan Hotel (former Doubletree Hotel). The focus has now turned to finalizing the details for a mural at the Hilton Garden Inn.

Jane Fairweather reported that the piano that was painted by students at B-CC High School has been delivered to Bethesda Lane for the public to be able to play. J. Fairweather noted that A&E will be contacting the music departments at the local schools and encouraging them to send students over to perform.

Maintenance Report:

Jeff Oyer reported that the maintenance team is in full swing with fall work and are also keeping busy with event support. The evaluation of the sidewalks has been completed and the list of repairs needed has been sent to the contractor for a quote. The work will most likely be done sometime in October.

Jack Alexander questioned the status of updating the sign at Veterans Park. Staff noted that all of the signs need to be updated because of new locations of various buildings. Staff will work on a temporary solution because they don't think it makes sense to pay to reface all of the signs until the new branding study is complete.

Robert Donohoe noted that the Ask Me story mentions first responder training. R. Donohoe questioned whether or not the first responder training was a continuous educational training or a

one-time training. Staff noted that they will look into whether or not there are any continuous training for the CERT program.

J. Fairweather asked what the policy for panhandlers was in Bethesda. J. Burton noted that they are free to panhandle as long as they are not blocking the sidewalk or are being overly aggressive. Ken Hartman suggested reaching out to John Mendez at Bethesda Cares to make sure he is aware of this person.

BTS Report:

Kristen Blackmon reported the Walk & Ride competition is going on right now which is an event to encourage people to walk to transit instead of driving. They are teams of five that log their steps for three weeks and weekly prizes are given out.

BTS is getting ready to conduct both a residential and employer commuter survey that will begin in September. The residential survey is new this year as part of the Bethesda plan. The residential survey includes the entire planning area so there are over 70 properties that staff is reaching out to the managers of the properties who will forward them to their residents.

Financial Report:

Jeff Oyer said that there is very little to report through the first two months of the fiscal year. Both revenue and expenses are pretty much on budget as expected as of August 31.

J. Oyer reported that the FY19 audit work was completed successfully several weeks ago with only one adjustment. The finance committee met last week to review a draft of the audit. There were no changes to any of the numbers but there were several suggestions regarding the wording in certain sections in an attempt to make the financial notes a little clearer to the reader and to more accurately reflect BUP's designated funds. The changes were made and approved by the finance committee. J. Oyer noted that he had sent out the final draft for the Board to review prior to the meeting. A motion was made and seconded to approve the audit as presented. There being no discussion, the motion passed unanimously.

Executive Director Report:

Jeff Burton thanked everyone who came to the meeting with the County Executive in BUP's conference room. The meeting gave BUP a chance to hear directly from the County Executive what his priorities are and also allow BUP the opportunity to make the Executive aware of BUP's resources and capabilities and how BUP could be a great partner in helping the County Executive accomplish some of his priorities. He has asked for a follow-up meeting to further discuss various areas.

J. Burton noted that he and Jeff Oyer had met with the County's Department of Transportation to discuss several issues including making the BTS contract more flexible so BTS can take advantage of its ability to be nimbler and more responsive in working to accomplish the goals set forth in the County contract. DOT is focused on results and J. Burton expressed that more flexibility in the agreement will allow BTS to better deliver those results.

J. Burton reported that he, J. Oyer, Debbie Michaels and Sarah Wolek met with Rich Madaleno, the new Director in the Office of Management and Budget. The meeting was focused on making sure Mr. Madaleno understood how BUP operates and how BUP can be more a part of the County's budget process earlier on in the process when the urban district

budgets are discussed and developed. R. Madaleno agreed that BUP is in a unique position as a government instrumentality and not a contractor of County department which can be a good thing and also present challenges. J. Burton informed Mr. Madaleno that BUP has a very robust strategic plan and would be looking to the County to fund the basic fixed cost increases of BUP's operations so BUP could use the funds raised outside the County contract to accomplish those strategic plan initiatives.

J. Burton reported that the Circulator survey went live on September 1. Riders can pick up paper copies in the busses and they can also find the survey on both BUP's and BTS's website.

There were questions about being able to paint some of the crosswalks in Bethesda. It was noted that BUP has not been able to get approval from DOT to do this work but staff will continue to pursue it.

Chairman's Report:

Debbie Michaels reported that the partnership with East Bethesda to install some plants and flowers at Cheltenham Park is moving along. The beds are being prepped and the flowers should go in within the next few weeks.

There were no updates on either the branding or corporate documents committee.

Debbie Michaels reported that BTS has a nominee to serve a second term on the BTS advisory committee. The member will be the new chair of the advisory committee for FY20. A motion was made and seconded to approve the nomination. There being no discussion, the motion passed unanimously.

Other Business:

At this time a motion was made and seconded to adjourn the Board meeting and move into executive session to discuss personnel issues. There was no discussion and the motion passed unanimously.

Next Meeting: October 15, 2019



BOARD OF DIRECTORS MEETING

October 15, 2019 7:45 AM

BUP Conference Room

AGENDA

- 7:45** **Welcome** (*Debbie Michaels*)
- 7:45** **Approval of Minutes**
- 7:45 - 7:55** **Marketing/Arts & Entertainment** (*Stephanie Coppula, Jane Fairweather*)
- 7:55 – 8:00** **Maintenance** (*Jeff Oyer*)
- 8:00 – 8:10** **Transportation** (*Kristen Blackmon*)
- 8:10 – 8:15** **Financial Report:** (*Sarah Wolek, Jeff Oyer*)
- Financial Statements – September 30, 2019
- 8:15 – 8:25** **Executive Director Report** (*Jeff Burton*)
- 8:25 – 8:35** **Chairman’s Report** (*Debbie Michaels*)
- Committee Updates – Branding/Corporate Documents/Parks
- 8:35– 8:45** **Other Updates/New Business**
- 8:45 – 9:00** **Executive Session – 360 Review**
- 9:00** **Adjourn**

BETHESDA URBAN PARTNERSHIP, INC.

Minutes of the Board of Directors Meeting

October 15, 2019

Board Members Present: Debbie Michaels, Greg Rooney, Sarah Wolek, Jane Fairweather, Robert Donohoe, Jack Alexander, Heather Dhlopolsky, Marian Block and Katya Marin

Staff Present: Jeff Burton, Stephanie Coppula, Jeff Oyer and Kristen Blackmon

Guests Present: Dan Schere – Bethesda Beat

Call to Order: Meeting called to order at 7:45 a.m. by Debbie Michaels

Minutes:

Debbie Michaels asked for a motion to approve the minutes from the previous Board meeting. A motion was made and seconded to approve the September 17, 2019 Board of Director's meeting minutes with the suggested edits. The motion passed unanimously.

