

Minutes of the Regular (Second) Meeting of the Lee Highway Alliance Board of Directors –

Held at Metro 29 Diner on February 9, 2017

Voting Directors Present (14)

Peter Bota, Ginger Brown, Mike Cantwell, Sandi Chesrown, Michele H. Cornwall, Edith Gravely, Ralph Johnson, Tom Korn, Jim Lantelme, Laura London, Richard Price, Chris Sundlof, Judith Wheat, Michele Winters

Voting Director Absent (1)

Scott Matties

Non-Voting Director Present (1)

Tom Wolfe

Non-Voting Director Absent (1)

Matt Weinstein

County Liaisons Present (2)

Katie Cristol, Member, Arlington County Board

Karen Vasquez, Staff Member, Arlington County Economic Development (AED)

Call to Order

The meeting was called to order by Ginger Brown at 8:00 a.m. Ginger thanked Peter Bota for hosting the group at Metro 29 Diner and congratulated Jim Lantelme on his appointment to the Planning Commission. Ginger also welcomed the new non-voting directors approved by the Arlington County Board, Matt Weinstein and Tom Wolfe. Sandi Chesrown announced that the IRS has approved LHA's 501 (c) (4) status.

Approval of Minutes – The minutes of the January 7, 2017 Regular Meeting were approved as presented.

Election of Officers -- The following individuals were proposed as officers of LHA:

President: Sandi Chesrown

Vice President: Ginger Brown

Secretary: Judith Wheat

Treasurer: Jim Lantelme

Upon motion duly made and seconded, the above officers were elected unanimously.

New Business:

1. **Appointment of Committee Members and Board Volunteers for the Community Advisory Committee (CAC), the Planning, Urban Design and Zoning Committee (Planning Committee), and the Finance Committee**
 - a. The following LHA Board members volunteered to serve on the Community Advisory Committee: Sandi Chesrown, Ginger Brown, Matt Weinstein, Tom Wolfe, Laura London, Judith Wheat, Edith Gravely
 - b. The following LHA Board members volunteered to serve on the Planning, Urban Design and Zoning Committee: Scott Matties, Tom Korn, Ralph Johnson, Michelle Winters, Jim Lantelme, Peter Bota, Michele H. Cornwell, Richard Price, Sandi Chesrown
 - c. The following LHA Board members volunteered to serve on the Finance Committee: Jim Lantelme, Chris Sundlof, Mike Cantwell
 - d. The Nominating Committee was not discussed.

The Board then discussed the appointment of the following community members who have volunteered to participate and most were Community Advisory Group (CAG) members -

- a. Community Advisory Committee (as recommended by Civic Association Presidents): Jim Todd (Cherrydale); Deirdre Dessingue (Donaldson Run); Kelly Alexis (East Falls Church); Laura Johnson (Glebewood); Kim Klingler (Leeway Overlee); Antony Maderal (Maywood); Ben Keeney (North Highlands); Richard Lolich (Old Dominion); Charlie Flickner (Rock Spring); Bill Braswell (Tara Leeway); Paul Holland (Waverly Hills); Sharon Dorsey (Waycroft Woodlawn); Dick McNamara (Woodmont); Amelia Frenkel (Yorktown). It was noted that John M. Langston/Halls Hill, represented by Edith Gravely on the Board and Lyon Village, represented by Jim Lantelme on the Board, are searching for CAC representatives. Williamsburg CA might want to join, as well. Rosslyn CA has not responded to emails.
- b. Planning, Urban Design and Zoning Committee: Karen Kumm Morris, Pam Gillen, Don Partlen, Saundra Green, Willie Jackson Baker, Joan Lawrence, Sally Duran, Elaine Furlow, Susan Cunningham, Fatima Argun, Tracy Greiner, Charles Henkin, and Sue Annis.

Upon motion duly made and seconded, the above committee appointments were unanimously approved by the Board. The Committees will hold start-up-meetings in March.

