

**Minutes of the Regular Meeting of the Lee Highway Alliance Board of Directors
Held at Lee Highway Alliance, 4620 Lee Highway, Suite 208 on December 13, 2018**

Voting Directors Present (15)

Peter Bota, Ginger Brown, Mike Cantwell, Sandi Chesrown, Michele Cornwell, Edith Gravely, Ralph Johnson, Tom Korn, Jim Lantelme, Laura London, Scott Matties, Richard Price, Chris Sundlof, Judith Wheat, Michelle Winters

Non-Voting Directors Present (2)

Matt Weinstein, Tom Wolfe

Executive Director

Lucia DeCordre

County Liaisons Present

Susan Soroko, AED

Natasha Alfonso-Ahmed, CPHD

Guests Present

Matt deFerranti, Arlington County Board

Taylor Reich, At-Large Member, Plan Lee Highway Community Forum

Eric Malpeli, new volunteer and resident of Old Dominion CA

Call to Order

The meeting was called to order by Sandi Chesrown at 6:50 p.m. Sandi thanked Lucia, the Board members, LHA's volunteers, Katie Cristol, LHA County Board liaison, Susan Soroko, LHA AED liaison, and Natasha Alfonso-Ahmed, CPHD, for all their hard work on behalf of LHA. LHA will work closely with Natasha during the coming three years on the Lee Highway Planning Study (LHPS). Sandi also thanked Bart Marshall, a senior at Yorktown High School, who was n LHA intern over the past year.

There was a brief discussion of the December 1 Winter Festival of Lights, which all agreed was hugely successful, despite the weather. Lessons learned have been assembled from volunteers. It was agreed that although the solar lights are a symbol of sustainability and illumination of ideas under the LHPS, they are difficult to see and perhaps not as visible as anticipated. Lucia will investigate battery powered LED lights for 2019.

Agenda Item 2. Discussion and Approval of the Minutes

Judith Wheat advised that the minutes of the September 27, 2018 Board meeting had been circulated to the Board via email in October, but only seven responses (all affirmative) were received by email. Because a majority of the Board had not yet approved the minutes, **Richard Price moved that the Board adopt the minutes of the September 27, 2018 meeting as previously circulated to the Board. Ginger Brown seconded the motion and the minutes were approved unanimously.**

Agenda Item 3. Treasurer's Report

Jim Lantelme provided the Board with a written report, which is attached. Jim reported that LHA has already reached approximately 90% of its fundraising goal for the fiscal year thanks in large

part to the efforts of Sandi Chesrown, Ginger Brown, and Lucia deCordre in fundraising for the Winter Festival of Lights. Total revenue as of 12/13/18 was \$117,712.98 and total expenses were \$64,019.72.

Jim reported that the Finance Committee is continuing to work with Arlington Community Federal Credit Union (AFCU) to establish an unsecured line of credit with no minimum balance requirement which would be available to LHA to draw upon as needed to address cash flow deficiencies when funding is low (e.g. end of fiscal year). The expectation is to have the line of credit in place by Spring 2019.

LHA has also discussed with AFCU the availability of putting some monies into a 15-month no-penalty CD. This would enable LHA to earn a higher interest rate on funds raised than those funds would earn in a money market account, while still being accessible as operational needs require. The matter was discussed at length by the Board, particularly with respect to when and how the CD and the line of credit would be tapped. Subsequent to the discussion, **Jim Lantelme moved that LHA invest up to \$25,000 in a no-penalty CD with AFCU, which motion was seconded by Richard Price. The motion was approved unanimously without further discussion.**

Agenda Item 4. Draft Annual Report/Work Plan/Budget

A. Annual Report

Sandi Chesrown presented the draft annual report and proposed FY2020 work plan, which are due to be submitted to the County by December 31. A copy is attached.

B. FY2020 Work Plan

The primary objective of FY2020 is ensuring that LHA works in a highly effective, efficient manner to ensure that our communities and businesses are fully engaged in the LHA Planning Study. Ideas to further stakeholder engagement include completion of a Directory, a monthly e-blast from the LHA President, continued work on HCD's and TNR's, analysis of community benefits, and perhaps development of an awards program. One potential new event may be focused around Earth Day to further enhance LHA's stated environmental principles.

Sandi advised that LHA is also working with Delegate Sullivan to try to amend current state law, which prohibits placing banners above Lee Highway, which greatly hampered public awareness and engagement in the December 1 Winter Festival of Lights. It is believed that VDOT will oppose any proposed change, but Delegate Sullivan is willing to see what, if anything, can be done legislatively and will work with LHA on this issue.