Marketing Report:

Stephanie Coppula reported on the very successful Taste of Bethesda on Saturday October 5, 2019. Of note was the diversity of attendees, participants and entertainment. She thanked our great sponsors who make the event better.

S Coppula presented the new Destination Guide and the 2018-2019 Annual Report.

S Coppula reminded the Board of the upcoming Smores and Game night at Elm Street Park, the Combat Papers event at Triangle Art Studios and the mural project being worked on for Garage 35

Sarah Wolek asked about dollar value for the sponsorships at Taste, and SC reported that it was \$60,000 in cash and \$35,000 - \$40,000 in trade value

S Coppula reported that the decals to correct the wayfinding signs will be made and installed shortly

Maintenance Report:

Jeff Oyer reported that concrete curb and sidewalk repair was completed, and work would begin next week. Flowers and bulbs will be installed in planters and beds this week.

J Oyer reported that CERT refresher training is offered monthly at their regular meetings, and BUP would be sending representatives to participate. End of October a few of the field employees that have not gone through CERT Training will be going through the course at the end of October to become certified.

J Oyer reported that we reached out to John Mendez with Bethesda Cares about possible panhandlers in Bethesda Row based on Jane's comments. He is having staff look into.

J Oyer reported that poetry bench seats will be completed soon, last three sets are at refinisher.

Jeff Burton reported that for the first time the Bethesda Circulator reached the 40,000 riders per month mark.

J Burton reported that the Circulator Survey closed, and BTS is tabulating the results and putting together a report for the November Board Meeting.

BTS Report:

Kristen Blackmon presented an applicant for the BTS Advisory Committee as a resident rep. from the Western Montgomery Citizen Advisory Board Candidate was unanimously approved

K Blackmon reported that BTS manned the bike racks at Taste of Bethesda which were used very well throughout the event

K Blackmon reported that the new TDM bill is in the work session process in the County Council and a new bill will need to be created to consolidate current bills, and that BTS and the Chamber will monitor, participate and report as necessary

Financial Report:

Sarah Wolek reported that BUP has an increased positive revenue over expenditures year to date, and BTS has not changed from last month. Taste had a positive revenue, mainly due to sponsorships, but tickets sales were down. All restaurant tickets are not in yet, so there will be a better total next month.

S. Wolek reported that the variations in the expenses are coming mostly from staff transitions and changes including expenses for the previous ED's salary

Executive Director Report:

Jeff Burton reported on BUP's positive meeting with Council Member Evan Glass.

J Burton reported that Susanna Parker has been officially promoted to Special Projects Manager who will assist in projects like Norfolk Ave, Construction Communication, Parks Events, etc.

J Burton reported that EBCA is establishing a Parks Activation Committee which will work with BUP to activate Chase and Cheltenham Parks, most likely in Spring of 2020.

Chairman's Report:

There were no updates on either the branding or corporate documents committee as the committees will meet soon now that Taste of Bethesda is over.

Debbie Michaels congratulated J Burton on his new position as Executive Director at BUP at his first official Board Meeting in that role. She also congratulated and thanked J Oyer for agreeing to take over the Field Operations department management., and for K Blackmon for agreeing to take over the management of the Bethesda Circulator.

J Burton thanked the Board and Staff for their support in the transition

Other Business:

J Alexander indicated that WSSC has paved Rugby Ave, and a rep had stopped in to say they were going to be paving the remainder of the streets in Woodmont Triangle soon. J Burton indicated he would reach out to WSSC to try and get a schedule to disseminate to local businesses and residents.

K Hartman announced that the County Executive will be holding a Budget Forum at the RSC and encouraged Board Members to attend and speak on the BUP budget needs for FY21

At this time a motion was made and seconded to adjourn the Board meeting and move into executive session to discuss personnel issues. There was no discussion and the motion passed unanimously.

Next Meeting: November 19, 2019



BOARD OF DIRECTORS MEETING

November 19, 2019 7:45 AM

BUP Conference Room

AGENDA

- 7:45** **Welcome** (*Debbie Michaels*)
- 7:45** **Approval of Minutes**
- 7:45 - 7:55** **Marketing/Arts & Entertainment** (*Stephanie Coppola, Jane Fairweather*)
- 7:55 – 8:00** **Maintenance** (*Jeff Burton*)
- 8:00 – 8:10** **Transportation** (*Kristen Blackmon*)
- 8:10 – 8:15** **Financial Report**
- No Report
- 8:15 – 8:25** **Executive Director Report** (*Jeff Burton*)
- 8:25 – 8:35** **Chairman’s Report** (*Debbie Michaels*)
- Committee Updates
- 8:35– 8:45** **Other Updates/New Business**
- 8:45 – 9:00** **Executive Session - Personnel**
- 9:00** **Adjourn**

BETHESDA URBAN PARTNERSHIP, INC.

Minutes of the Board of Directors Meeting

November 19, 2019

Board Members Present: Debbie Michaels, Greg Rooney, Jane Fairweather, Robert Donohoe, Jack Alexander, Andrew Jones, Heather Dhlopolsky, Marian Block and Katya Marin

Staff Present: Jeff Burton, Stephanie Coppula and Kristen Blackmon

Guests Present: Derrick Harrigan – Bethesda Chevy Chase Regional Services Center,
Dan Schere – Bethesda Beat

Call to Order: Meeting called to order at 7:45 a.m. by Debbie Michaels

Debbie Michaels thanked Jack Alexander for his service to the Board and presented him with a plaque commemorating his six years of service on the BUP Board.

Minutes:

Debbie Michaels asked for a motion to approve the minutes from the previous Board meeting. A motion was made and seconded to approve the October 15, 2019 Board of Director's meeting. The motion passed unanimously.

Marketing Report:

Stephanie Coppula reported there was an awesome event at Triangle Arts Studio with the Naval Support Activity Bethesda. The art of soldiers who had gone through a week long art therapy program is currently on display at the studio. There was a nice reception outside the studios to kick off the event.

S. Coppula noted that staff is preparing for Winter Wonderland on December 7 in Veterans Park.

S. Coppula also noted that staff is working on the 25th Anniversary networking breakfast scheduled for Wednesday, December 11 at the Bethesdan Hotel.

S. Coppula also reported that applications are currently being accepted for numerous spring events such as the Essay, Short Story and Poetry competitions as well as the Painting Awards and the Fine Arts Festival.

S. Coppula noted that we hope to announce a call for public art sometime shortly after the first of the year for the mural on the side of Garage 35 with the hopes of a spring installation. Staff also continues to work on finalizing the details for a mural on the Hilton Garden Inn.

Maintenance Report:

Jeff Burton reported that concrete curb and sidewalk repair have been completed.

J. Burton noted that the tree survey has been completed and that all trees that need to be replaced have been ordered. The new trees should all be in by the end of the year.

