



# County Board Update

July - October 2020

## GOVERNANCE



### Board of Directors Meeting - July 23rd

Pamela Gillen was appointed President; Next steps in the Lee Highway renaming project were discussed; Michelle Winters gave an update on the Missing Middle Study; Possible COVID-19 friendly events discussed; McDonalds mural is moving forward; Updates on the Cowboy Cafe placemaking project were provided; Delegate Rip Sullivan provided an update on 2020 legislation; Plan Lee Highway is close to finishing Phase 1.



### Change in Office Space

Reduced expenses by temporarily moving out of office space



### Financial Management

Wendroff Associates Quarterly Review of Accounts, 1099 Preparation.

## ECONOMIC DEVELOPMENT



### #ShopLocal

Researched and informed the community of the hours and takeout/delivery status of Lee Highway restaurants during COVID-19. Provided AED with a spreadsheet containing this information.



### Public Art Annual Report

Worked with Cowboy Cafe owner, Jim Barnes, to create a quote to be included in the Public Art Annual Report.



### Communication with Businesses

Maintained regular communication with Lee Highway businesses. Sent out information about small business support, Temporary Outdoor Seating Area guidelines, and Rebuild VA small business loans.



### COVID-19 Support

Coordinated with BIDs and Partnerships on COVID-19 issues affecting local businesses



### Building Partnerships

1. GMU: Participated in Master Plan Engagement
2. League of Women Voters: Discussed the potential for increased affordable housing options and missing middle along Lee Highway
3. AVAST: Promoted Studio Tour of Arlington artists



### Art Exhibit

Worked with Arlington Arts to plan a December projection art exhibit to be held at the Lyon Village Shopping Center.



### Sloppy Mama's

Supported local business Sloppy Mama's by helping to resolve issues with ABC and DMV.

## ADVOCACY



### Lee Highway Name Change

- Worked with a filmmaker to create a video featuring Sandra Green and Wilma Jones Killgo where they discussed Lee Highway's racial history and how it relates to the process of renaming Lee Highway
- Assembled the 25 member Working Group On Renaming Lee Highway - comprised of representatives of LHA's Community Advisory Committee (CAC), Lee Highway Civic Associations, local business and property owners, members of LHA's Steering Committee, Lee Highway residents, and local activists
- So far, the Working Group has met three times: Sept. 16, Sept. 30, and Oct. 21 via Zoom from 6:30-8:30pm
- Assembled five Advisory Groups geared to offer the Working Group insight and professional advice. The five Groups focus on Branding, Business & Property Owners, Institutions, Transportation, and Neighborhoods
- Reached out to Lee Highway middle schools and encouraged students to submit name suggestions via survey
- Requested the Arlington community submit name suggestions through Oct 21 - recieved 186 suggestions
- Released updates via LHA's website & social media, ArlNow, NPR, DCist, WTOP, and Local DMV
- Conducted major community outreach for locals to vote on the top 20 names - created postcards to be mailed, flyers, graphics explaining each name choice, & shared a survey (filled out by over 2,500 people)
- Working with the County Manager's office to translate all collateral into Spanish so that all community members can participate in the renaming process



### VDOT Briefing

- Worked with VDOT and the County to successfully install landscaping in front of Route 66 sound walls in East Falls Church.
- Discussed Working Group on Renaming process, including costs to change the signs, with County and VDOT.

PLAN LEE HIGHWAY



**Lee Arts Center**

Partnered with LOCA and Artists for the Lee Center to better understand the goals of Plan Lee Highway and the Future of Lee Arts Center. Provided feedback on a letter from the Steering Committee for Lee Art Center Artists



**Phase 1 Ending**

Worked with consulting team and staff on two reports: the Community Concerns and Character Report and the Cultural Resources Survey



**Reducing Impact of New Soundwall**

Working with VDOT and East Falls Church Civic Association on a landscape plan to reduce the impact of the new Soundwall.



**Renaming Lee Highway**

Continued Coordination with Plan Lee Highway Staff and the County Manager's Office on Renaming.

PLACEMAKING



**Roderick Turner Mural**

Working with McDonalds and local activists to restore the 1992 Roderick Turner Mural on the back of the restaurant. Helped to secure a \$10,000 grant from McDonalds.



**Cowboy Cafe Placemaking Salon**

Continued to support the project, working with Cowboy Cafe, Dominion Lighting, Potomac Paint, and Esoarc Architects to expand the mural by MasPaz, install new lighting, and re-design the outdoor dining space.

EDUCATION



**VHDA Grant Approved**

A \$50,000 VHDA Grant will fund AHS and LHA working together to develop visual presentation materials. The grant is to be used from September 1, 2020 to August 31, 2021 Such materials would be utilized to explain concepts related to missing middle housing in order to support the County's Missing Middle Study.

COMMUNICATIONS

**Social Media**



22 Instagram Posts



6 Businesses Featured



11.4% Average IG Engagement Rate



238 followers ^ 8%



283 followers ^ 5%



359 followers ^ 17%

**Newsletter**



15 new subscribers



Open rate 37.1%



Click rate 7.7%

**Stories**



Wrote and shared stories regularly via LHA's newsletter and social media. 6 businesses/business owners were featured in and interviewed for articles. Shared updates about the Cowboy Cafe Placemaking project through newsletters, articles, and social media posts. Communicated with the community regularly about the Lee Highway renaming process via newsletter, articles, and social media. Created a video discussing the racial history of Lee Highway to better explain the reasoning behind the decision to rename.