

**Minutes of the Regular Meeting of the Lee Highway Alliance Board of Directors
Held at Lee Highway Alliance, 4620 Lee Highway, Suite 208 on February 7, 2019**

Voting Directors Present (14)

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

Voting Directors Absent (1)

Mike Cantwell

Non-Voting Directors Present (2)

Matt Weinstein and Tom Wolfe

Executive Director

Lucia deCordre

County Liaisons Present

Susan Soroko, AED

Natasha Alfonso-Ahmed, CPHD

Guests

Katie Cristol, Arlington County Board Member

Wilma Jones, Arlington Resident and Author

Paul Holland, Chair, LHA Community Forum

Call to Order

The meeting was called to order by Ginger Brown at 8:30 a.m. and Ginger welcomed award-winning author Wilma Jones, County Board Member Katie Cristol, County Liaisons Susan Soroko and Natasha Alfonso-Ahmed, and LHA Community Forum Chair Paul Holland. Wilma Jones then presented a signed copy of her book, ***My Halls Hill Neighborhood***, to each of the LHA Board members, with special thanks to Ralph Johnson for his contribution. Board members enthusiastically thanked Ms. Jones for the book, which gives voice to this important piece of community history.

Agenda Item 1: Election of Officers

Ginger Brown and Jim Lantelme announced the slate of officers and directors approved by the Board at the December meeting:

Ginger Brown - President; Sandra Chesrown - Vice President; Judith Wheat - Secretary; Michele Cornwell — Treasurer.

Directors for a three-year term: Mike Cantwell, Laura London, Chris Sundlof, Judith Wheat, and Michelle Winters.

Jim Lantelme moved that the Board elect the slate of officer and directors as presented and Edith Gravely seconded the motion. No other nominations were presented and the motion was approved by unanimous vote.

Agenda Item 2: Updates

County Board Member Katie Cristol

Ms. Cristol expressed excitement that the long-awaited Lee Highway Planning process was finally getting underway. She urged everyone to participate, as the goal of the process is to elicit robust discussion, ideas, and input regarding the future of the Lee Highway corridor from as broad a community of interests as possible.

Susan Soroko - AED

Ms. Soroko provided an update on the County budget process. The County Board work session on the LHA budget has not been scheduled. Susan will provide information once a date has been set. In addition, a number of initial listening sessions have been scheduled as part of the LHA process, and Board members were encouraged to participate.

LHA Board Members

Sandi Chesrown advised the Board of a meeting she and Lucia attended with Cynthia Connolly, an artist and graphic designer based in Arlington, to explore ways to better incorporate art into LHA's communications and mission.

Tom Korn reported on the first Creative Economy series event, which was held at Marymount University the night before, February 6. The purpose of the series is to highlight the value, as well as the assets available, from the creative sector in Arlington in expanding the County's economic base. The February 6 forum was on Urban Design, and involved a robust discussion among an architect, an outdoor art designer, and an autonomous transit advocate as to how functionality can be combined with art when designing a community. Three more forums are planned on the following topics: Artificial Intelligence, Military in the Workforce, and Art and Science. Information will be posted on the LHA website about each of these events when available.

Agenda Item 3: Approvals and Reporting by LHA Board Members

Presidents Report: Sandi Chesrown advised that LHA has a series of meetings scheduled with County Board members next week to advocate for approval of LHA's proposed 2020 budget request (\$95,000). Meetings are scheduled with all five Board members. Lucia's contract has been renewed and signed. Ginger and Lucia will begin web-training to enable them to better maintain LHA's website and minimize costs. In addition, a CAC meeting has been scheduled for March 5 at 8:30 a.m. to discuss how CAC can best interact with the LHA Planning process. The meeting will be at the LHA Office.

Minutes: Judith Wheat reported that the minutes of the December 13, 2018 meeting had been approved by email with eleven (11) Board members approving and four (4) not responding. Edith Gravely noted her approval with the following comment regarding Agenda Item 6: "I initially raised the question about whether any affordable units would be included in the new senior residence, Michelle then questioned further the decision not to include affordable units." The minutes as approved by a majority of the Board have been posted on the website.

Events Committee: Sandra Chesrown described efforts undertaken by Delegate Rip Sullivan to introduce legislation in this year's General Assembly session to permit LHA to place banners on public property along Lee Highway. Del. Sullivan decided not to move forward with the draft legislation after speaking with the Attorney General's office, as it was advised that the AG would oppose such a measure based on a recent court ruling regarding commercial speech. It was suggested that LHA work with private property owners if we want to hang banners or signs advertising events

LHA is planning the following events for 2019:

1. An E-Scooter educational forum on March 30. More details will be provided soon.
2. A community neighborhood day activity on May 4.
3. Oktoberfest at Marymount Farmers Market sometime in the fall.
4. A Light the Night Halloween event.
5. Winterfest Shop Lee Shop Local event.

The Events Committee will meet on February 26, 2019 at 8:30 a.m. The above events, fundraising, and the Winter Festival will be discussed.