J. Burton reported that the plantings have been completed around the new gateway sign at the intersection of Woodmont Avenue and Wisconsin Avenue.

BTS Report:

Kristen Blackmon reported that there will be a joint TMD meeting with the County Executive. Advisory committees from the five TMD's are invited to a joint meeting with the County Executive Friday morning. BTS will be attending.

K. Blackmon reported that the County Council is still working on a new TDM bill that would add new fees to both current buildings and new development including residential. Work sessions at the Council continue on this bill.

Financial Report:

No financial report given.

Executive Director Report:

Jeff Burton reported that staff had submitted BUP's requested MARC adjustment to Ken Hartman's office for the FY21 budget. Ken Hartman briefly explained the new process based on the County Executive's new initiatives and priorities.

J. Burton reported that everyone on the staff attended at least one day at the IDA fall conference that was held in Baltimore this year. Feedback was that everyone felt it to be very informative and useful.

J. Burton reported that we are working with DOT with some art projects in the public right-of-way. A project for an artistic painting at the crosswalks at Arlington Road and Bethesda Avenue is moving along nicely. BUP is applying for a grant to fund this project. BUP is getting some resistance about painting the roadway on a portion of Norfolk which is the second project. Discussions are ongoing in an attempt to find a compromise for this project.

J. Burton reported that he and Ken Hartman met with DEP. There is apparently a stipulation in the County code that states that any trash can in the public right-of-way must have a matching recycling can. Most of the trash cans were installed by the County before BUP was established or by developers as part of their sight plan. There are currently 300 trash cans in Bethesda and only 40 recycling cans. Technically, none of the Urban Districts are complying to the code. The cost to bring everything up to code would be approximately \$4 million. The DEP director understood the problem and said that he would put this amount in his budget to try and secure the funding.

J. Burton reported that BUP's efforts to go "Green" by becoming chemical free and by using battery powered equipment instead of gas powered continues. BUP is developing a partnership with Bethesda Green and the local schools to form teams that will be assigned specific areas and will pull weeds beginning in the Spring.

J. Burton noted that BUP has submitted a modified agreement between DOT and BTS to the new Director at DOT. The modifications are designed to give BTS more flexibility in performing its contract duties and goals.

Susanna Parker has been working with Stephanie Coppola to develop a new communications tool for providing the community with a more real-time, concise and consolidated construction update. S. Parker presented a demo of the new tool. Constituents will be able to sign up to get these weekly email updates.

Chairman's Report:

There were no updates on either the branding or corporate documents committee although J. Burton noted that the County is still working on an agreement with a vendor to put information kiosks in the public right-away.

J. Burton noted that staff is in the process of putting together ideas for next year by looking at programs, events and maintenance and looking for ways they can be improved or enhanced. The BUP Board has also received an email asking for ideas. Several ideas were offered at this time including more holiday events and pop-up events in retail space that is currently vacant. Jack Alexander suggested we continue to pursue Triangle Towers for putting up a mural.

Other Business:

No new business.

At this time a motion was made and seconded to adjourn the Board meeting and move into executive session to discuss personnel issues. There was no discussion and the motion passed unanimously.

Next Meeting: January 21, 2020



BOARD OF DIRECTORS MEETING

January 21, 2020 7:45 AM

BUP Conference Room

AGENDA

- 7:45** **Welcome** (*Debbie Michaels*)
- 7:45** **Approval of Minutes**
- 7:45 - 7:55** **Marketing/Arts & Entertainment** (*Stephanie Coppula, Jane Fairweather*)
- 7:55 – 8:00** **Maintenance** (*Jeff Oyer*)
- 8:00 – 8:10** **Transportation** (*Kristen Blackmon*)
- 8:10 – 8:15** **Financial Report**
- Financial Statements – December 31, 2019 (*Sarah Wolek*)
- 8:15 – 8:25** **Executive Director Report** (*Jeff Burton*)
- 8:25 – 8:35** **Chairman’s Report** (*Debbie Michaels*)
- Committee Updates
- 8:35– 8:45** **Other Updates/New Business**
- 8:45 – 9:00** **Executive Session - Personnel**
- 9:00** **Adjourn**

BETHESDA URBAN PARTNERSHIP, INC.

Minutes of the Board of Directors Meeting

January 21, 2020

Board Members Present: Debbie Michaels, Greg Rooney, Jane Fairweather (via conference call), Sarah Wolek, Robert Donohoe, Andrew Jones (via conference call), Heather Dhllopsky (via conference call), Marian Block, Katya Marin and Brian Wynne

Staff Present: Jeff Burton, Stephanie Coppula, Kristen Blackmon and Jeff Oyer

Guests Present: Ginanne Italiano – The Greater Bethesda Chamber of Commerce
Dan Schere – Bethesda Beat

Call to Order: Meeting called to order at 7:45 a.m. by Debbie Michaels

Debbie Michaels welcomed Brian Wynne as a new Board member representing the Greater Bethesda Chamber of Commerce.

Minutes:

Debbie Michaels asked for a motion to approve the minutes from the previous Board meeting. A motion was made and seconded to approve the November 19, 2019 Board of Director's meeting. The motion passed unanimously.

Marketing Report:

Stephanie Coppula reported on upcoming events. Play in a Day will be held on Saturday, Feb. 22nd at 8pm at Imagination Stage. Six area theater companies are participating and the event kicks off on Friday, Feb. 21st when the writers come to downtown Bethesda to learn their assigned prop and line of dialogue and write overnight to then turn their scripts in on Saturday morning to the directors and actors who rehearse until the 8pm start time on Saturday evening. Tickets are only \$15, and Stephanie encourages everyone to attend.

The Bernard/Ebb Songwriting Awards will be held on Friday evening, March 13th at the Bethesda Blues and Jazz Club. Finalists have just been selected and Stephanie noted the local youth finalists – one from Holton Arts in Bethesda and another youth finalist who is a 7th grader.

The finalists for the Bethesda Film Fest will be selected this week.

The RFP for a mural on Garage 35 (Woodmont & Rugby Avenues) will be issued within the week for local artists to submit their designs for this project.

Members of the A&E Board are also working on a temporary art installation of colorful pool noodles on the pedestrian bridge located above Old Georgetown Road.

Bob Donohoe also asked about the Capital Crescent Trail pedestrian bridge over Bradley Boulevard and the status of that project for a public art mural. Stephanie stated that we are also interested in that project and are hoping to receive funding from a developer working on a new project as part of their amenity package in order to complete this mural.

Maintenance Report:

Jeff Oyer reported that approximately 15 dead trees have been removed and replaced within the last month.

J. Oyer noted that most of the winter work now is dedicated to the pruning and maintenance of the 1,200 trees within the urban district.

J. Oyer reported that the Ambassador Team was busy in December having been in contact with or assisting approximately 1,200 urban district residents or visitors.