Mike Cantwell proposed that LHA should continue to have as one of its goals the transfer of Lee Highway from state to county control, which would solve the above issue and many others. Any such transfer would include the County taking over the maintenance costs, which is likely to be costly. Ginger recommended addressing this issue as part of the overall Lee Highway Planning process. It was suggested that the LHA Board recommend during the planning process that further research be conducted into the feasibility of such a transfer. It was also suggested that a discussion with the Columbia Pike Revitalization Organization (CPRO) may provide some insight into how this has been done in other parts of the County. Responsibility for Columbia Pike was taken over by the County a few years ago, and the County has recently taken over parts of Washington Boulevard as well.

Mike also proposed that over the upcoming year LHA reach out to students in the AP Geography program at all four Arlington high schools for input into the LHA planning process and also as potential interns. (LHA's current intern is from Yorktown HS.)

With respect to FY2020 events, Sandi indicated it is anticipated LHA will sponsor the Winter Festival – Shop Lee/Shop Local event again, as one of a number of smaller events spread out over the year. The Winterfest will likely have fewer than four venues and no outdoor venues to avoid the rain and cold weather experienced during the December 1 event.

C. FY2020 Budget

The proposed budget is \$140,220, which includes a request for a one-time grant from the County in the amount of \$95,000. This is slightly higher than the funding provided by the Board in FY19 (\$85,500), but lower than the requests by other partnerships, particularly given the significant civic engagement that will be required in the Lee Highway planning process.

It was also noted that although LHA's Memorandum of Agreement with the County states that the County will provide additional funding as a dollar-for-dollar match up to a maximum amount to be determined during the annual budget cycle and reflected in the County's approved budget, this match is only available if the match is specifically noted and approved as part of the FY2020 budget cycle. (This was not done in the FY2019 budget. Had it been, LHA would likely have received an additional \$10,000 in funding from the County based on FY19 fundraising). For this reason, it is recommended that LHA formally request as part of its FY2020 budget submission that matching funds be included by the County in the FY2020 budget.

In addition, LHA has set a fundraising goal of \$35,000, which will necessitate increased Board participation in fundraising. In addition to the Shop Lee/Shop Local winter event, LHA is looking at 3-5 smaller fundraising events. If LHA is unable to obtain the increased funding from the County, we will need to either generate additional revenue through fundraising or reduce the number and/or cost of planned activities.

Jim Lantelme moved that the Board approve the attached annual report, work plan and budget for submission to the County with such other minor administrative edits as may be needed and circulated to the Board before submission to the County. Michele Cornwell and Matt Weinstein seconded the motion, which was unanimously approved by the Board.

Agenda Item 5. Committee Reports

A. Parks and Open Space Committee

Tom Wolfe, Chair, presented proposed draft comments to the Department of Parks and Recreation regarding the Final Draft POPS plan. The draft comments were forwarded to the LHA Board for review prior to the meeting. Tom Korn expressed the concern that many public access easements over private property go unused either because of oversight or because they are inadvertently prohibited by gates or barriers. To address this concern, he suggested adding the following language at the end of the last sentence: "signs indicating access to public spaces and rights of way including elevated terraces and rooftops."

Tom Wolfe moved that the Board adopt the proposed comments to DPR on the Final Draft POPS plan, as amended by Tom Korn. Tom Korn seconded the motion. The motion was approved unanimously.

B. Transportation Committee

Sandi Chesrown advised that LHA had received information from the County that the Old Dominion Drive missing link sidewalk project was completed ahead of schedule and is now open to pedestrians. Thirty-four (34) street trees will be added in the Spring of 2019.

Discussions are also continuing with DES staff and the Cherrydale Civic Association regarding changes to the recent improvements to the Five Points intersection, such as signalization which has created additional problems.

Mike Cantwell stated that APS is investigating the possibility of moving all APS High School students from yellow school buses to ART buses. At the CIVFED meeting on Tuesday, the APS Superintendent, Dr. Murphy, publicly stated his desire to move in this direction. Mike will be meeting with Emmet Conway, Assistant Principal at Yorktown High School, and Kristin Haldeman, APS Director, Multimodal Transportation Planning on this issue. He will continue to advise the Board as this issue works its way through APS.

C. Economic Development

Sandi met at AED with staff and representatives of other BIDs/partnerships to better understand the potential impacts of Amazon siting its headquarters in Arlington. The information provided is posted on LHA's website for review.

In addition, LHA was recently notified by AJ Dwoskin that it intends to propose a by-right development to replace the obsolete bank building at the edge of the Lee-Harrison property. The current building is three stories comprising 5400 square feet with a drive through. The proposal is a new 3500 square foot retail building which is intended to house three tenants. The concept is currently in the architectural development stage and it is expected plans will be ready to be shared sometime in January. The LHA Planning Committee will engage in ongoing discussions with the developer regarding this project.