Finance Committee Report. Michele Cornwell presented the Treasurer's Report (attached). Michelle explained that the budget approved by the Board at the December meeting had to be revised prior to submission to AED to reflect an approximately \$6,000 reduction in expenses due to a carryover error in the prior budget document. The additional expense reduction was obtained by reducing LHA's proposed advertising and graphic design expenses, eliminating advocacy expenses for the banner legislative initiative, and reducing Lucia's hours from forty (40) per week to thirty-two (32). Jim Lantelme moved that the Board adopt the revised budget, and Sandi Chesrown seconded the motion, which was approved unanimously by the Board.

Ginger Brown provided an update on the changeover to 501(c)(3) status, which is moving forward. It is anticipated that LHA's revenue will increase once the entity receives 501(c)(3) approval because LHA will be able to pursue grant funding that is not currently available to a (c)(4) entity.

Sandi Chesrown reported that last year LHA raised \$19,000 in cash donations and received in-kind donations in the amount of \$25,000. However, the Winter Festival expenses were high, which we will try not to repeat this year. This year, LHA will begin fundraising early, starting in March or April, in order to engage corporate donors earlier in the fundraising cycle. Sandi and Lucia have already reached out to the Arlington Community Foundation as part of this year's fundraising effort.

Susan Soroko explained that there is no fundraising match component for this year's budget.

Chris Sundlof reported that the Finance Committee is continuing to review line of credit options and he expects to have a proposal for the Board at the March meeting. Richard Price asked how LHA would address any budget shortfall in the event the line of credit did not come through, and Sandi and Ginger both agreed that the most likely option was to push back the 501(c)(3) application if funding became an issue.

Communications Committee Report: Lucia deCordre announced that the LHA logo has been digitized and is now visible on the website.

Transportation Committee Report: Richard Price provided the following schedule for VDOT briefings: February 13, April 10, June 12, September 11 and November 20. The briefings will be held at the LHA offices at 10:30 a.m.

Chamber of Commerce Report: Tom Wolfe reported on the February 6, 2019 Chamber meeting which dealt with the County budget. As expected, the County is looking at a budget deficit for FY2020 and the Manager is likely to propose a slight tax increase along with staff cuts to address the deficit. The Amazon agreement is likely to be presented to the County Board for approval in March.

Agenda Item 4: Planning Committee Report Artis Senior Living

Scott Matties reported that the LHA Planning Committee met to discuss the current application for rezoning submitted to the County by Artis Senior Living for the proposed project on Lee Highway. The project, which will incorporate an assisted living facility with some memory care, will require rezoning, as well as an amendment to the Zoning Ordinance to include assisted living facilities. The applicant has filed for site plan review, and is currently awaiting the first SPRC meeting. The LHA Planning Committee's recommendations are summarized in a proposed letter to the County Board which was provided to LHA Board members at the meeting and recommends that the LHA Board support the land use proposed by Artis. The PC commended the applicant's cooperation in working with the neighborhoods regarding the proposed site plan, which included three community meetings, as well as numerous smaller meetings with affected community members, and numerous amendments to the plan to address community input.

Scott Matties moved the Board to approve the letter as proposed by the PC for submission to the County Board. Michele Cornwell seconded the motion, which was approved unanimously. A copy of the letter to the Board is attached.

Agenda Item 5: Plan Lee Highway Update & Schedule

Natasha Alfonso-Ahmed reported that the Plan Lee Highway Community Kickoff will be Tuesday, February 12 at Washington-Lee High School. Sign in will be at 6:30 p.m. and the forum will run from 7 to 9:45. The program will include a brief overview of the project, and then participants will be free to view any of the twelve (12) kiosks, representing different planning elements, that will be set up around the room. In addition, there will be a kids' activity area and a kiosk with general information about the project. There will be representatives from the Community Forum at each of the kiosks to help facilitate discussion. At the end of the evening, there will be a short wrap-up session.

Richard Price emphasized that it is important to focus from the outset on why we, as a community, need a process to plan Lee Highway, so that participants understand the

purpose of the project and it starts getting community buy-in from the outset. Natasha agreed and indicated that at the outset of the meeting, a brief overview would be provided setting out the purpose of the study, as well as a sign-up sheet for individuals to express interest in particular subject areas. There was also discussion about addressing the need for this type of study in a variety of educational forums.

Tom Korn noted support for the idea that the County look at school children as a community asset in the planning process and solicit their input in the LHA Planning process. Laura London and other Board members voiced their support for this idea as well.

Board members were encouraged to participate in the Kickoff, as well as in the various community focus groups scheduled to occur the next day at the LHA offices.

Agenda Item 6: E-Scooter Education Forum, March 30.

Sandi Chesrown advised that LHA would be hosting an e-Scooter educational forum on March 30 to enable community members to obtain a better understanding of the pros and cons of e-Scooter transportation. The event is sponsored by EVGo and will include representatives from Bird, Lyme, Arlington County government and the Police Department. More details will be forthcoming.

Other Business:

Lucia deCordre requested that all Board members review their committee assignments and advise whether they are still able to participate in the same committees this year.

There was general discussion among Board members about some of the new businesses opening on Lee Highway, including the UPS store slated for the Lee Heights Shopping Center, and the new restaurant and hookah lounge, All About Burgers.

There being no further business, the meeting adjourned at 9:30 a.m.