BTS Report:

Kristen Blackmon reported that the County Council passed the new TDM bill expanding transportation management from the current TMD areas to all parts of the County. Council still needs to develop Executive Regulations and fees for the office and multi-family residential buildings.

K. Blackmon stated that MCDOT is editing a final "Bethesda Unified Mobility Program" (BUMP) document that will prioritize transportation engineering projects in and around Bethesda. This will be sent to stakeholders, including the Board for review and feedback to MCDOT. The Board would like to make sure that items in the Program document will specifically help downtown Bethesda achieve the 55% mode share goal.

K. Blackmon stated that BTS hired a new Employer Outreach Representative, Brandan Stuckey to replace the previous Employer Outreach Representative who is now BUP's Special Projects Manager.

K. Blackmon encouraged Bethesda employers to fill out an online nomination form on their employee transportation program to win a regional award from the Metropolitan Washington Council of Governments, Commuter Connections.

Financial Report:

Sarah Wolek presented the financial report for the six months ended December 31, 2019 noting that things are looking quite strong financially over the first half of the year. S. Wolek reported that revenues are \$34,000 over budget due to high Taste of Bethesda sponsorships. S. Wolek also noted that expenses are \$74,000 under budget. A large portion of this variance is in the salaries and benefits categories. These variances will continue to fluctuate throughout the year due to the restructuring that was done in the fall. Most of the other variances can be attributed to timing. J. Oyer noted that due to the restructuring, the monthly financials will continue to show some unusually large variances. The important numbers will come from year-end projections which we will start to put together in the next month or two.

Executive Director Report:

Jeff Burton thanked everyone for their help and attendance at BUP's 25th Anniversary celebration, and commented that all of the feedback from staff and partners that attended was overwhelmingly positive.

J. Burton reported on the results of the Bethesda Circulator ridership survey. All feedback was overwhelmingly positive, and in all 4 categories of service the scores were 85% or more

with marks of 4-5 on a scale of 1-5 with 1 being not satisfied and 5 being highly satisfied. In the additional comments to improve the service section there was no overwhelming theme as was evident in the last survey when a majority of riders asked for a route expansion.

J. Burton reported that he had reached out to about 25 of his colleagues with IDA to see if other downtowns had downtown Apps. He indicated that none of the downtowns had Apps, and that all of the downtowns advised against them as long as we have a robust mobile website, which we do, as they both function the same.

J. Burton reported that BUP's efforts to go "Green" by becoming chemical free and by using battery powered equipment instead of gas powered continues. BUP is developing a partnership with Bethesda Green and the local schools to form teams that will be assigned specific areas and will pull weeds beginning in the Spring.

J. Burton reported on BUP's meeting with the new Urban District and PLD Budget Analyst for OMB that was attended by Ken Hartman, Derrick Harrigan and Jeff Oyer. In the meeting BUP explained their desire to be in agreement with the County Executive's recommended budget when released, and asked that BUP be treated equally with the other urban districts in requests for increases for fixed overhead costs like compensation adjustments, rent increases and insurance increases. The analyst seemed to agree with our opinions, and was going to take the message back to OMB for consideration.

J. Burton updated the Board on the status of the staff's 2020 enhancement plan for programs and events, and indicated that the plan would be ready for presentation and discussion at the February Board meeting.

Chairman's Report:

Debbie Michaels thanked the staff for their hard work in hosting a very successful 25th anniversary celebration with the entire BUP family in attendance. It was a great success with much positive feedback.

S. Coppola gave an update on the branding committee noting that the current focus will be on updating the Bethesda Urban Partnership logo to place a stronger emphasis on the "Bethesda" in the logo as well as get updates on the corresponding brands, Bethesda Arts & Entertainment District and Bethesda Transportation logos. Additionally, the RFP will also ask for a tagline to go along with these logos. An RFP will be drafted, reviewed by the Branding Committee and sent to local as well as national companies with expertise in branding and downtown marketing. Long term, branding is a multi-faceted project to fully address all of Bethesda and its current and future growth while reaching far beyond our boundaries.

D. Michaels thanked Kristen for the most recent BTS meeting and bringing in Michael Paylor, Division Chief, Division of Traffic Engineering and Operations. M. Paylor discussed pedestrian safety, crosswalks and hawk systems. Advised they are looking at areas to install, working with SHA and are involved in mid street crossing on Wisconsin Avenue. He advised at this point they are in reactive mode and would like to be moving into proactive mode. He encouraged residents to reach out with problem areas that need to be addressed.

The BTS meeting also engaged in the Draft CIP budget and encouraged residents to comment to planning on their thoughts and concerns, especially regarding the Trail Tunnel which was unfunded in the current Draft CIP.

Other Business:

No new business.

At this time a motion was made and seconded to adjourn the Board meeting and move into executive session to discuss personnel issues. There was no discussion and the motion passed unanimously.

Next Meeting: February 18, 2020



BOARD OF DIRECTORS MEETING
February 18, 2020 7:45 AM
BUP Conference Room

AGENDA

- 7:45** **Welcome** (*Debbie Michaels*)
- 7:45** **Approval of Minutes**
- 7:45 - 7:55** **Marketing/Arts & Entertainment** (*Stephanie Coppula, Jane Fairweather*)
- 7:55 – 8:00** **Maintenance** (*Jeff Oyer*)
- 8:00 – 8:10** **Mobility** (*Kristen Blackmon*)
- 8:10 – 8:15** **Financial Report**
- Financial Statements – January 31, 2020 (*Sarah Wolek*)
- 8:15 – 8:40** **Executive Director Report** (*Jeff Burton*)
- 8:40 – 8:50** **Chairman’s Report** (*Debbie Michaels*)
- Committee Updates
- 8:50– 8:55** **Other Updates/New Business**
- 8:55 – 9:00** **Executive Session - Personnel**
- 9:00** **Adjourn**

BETHESDA URBAN PARTNERSHIP, INC.

Minutes of the Board of Directors Meeting

February 18, 2020

Board Members Present: Debbie Michaels, Jane Fairweather, Sarah Wolek, Robert Donohoe, Andrew Jones, Heather Dhlompolsky, Marian Block, Katya Marin and Brian Wynne

Staff Present: Jeff Burton, Stephanie Coppula, Kristen Blackmon and Jeff Oyer

Guests Present: Ginanne Italiano – The Greater Bethesda Chamber of Commerce
Derrick Harrigan – BCC Regional Services Center

Call to Order: Meeting called to order at 7:45 a.m. by Debbie Michaels

Minutes:

Debbie Michaels asked for a motion to approve the minutes from the previous Board meeting. A motion was made and seconded to approve the January 21, 2020 Board of Director's meeting. The motion passed unanimously.