The Board agreed on members of the Finance Committee – Jim Lantelme, Chris Sundlof, and Mike Cantwell - and noted that a meeting will occur in the next week or two in order to start the process of County funding and Board policies.

The Board also discussed the need to have a Communications Committee as a separate committee, rather than as a subcommittee of the Planning Committee. Sandi will check with Pantea Stevenson at Bean Kinney to determine whether/how this could be done and report back to the Board.

2. Report by the Executive Officer - FY2017 and FY2018 Work Plans

The Board reviewed the FY2017 Work Plan and FY2018 Work Plan, which were submitted in draft to the County Board last December. (The final versions as sent to the County Board will be sent to the LHA Board, as well.)

Office Space – LHA has agreed to rent Calloway’s parsonage house at \$1000/month, and will sign a one year lease, beginning in March 2017. The Board advised that the lease should incorporate the following - that office and meeting space be available Monday-Thursday 8 am – 9 pm, Friday 8 am – 5 pm, and Saturday 9-5 pm to accommodate Board and Committee meetings. (LHA’s office will be closed on Sundays.)

Brand/Logo - The Board recommended that a LHA brand and logo be developed via a design competition with Arlington County students, if possible, under the direction of a professional graphic designer.

Events – The Board recommended that LHA host – with support to LHA civic associations - a small Neighborhood Day event on Arlington Community Day, May 13. It was agreed that an ‘ice cream in the park’ type of event would be explored. Rather than events, the primary focus for the Spring will be on branding and public awareness of the County’s land use planning initiative, with a larger event in the fall (e.g., discussed as a possibility was promotion of Lee Highway’s businesses).

Administration - The Board agreed that hiring an Executive Director is a priority. Board member insurance, which is covered under the budget, is being analyzed and will be discussed at the next board meeting.

The Board reviewed the FY 2017 and FY 2018 budgets. It was agreed that the budget request to the County Board for FY 2018 will be reduced from \$100,000 to \$50,000 based on LHA Board’s concerns over fundraising and the County’s concern over many competing pressing needs. It was recommended that a revenue line item be added to the budget for grants to distinguish from sponsorships. Revised FY 2017 and FY 2018 budgets and work plans will be sent to the County Board and to LHA Board members.

3. **Calendar:** The Board will review the proposed calendar and discuss at the next meeting.

4. Announcements

- a. **Marymount Farmers Market:** The Farmers Market is expanding the number of participating vendors for the upcoming season. Suggestions for vendors are welcome. An Adopt a Saturday program is also starting to recruit volunteers, which LHA is leading.
- b. **Pedestrian/Bicycle Bridge over Lee Highway at East Falls Church:** LHA met with the EFC Civic Association and walked the proposed site of the bridge. LHA then submitted a letter of concern regarding a number of issues, including the fact that the location is an important gateway to Arlington on Lee Highway. VDOT responded that a working group is being formed to discuss design. The Board requested that County Board member Kristol update

- LHA on the formation of the working group and try to involve LHA in the discussions, including the design of the bridge.
- c. **Civic Association Meetings:** LHA presented an update to the Cherrydale Civic Association, and met with the North Highlands Civic Association at their request. LHA also met with the Maywood President and Dittmar Development to discuss their by-right project adjacent to the Cherrydale Safeway. Members of the North Highlands Civic Association will be submitting a letter to LHA to forward to County staff regarding their concerns about the visioning report and Potomac Towers, i.e., new building footprints illustrated by the consultants. LHA has told the NHCA that the vision focused on activity nodes along Lee Highway, not on infill development off Lee Highway, and that the new building footprints were never discussed.
 - d. **JFAC Update & Bus Tour:** JFAC is planning a bus tour on 2/11/17 to visit several County facilities. Members were encouraged to participate if interested.
 - e. **Glebe/Lee Transportation Improvements:** ARLNow has detailed diagrams of the improvements that are being implemented.
 - f. **AED Walking Tour:** Will take place on April 30. Details to follow.

The meeting adjourned at 10:00 a.m.

Judith Wheat, Secretary, LHA