Agenda Item 6. Artis Senior Living Application and Discussion

Scott Matties, Chair of LHA's Planning Committee, reported on the December 4 community meeting regarding the assisted living/memory care facility proposed by ARTIS Senior Living. ARTIS has filed a Zoning Ordinance amendment and preliminary site plan application with the County. ARTIS has been very receptive to input from the community through the course of three community meetings, hosted by LHA with the Cherrydale and Waverly Hills Civic Associations. Michelle Winters questioned whether any affordable housing was being incorporated into the proposed facility. Scott advised that ARTIS did not currently believe an affordable housing option was feasible. Scott expects that the LHA Planning Committee will provide a recommendation to the LHA Board in early 2019 regarding the ARTIS proposal.

Agenda Item 7. HCD Steering Committee and Lee Highway Planning Study/Community Forum

A. HCD Steering Committee

Natasha Alfonso-Ahmed advised that the County Manager has asked staff to draft an interim report to be distributed in early January. The report, which is intended to assess the trade-offs and impacts arising from the HCD, is not expected to be shared with the committee for review or comment before it is released. Natasha will try to get additional information regarding the report, as well as whether there will be any opportunity for input, and will report back what she learns. However, the HCD study will continue during the Lee Highway planning process.

B. Lee Highway Planning Study

The County has selected AECOM as the consultant for the Lee Highway Planning Study, also formally named Plan Lee Highway. AECOM will be the prime contractor, assisted by three subcontractors: Vertical Vision, which will assist with zoning and code analysis; KGD for architectural and housing assistance; and Alta for bicycle planning. It is expected that the study will move forward in January 2019. The County Manager has appointed approximately 54 members to the Community Forum, 26 of whom are affiliated with LHA in some capacity. Paul Holland will chair the Forum, Sandi Chesrown will serve as Vice-Chair, and Ginger Brown and Scott Matties will be LHA's representatives on the Forum. From LHA's Board, Sandi, Ginger, Jim and Richard, along with other LHA volunteers - Paul and Saundra Green - will all be on the 11 member Working Group that works closely with the County staff and consultants. 18 CAC and PC volunteers are also on the Community Forum.

Sixteen CAs are represented on the Community Forum. Sandi advocated to convince staff to include Rock Spring CA as it is one of our long term and active LHA participants, but she did not succeed as the neighborhood is not within the Study Area. Woodmont CA is also not included for the same reason. After the list is presented to the County Board, hopefully tomorrow, it will be available to the public, and Sandi will send it out to the LHA Board members.

The contractor and County staff are currently trying to determine the schedule for Phase I. It is anticipated that Natasha Alfonso-Ahmed, as the project manager, will hold a Friday (every other week) open studio at LHA to facilitate public access to the process. More information will be provided as it is received but there is expected to be substantial opportunity for community involvement in the process.

Agenda Item 8: January 2019 Board Election and Request to Change LHA from 501(c)(4) to 501(c)(3).

A. Change in IRS Tax Status

Sandi Chesrown and Ginger Brown raised the possibility of changing LHA's charitable status with the IRS from a 501(c)(4) to a 501(c)(3) organization. The primary motivation for the change is two pronged: most granting organizations require that recipients hold 501(c)(3) status, and they will not give to 501(c)(4) organizations. In addition, contributions to 501(c)(3) organizations are tax-deductible, which also motivates individual donors. Changing the status will make it easier for LHA to raise funds for future activities. LHA's lawyer, Bean Kinney, has indicated that the costs to make the change include a \$100 fee to the State Corporation Commission and

approximately \$3,500 to \$5,500 in legal fees to draw up the requisite documentation. The process takes approximately six months, and includes reviewing and revising LHA's Articles of Incorporation. Other than time and cost, there are no downsides to LHA arising from the change.

Laura London moved that the Board initiate the process to change the organization's status from a 501(c)(4) to a 501(c)(3) beginning in January 2019. Richard Price seconded the motion, which passed unanimously.

B. January 2019 Board Election

Jim Lantelme and Ginger Brown served as the Nominating Committee for the 2019 elections. Members whose two year terms are expiring are Mike Cantwell, Judith Wheat, Chris Sundlof, Laura London, and Michelle Winters. All were nominated for reappointment to the Board. In addition, Sandi's two year term as President and Jim's two year term as Treasurer will expire in January. Both Sandi and Jim indicated that they were not going to seek second terms. Accordingly, the Committee nominated the following officers: Ginger Brown, President, Sandi Chesrown, Vice-President, Judith Wheat, Secretary, Michelle Cornwell, Treasurer.

Richard Price moved that the above slate of officers and Board members be approved for election at the January 2019 meeting. The motion was seconded by Tom Wolfe. The motion was unanimously approved.

There being no further business, the meeting adjourned at 9:05 p.m. The next Board meeting will be January 31, 2019 at 8 a.m.