Marketing Report:

Stephanie Coppula reported on upcoming events. Play in a Day will be held this Saturday, Feb. 22nd at 8pm at Imagination Stage. Six area theater companies are participating and the event kicks off on Friday, Feb. 21st when the writers will get together for their writing instructions.

The Bernard/Ebb Songwriting Awards will be held on Friday evening, March 13th at the Bethesda Blues and Jazz Club.

The finalists for the Bethesda Film Fest have been selected and announced.

The RFP for a mural on Garage 35 (Woodmont & Rugby Avenues) has been issued soliciting local artists to submit their designs for this project. A committee will be formed to select the individual who will paint the garage. Jane Fairweather noted that the RFP requested a transportation theme.

An RFP has been issued by the branding committee for BUP's branding project. It will include new logos and has gone out to numerous organizations.

Maintenance Report:

Jeff Oyer reported that winter maintenance activities continue including mostly tree trimming and brick repairs.

As BUP continues to go "Green," the maintenance crew is also working on gum removal in the public right-of-way with a biodegradable solution.

Matt Flack is working on the final designs for the spring flower and plant plantings.

The maintenance employees just finished their second round of ESOL and GED training. The majority of the team is in the ESOL program but we have two individuals who are taking classes and working towards obtaining the GED.

Bob Donohoe asked about an article that featured a street light pole that had rusted at the base and fallen on a parked car on Woodmont Avenue. He questioned if there is any proactive steps BUP could take to avoid this issue and identify any potential problems. Jeff Burton noted that BUP has surveyed the poles twice in the past and provided this data to both the County and SHA and they have indicated that the rust is more cosmetic and not structural. J. Burton noted that we can do another survey and pass any data along to these agencies.

BTS Report:

Kristen Blackmon reported that BTS is getting ready to do a crosswalk survey to look for faded striping at all of the crosswalks in the urban district. The report of all faded striping will be sent to DOT. Ken Hartman noted that these should be re-painted immediately once the report goes to DOT and to let him know when the report is sent. J. Burton noted the County was very responsive the last time we sent them a report on this.

K. Blackmon reported that the state has created a context driven document. A representative from the state will be coming to a BTS advisory committee meeting in March to talk about this project. It is basically separating state roads into areas based on density. Bethesda is designated an urban core and the state will look into providing additional infrastructure and enhanced traffic and pedestrian guidelines to increase safety for pedestrians. The county is coordinating with the state on this project also.

Financial Report:

Sarah Wolek presented the financial report for the seven months ended January 31, 2020 noting that things are looking quite strong financially over the first half of the year and that there is nothing significant to report over what was reported last month. J. Oyer noted that January is quiet from an event and expenditure standpoint. There were larger than normal expenses for repairs and maintenance on the vehicle fleet as we get them ready for spring. The preliminary year end numbers look quite strong. J. Oyer will sit down with the directors to review the projections and map out a plan to present to the Board discussing possible enhancements and programs that can be funded with any remaining dollars.

Executive Director Report:

Jeff Burton reported that the directors took a visit to Glenstone out off of River Road. We visited them because they have a large arts component and also to learn about their sustainability program as BUP continues to go "Green." It was a great visit and we plan to go back in the spring with things are in full bloom. We came away with a lot of good ideas.

J. Burton noted that he and the Commander of the 2nd District have been going around together to apartment and condo buildings to do a presentation on BUP and the police department and how we partner together. It's been favorably received and they will also start visiting local homeowner's associations in the near future. This is not only helpful to local residents but it is one more way to inform people about BUP so fewer people can say they have never heard of BUP or know what BUP does.

J. Burton noted that next year is the 150th anniversary of the name being changed to Bethesda from Darcey Store. S. Coppola and J. Burton have been asked to sit on a

committee of the newly formed Bethesda Historical Society to discuss developing an event or events to celebrate this anniversary.

J. Burton noted that staff has been working on an enhancement plan for BUP over the past several months. Each department has been evaluating the programs and events we currently do and looking for ways they could be enhanced or if they should be eliminated if they are no longer productive. We have also been looking for things we don't currently do to see what may make sense to add if staff and funding were available. J. Burton reviewed the entire list with the Board. One of the items is an enhanced summer concert program with nine concerts. Veterans Park has been outgrown so we will be closing a portion of Norfolk Avenue. Funding is needed for a new stage, new fencing and a generator. Jeff Burton asked for approval from the Board for \$25,000 from BUP's reserve to purchase these items. J. Burton also noted that he has secured \$17,500 so far in sponsorship revenue for the actual enhancement of the concerts for professional sound and better entertainment. After a brief discussion a motion was made and seconded to approve \$25,000 from the reserve fund to purchase the indicated items. The motion passed unanimously. J. Burton noted that many of the enhancements will require funding and asked for the Board's help to continue to help look for and secure sponsorship for these opportunities. Sarah commented that the enhancement plan was great and thanked the staff for incorporating Board suggestions. She suggested that BUP consider another bucket to be added that would include partnerships. After 25 years BUP should be able to amplify its work by partnering with other local organizations for specific events or activities. Ken Hartman commented that the list was fantastic and suggested dropping them into the strategic plan buckets to make sure we are addressing the priorities of the strategic plan. Robert Donohoe suggested that BUP continue to look at possible electronic ways to address wayfinding in Bethesda. J. Burton noted that this can be done when the electronic kiosks are developed which is getting close to being finished based on information we are receiving.

Chairman's Report:

Debbie Michaels congratulated Katya for becoming the new chair of Western Montgomery Citizens Board.

Other Business:

No new business.

Next Meeting: March 18, 2020



BOARD OF DIRECTORS MEETING

March 18, 2020 7:45 AM

BUP Conference Room

AGENDA

- 7:45** **Welcome** (*Debbie Michaels*)
- 7:45** **Approval of Minutes**
- 7:45 - 7:55** **Marketing/Arts & Entertainment** (*Stephanie Coppula, Jane Fairweather*)
- 7:55 – 8:00** **Maintenance** (*Jeff Oyer*)
- 8:00 – 8:10** **Mobility** (*Kristen Blackmon*)
- 8:10 – 8:15** **Financial Report**
- Financial Statements – February 29, 2020 (*Sarah Wolek*)
- 8:15 – 8:40** **Executive Director Report** (*Jeff Burton*)
- 8:40 – 8:50** **Chairman’s Report** (*Debbie Michaels*)
- Committee Updates
- 8:50– 8:55** **Other Updates/New Business**
- 8:55 – 9:00** **Executive Session - Personnel**
- 9:00** **Adjourn**



BOARD OF DIRECTORS MEETING

April 21, 2020 7:45 AM

BUP Conference Room

AGENDA

- 8:30** **Welcome** (*Debbie Michaels*)
- 8:35** **Approval of Minutes**
- 8:35 - 8:45** **Marketing/Arts & Entertainment** (*Stephanie Coppula, Jane Fairweather*)
- 8:45 – 8:50** **Maintenance** (*Jeff Oyer*)
- 8:50 – 8:55** **Mobility** (*Kristen Blackmon*)
- 8:55 – 9:05** **Financial Report**
- Financial Statements – February 29, 2020 (*Sarah Wolek*)
- 9:05 – 9:15** **Executive Director Report** (*Jeff Burton*)
- 9:15 – 9:25** **Chairman’s Report** (*Debbie Michaels*)
- Committee Updates
- 9:25– 9:40** **Other Updates/New Business**
- 9:45** **Adjourn**

BETHESDA URBAN PARTNERSHIP, INC.

