



MINUTES

Events & Fundraising Committee Meeting
Thursday, September 5, 2019

1. Mural

The Embassy of Spain contacted AED last month stating they had a muralist, David de la Mano, visiting from Spain to work on a project for them and he was interested in doing an additional project in Arlington while he was in town. AED reached out to LHA to see if we could coordinate having him paint a mural on Lee Highway.

LHA was able to secure KH Art & Framing to host the mural on their large wall along N. Glebe Rd. The artist's fee is funded in by Spain and JBG Smith. Potomac Paint and BCN Homes are covering the cost of the paint and supplies the artist will need. The mural will be painted Sept 24 - 26.

Long & Foster (located in our building) will be sponsoring a celebratory happy hour on Wednesday, September 25 with a wine tasting by Grapes of Spain and tapas by SER. You should have received an invitation to this event on Friday. If you did not, please let me know so I can ensure we have you on our email list correctly. The invitation can also be found [HERE](#).

LHA is coordinating with the artist to determine exactly when the mural will be completed so that a public "ribbon cutting" style event can also be hosted.

2. Oktoberfest

LHA will host the annual Oktoberfest at the Marymount Farmers Market on Saturday, September 28. The event will follow the farmers market's time of 9am to 1pm and the market's regular vendors will be in attendance.

We will have additional craft vendors, live music, and authentic cuisine. For the first time, we will host a beer garden. We were not able to secure a local restaurant/bar to manage the beer garden due to the lower volume of attendance expected, so we will need volunteers to check IDs and serve beer. You may sign up online [HERE](#).

Attached are digital variations of our Oktoberfest flyer that you may distribute. There is a PDF and JPG version of the flyer as well as resized JPGs for social media. You can also find our Facebook event [HERE](#) with event details. Please send the flyers out to your various groups and invite friends/neighbors via the Facebook event. And do let us know where you have sent them/plan to send them so we do not duplicate efforts.

We will be posting the event to various online calendars as well, including the local magazines, PATCH, Eventbrite, etc. If you have an online calendar you regularly use to find local events, please do let me know so that I can ensure it is on our list.



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3. Light the Night

On Saturday, October 26, we will be sponsoring the Waverly Hills annual Halloween event. Starting around 5pm (WHCA will confirm the time), there will be crafts and activities for children in Woodstock Park, including lantern making, a costume parade, and bonfire. If you'd like to be involved in this event, please let me know and we will be in touch once we have coordinated the details with Waverly Hills.

4. #ShopLocal #ShopLeeHighway

This is an online marketing campaign that we have been utilizing to a small degree, but will be stepping up in the Holiday season. In October/November we will be reaching out to local businesses to see what specials or events they will have during the holidays. We plan to stop by these local businesses to briefly speak with owners/managers/customers and take pictures to use on social media. If you have a favorite local shop or would like to volunteer to be one of our "customers" to stop by a store and gather content, please let me know. We will also be in touch with you in November with additional details before we launch.

5. Bike to Work Day

Bike to Work Day will be held in April 2020. We wanted to let the committee know that we have volunteered to host a "pit stop." This means we will have a tent set up to give out water, information, and simply chat with local residents who are biking to work. This is a promotional opportunity as BikeArlington hands out maps of the pit stops and promotional materials about each business. We will send you more details as the coordination with BikeArlington continues.

6. Earth Day

April 2020 will mark Earth Day's 50th Anniversary. We currently plan to be involved in an Earth Day celebration. We will send details as they become available.

7. Broadview Fundraiser

Due to the success of this summer's fundraiser, we will be hosting "An Evening at Broadview" again in 2020. We would like to move the date up a bit earlier as it was quite warm in June.