Minutes of the Board of Directors Meeting

April 21, 2020

Board Members Present: Debbie Michaels, Greg Rooney, Jane Fairweather, Sarah Wolek, Robert Donohoe, Heather Dhlopolsky, Marian Block, Katya Marin, Brian Wynne and Ken Hartman

Staff Present: Jeff Burton, Stephanie Coppula, Kristen Blackmon and Jeff Oyer

Guests Present: Ginanne Italiano – The Greater Bethesda Chamber of Commerce
Derrick Harrigan – BCC Regional Services Center

Call to Order: Meeting called to order via Zoom at 8:30 a.m. by Debbie Michaels

Minutes:

Debbie Michaels asked for a motion to approve the minutes from the previous Board meeting. A motion was made and seconded to approve the February 18, 2020 Board of Director's meeting. The motion passed unanimously.

Marketing Report:

Stephanie Coppula reported that all events scheduled for April and May have been cancelled and we are most likely going to cancel June events also. The marketing team has been moving forward with a variety of virtual events and initiatives including Facebook Live concerts which will be starting next week and will continue with at least one per week for the next four or five weeks. Staff has also been conducting online and Instagram quizzes to keep the public engaged and winners are getting gift cards to local restaurants. The main goal is to keep content fresh and the public engaged and informed about what the restaurants, artists and businesses are doing during this time to keep their businesses open and communicate with the public. The team is also sharing a lot of information from the County on all social media platforms. A Board suggestion was to contact restaurants to see if they would be interested in promoting any specials to tie into the Facebook Live concerts. Staff will look into this.

S. Coppula reported that applications are still coming in for the Woodmont/Rugby garage mural. She also shared the new concept for art on the Old Georgetown Road pedestrian bridge. She noted that A&E is working on a new design that will be a thank you to all healthcare and first responder workers.

Maintenance Report:

Jeff Oyer reported that the maintenance team has been working at reduced schedules since March 20. There have been four or five workers during the day to keep up with trash and litter and then work on mulch when they are done with that. There have also been two Ambassador's during afternoon and evenings from Wednesday thru Sunday. Within the last week or so we have brought in a few extra guys once a week for mowing and edging so that does not get out of hand. The team is doing everything it can to avoid public contact and practice social distancing. All employees are working three days per week on average.

Marian Block asked if there is an issue with the public dropping their used masks and gloves on the sidewalk. She has noticed this by both NIH and the Giant. D. Michaels has also noticed it from Walter Reed. J. Burton will reach out to both NIH and NSAB and let them know that this is an issue.

Bob Donohoe asked how often J. Oyer is in contact with the maintenance team in the field. J. Oyer noted that he has a once a week call with Matt Flack and Jose Castro to review things and that he corresponds with M. Flack two or so other days a week either via phone or email. J. Oyer also noted that Jeff Burton stays in contact with that team while he is in the office two days a week.

B. Donohoe noted how important it is to stay in touch to not only stay on top of things but to also lend support. It is important for key members of staff to stay in touch with those out in the field so they know they are appreciated and have not been forgotten. J. Burton also noted that D. Michaels has regularly been reaching out to staff via either email or phone call and letting them know how much they are appreciated. Staff has mentioned how grateful they are for that. B. Donohoe also suggested looking into producing a short video of staff that would include comments of thanks from either directors or members of the BUP Board. Staff will pursue this idea and come up with a plan.

BTS Report:

Kristen Blackmon reported that BTS did an event early in March at the Metro station where staff handed out hand sanitizer. BTS is attempting to order more to have available for events in the future.

K. Blackmon gave an update on the Purple Line noting construction is moving ahead as scheduled and is 28% complete.

K. Blackmon reported that staff has been working on the Bi-annual report and a draft has been sent to the County for their review.

Staff meets on a regular basis and they continue to participate in numerous online meetings and trainings going on throughout various County departments.

D. Michaels asked about the progress of the crosswalk survey. K. Blackman noted that it had been complete and sent to the County. J. Burton noted that he will reach out to DOT to check on the status of the report.

Financial Report:

J. Oyer noted that the March financial statements are still pretty consistent with the last couple of months with the exception of one item. J. Oyer noted that Arts & Entertainment events revenue is showing a \$27,000 negative variance as of March 31. This is a result of the Fine Arts Festival being moved into June and \$20,000 worth of participant booth refunds have been issued for those that can't make the new date. The other \$7,000 of this negative variance is a due to March rent checks for the various studios not being deposited until April.

As for moving forward for the rest of the fiscal year, how the year ends financially will certainly depend on when things can get back to somewhat normal, especially as it pertains to holding events. All employees and administrative costs continue to be paid. BUP will continue to fulfill its outside contracts and cut back on expenses for events and certain expenses as needed. The biggest unknowns right now are

whether or not the County will be asking for savings from the FY20 contract, and whether or not the Fine Arts Festival will be completely cancelled. These would have direct impacts on projected revenue for the year. J. Oyer reported that BUP has already returned \$30,000 to the County for April but would not provide any additional savings without prior approval of the Board or Executive Committee. We have already made cuts to flowers, the Local Writer's Showcase, the Events Calendar and Summer Concerts to cover this savings. The continued status of the Fine Arts Festival, Imagination Bethesda and the summer concerts will have a direct impact on expenditures for the remainder of the year. We will continue to monitor all possible scenarios. J. Oyer noted that with all known factors as of today, that BUP is still in a good position to end the year in the black.

Marian Block asked whether not staff was moving forward with expending the \$25,000 from reserves that the Board had approved at the last Board meeting for new fencing, staging and other equipment for our concert series. J. Oyer reported that the fencing had already been ordered and that we were planning on moving forward with the other items. After a brief discussion, it was decided that, under the circumstances, that the prudent decision should be to hold off on any additional purchases from the previous approval.

Executive Director Report:

Jeff Burton reported that he and staff have been very active with IDA and all of their virtual meetings where organizations throughout the country talk about how they are handling issues they are facing and also how they are planning for the future. These meetings have been very informational and a great resource.

J. Burton noted that we have also taken this time for a lot of document review including the BTS Bi-Annual report, BUP's By-Laws and the Employee Handbook.

J. Burton reported that we have received approximately 12 responses from companies for the branding RFP. The bids ranged from \$10,000 - \$75,000. He and Stephanie have been reviewing them and hope to narrow it down to three or four to send out to the branding committee for their review.

J. Burton reported that there is finally a signed franchise agreement between the County and Smart City, the company providing touch screen kiosks throughout the County. The current plan calls for 20 kiosks to be installed within Bethesda. They are in the process of applying for permits for each of those locations. The timetable for the installation of the first kiosk is still unknown.

Chairman's Report:

No report.

Other Business:

No new business.

Next Meeting: May 19, 2020



BOARD OF DIRECTORS MEETING

May 19, 2020 7:45 AM

BUP Conference Room

AGENDA

- 7:45** **Welcome** (*Debbie Michaels*)
- 7:45** **Approval of Minutes**
- 7:50 - 7:55** **Marketing/Arts & Entertainment** (*Stephanie Coppula, Jane Fairweather*)
- 7:55 – 8:00** **Maintenance** (*Jeff Oyer*)
- 8:05 – 8:10** **Mobility** (*Kristen Blackmon*)
- 8:10 – 8:15** **Financial Report**
- Financial Statements – April 30, 2020 (*Sarah Wolek*)
- 8:15 – 8:25** **Executive Director Report** (*Jeff Burton*)
- 8:25 – 8:30** **Chairman’s Report** (*Debbie Michaels*)
- Committee Updates
- 8:30– 9:00** **Councilmember Andrew Friedson**
- 9:00** **Adjourn**

BETHESDA URBAN PARTNERSHIP, INC.

Minutes of the Board of Directors Meeting

May 19, 2020

Board Members Present: Debbie Michaels, Greg Rooney, Jane Fairweather, Sarah Wolek, Robert Donohoe, Andrew Jones, Marian Block, Katya Marin, Brian Wynne and Ken Hartman

Staff Present: Jeff Burton, Stephanie Coppula, Kristen Blackmon and Jeff Oyer

Guests Present: Ginanne Italiano – The Greater Bethesda Chamber of Commerce
Derrick Harrigan – BCC Regional Services Center
Cindy Gibson – Chief of Staff, Councilmember Andrew Friedson

Call to Order: Meeting called to order via Zoom at 7:45 a.m. by Debbie Michaels

Minutes:

Debbie Michaels asked for a motion to approve the minutes from the previous Board meeting. A motion was made and seconded to approve the April 21, 2020 Board of Director's meeting. The motion passed unanimously.

Marketing Report:

Stephanie Coppula reported that the marketing team has been working on some virtual events. Facebook Live concerts started a few weeks ago, and there will be a virtual poetry reading as part of the Local Writer's Showcase in the next few weeks. The Film Fest will also be held virtually and will be held sometime in late June. The team is also sending out a weekly email about other virtual events that are being held by other organizations throughout Bethesda. All June events have now been cancelled.

S. Coppula reported that they are working closely with restaurants and sending out a lot of information via social media with chef demonstrations in Instagram and information regarding which restaurants are open and providing curbside pickup.

S. Coppula reported that the public arts installation on the pedestrian bridge on old Georgetown Road thanking our frontline workers has received a lot of good press. The next public art project will be the mural on the Woodmont Avenue/Rugby Avenue garage. Approximately 50 artists have submitted designs and a committee will be put together to select the design.

BTS Report:

Kristen Blackmon reported that BTS has been communicating with all of their employer contacts about monies that have become available via County grants and also about money being made available for telecommuting grants.

BTS put together a telecommuting bingo game that went really well and they hope to do more. Prizes were given to the winners.

BTS held their advisory committee meeting last week and there was an update provided on the County's Vision Zero program which appears to be moving along nicely. A map was provided in the Board packet about upcoming projects for this plan.

Maintenance Report:

Jeff Oyer reported that the spring work is in full swing with mowing, weeding and mulching. Trash removal, street sweeping and litter collection also continues to be taken care of. The spring flowers for the gateways and planters have been ordered and should begin to be planted in the next week or two. Tree replacement will begin shortly.

J. Oyer reported that the maintenance team was beginning to fall a little behind so yesterday we went back to a full crew working 40 hours per week. There will be overtime on an as needed basis.

Financial Report:

Jeff Oyer noted that the April financial statements are still pretty consistent with the last couple of months and things look good through April 30. BUP has not been requested to provide any additional savings over what was provided in April. J. Oyer reviewed the variances that were highlighted on the financial statements. J. Oyer noted that the Fine Arts Festival has been cancelled and will show a negative variance in revenue of over \$65,000. This will be offset somewhat by a corresponding saving in expenses of close to \$50,000. It was also noted that no rent is being collected from any artists in April and May.

Executive Director Report:

Jeff Burton reported that we had a Director's call with the Kiosk company. Their target installation date is this fall. We are working with them to design the skin. We are also finalizing the 20 locations for the downtown.

J. Burton noted that another big project going on is the planning for the reopening of Bethesda which consists of two tracks. We are working with DOT on a plan to close streets in Bethesda so BUP can provide outdoor seating for restaurant customers. Portions of Norfolk Avenue and Woodmont Avenue are currently being looked at. The second track is the business assistance side. We are working with Street Sense on a plan to provide assistance to restaurants. The first thing will be a webinar to help restaurants develop a reopening plan. BUP is also working with the Chamber, Bethesda Cares, and the police to apply for a local grant to secure funds to provide some direct consulting to downtown businesses to assist with their reopening. J. Burton also noted that the marketing team is working on a marketing plan to promote the reopening when it occurs.

Special Presentation – Councilmember Andrew Friedson

At this time Debbie Michaels welcomed and introduced County Councilmember Andrew Friedson. Councilmember Friedson gave an update on the County's and specifically the Council's recent activities during COVID-19. These updates included working on the FY21 budget, COVID-19 response including a number of financial aid programs and grants to small businesses. He also reviewed how and when he sees Phase I beginning and being implemented. Councilmember Friedson discussed these issues and then took a few questions from the Board.

Chairman's Report:

Debbie Michaels noted that Jeff Oyer has finished incorporating all of the Board's comments on the revised by-laws and is now ready to forward them to the County attorney for review. Based on the current situation there is no timeframe as to when we will receive those comments. Greg Rooney suggested adding more language on holding video meetings to the meetings sections of the by-laws. Jeff O. will add the appropriate language.

Debbie Michaels reported that she has established a nominating committee for the election of BUP's FY21 officers. Those on the committee will be herself, Robert Donohoe and Marian Block. The committee will be meeting this Thursday to discuss and will bring a slate of officers to the June meeting.

Other Business:

G. Rooney suggested that since we are now meeting online that we make sure we make more of an effort to advertise our meetings so that anyone from the public who would like to participate is aware of the meetings and has a chance to join. Staff will work on that.

Next Meeting: June 16, 2020



BOARD OF DIRECTORS MEETING

June 16, 2020 7:45 AM

BUP Conference Room

AGENDA

- 7:45** **Welcome** (*Debbie Michaels*)
- 7:45** **Approval of Minutes**
- 7:50 - 7:55** **Marketing/Arts & Entertainment** (*Stephanie Coppula, Jane Fairweather*)
- 7:55 – 8:00** **Maintenance** (*Jeff Oyer*)
- 8:05 – 8:10** **Mobility** (*Kristen Blackmon*)
- 8:10 – 8:20** **Financial Report**
- Financial Statements – May 31, 2020 (*Sarah Wolek, Jeff Oyer*)
- 8:20 – 8:35** **Executive Director Report** (*Jeff Burton*)
- 8:35 – 8:45** **Chairman’s Report** (*Debbie Michaels*)
- Committee Updates
 - Election of Officers
- 8:45– 9:00** **Other Business**
- 9:00** **Adjourn**

BETHESDA URBAN PARTNERSHIP, INC.

Minutes of the Board of Directors Meeting

June 16, 2020

Board Members Present: Debbie Michaels, Greg Rooney, Jane Fairweather, Sarah Wolek, Robert Donohoe, Marian Block, Katya Marin, Heather Dlhopsky, Brian Wynne and Ken Hartman

Staff Present: Jeff Burton, Stephanie Coppula, Kristen Blackmon and Jeff Oyer

Guests Present: Ginanne Italiano – The Greater Bethesda Chamber of Commerce
Derrick Harrigan – BCC Regional Services Center

Call to Order: Meeting called to order via Zoom at 7:50 a.m. by Debbie Michaels

Minutes:

Debbie Michaels asked for a motion to approve the minutes from the previous Board meeting. A motion was made and seconded to approve the minutes for the May 19, 2020 Board of Director's meeting. The motion passed unanimously.

Marketing Report:

Stephanie Coppula reported that we had our first virtual poetry reading as part of the Local Writer's Showcase and received great feedback. The Bethesda Film Fest has been moved online and people can now view all of the selected films. After a couple of weeks there will be a virtual Q & A with the filmmakers and everyone is invited to join this session. We also have local chefs taking over our Instagram each week doing live cooking demonstrations.

S. Coppula reported that the Arts & Entertainment Board has selected a couple of finalists for the Garage 35 mural. There is a meeting later this week with the County to get their feedback and hopefully make a final decision by the end of the month.

The marketing team is working with the maintenance team to get the Bethesda Streeterly up and running. There has been a significant amount of promotion with some of the most "likes" we have ever had on social media as well as radio and digital media coverage. We have been on almost every local TV station and several chefs have also been interviewed.

Maintenance Report:

Jeff Oyer reported that the spring flower installation in the medians and planters has been completed and looks great. Other spring work continues with mowing, weeding and mulching. The spring tree replacement will begin shortly. We are waiting on a final estimate for sidewalk repairs.

J. Oyer reported that the maintenance team and the Ambassadors are very involved with the Streeterly. They are setting up and tearing down on a daily basis. The Ambassadors work there every Wednesday – Sunday and members of the maintenance team are picking up additional shifts on Monday and Tuesdays and also on weekends when the Streeterly is busier.

BTS Report:

Kristen Blackmon reported that BTS conducted a telework Bingo game for Bethesda employees which was very well received. Winners received gift cards and the plan is to do it again in the near future.

K. Blackmon gave a brief overview of the new County Growth Policy and how it will impact BTS and Bethesda. A summary of the Bethesda Downtown Plan Annual Monitoring Report that was just released was also provided.

K. Blackmon reported that the Circulator began operating again on a modified schedule. The hours have been reduced slightly from a typical schedule and there are only two buses running on the route instead of three. The route has also changed slightly on a temporary basis because of the Streeterly on Woodmont Avenue.

Financial Report:

Jeff Oyer noted that the May financial statements are still pretty consistent with the last couple of months and things look good through May 31. J. Oyer reviewed the variances that were highlighted on the financial statements. The cancellation of the Fine Arts Festival has resulted in a revenue shortfall of \$65,000. There were also savings in expenses of \$48,000 so the \$5,000 surplus budgeted for the event ended up being a \$15,000 loss. There is also a revenue shortfall in the artist studios rent as we did not charge rent for April and May and are now scheduled to charge half rent for the foreseeable future. All of the expense variances have been discussed in the past and the year is still expected to end in the black. J. Oyer noted that although there have been substantial savings due to the elimination or scaling back of certain events, those expenses have been somewhat offset by the Streeterly which current projections show will cost approximately \$40,000 by the end of June.

Executive Director Report:

Jeff Burton reported that the By-Laws had been sent to the County Attorney and we have received his feedback. The comments were very basic and suggested really no changes to any substantial revisions to our draft. There were a few questions and suggested changes that we can agree with. Directors have also been working on some revisions to the Employee Handbook. We will also forward that to the County Attorney for their review when our revisions are complete.

J. Burton reported that the businesses and especially the restaurants have been overwhelmingly thrilled with what the Streeterly has done for their business. Many restaurants are telling us that their sales have increased by 75% - 100% since the Streeterly opening over what they had been over the last couple of months. The feedback from the community has also been unbelievably positive.

We have partnered with Street Sense for them to conduct a webinar for local restaurants to help them with their reopening plans that is scheduled for June 23. There will be a toolkit that restaurants will have access to after the webinar.

J. Burton reported that site preparation will begin in August for the County's first digital kiosks targeting the first installations for sometime in September.

J. Burton noted that this is Debbie Michael's last meeting as Chair of the BUP Board. J. Burton expressed his appreciation on behalf of himself and the staff noting that the work she

has done during the transition and during the pandemic has not been easy. She has worked tirelessly over the past two years and tackled two of the most difficult times in the history of BUP with unbelievable passion and dedication.

Chairman's Report:

Debbie Michaels noted that the Branding committee work has slowed down somewhat under the current circumstances, but feels it may be time to begin moving forward again on this project. She suggested scheduling a meeting of the committee to review all of the proposals.

D. Michaels reported that the nominating committee of herself, Bob Donohoe and Marian Block have concluded their evaluation to recommend a slate of officers to present to the full board for the FY21 fiscal year beginning July 1. D. Michaels presented the following slate to the board:

Chair	Greg Rooney
Vice-Chair	Jane Fairweather
Treasurer	Brian Wynne
Secretary	Marian Block

A motion was made and seconded to approve the nominations as presented. There was no discussion. The motion passed unanimously.

Other Business:

No other business.

Next Meeting: July 21, 2020