

LEE HIGHWAY ALLIANCE BOARD MEETING MINUTES

Minutes of the Regular Meeting of the Lee Highway Alliance Board of Directors Held at Lee Highway Alliance, 4620 Lee Highway, Suite 208 on June 21, 2018

Voting Directors Present (14)

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

Voting Directors Absent (1)

Michelle Winters

Non-Voting Directors Present (2)

Matt Weinstein and Tom Wolfe

Executive Director Present

Lucia De Cordre

County Liaisons Present

Susan Soroko, AED

Natasha Alfonso-Ahmed, CPHD

Call to Order

Prior to the meeting, the Patrick Henry Elementary School Ambassadors, with Teacher Nate Erwin, presented idea boards representing their vision of social justice and planning issues on Columbia Pike. The presentation was informative and well-received by the Board. LHA is hoping to work with Nate to develop a similar program in the Lee Corridor with either Stratford School or Glebe School children. Following the presentation, the meeting was called to order by Sandi Chesrown at 6:50 p.m.

Agenda Item 1: Staff Updates on Budget and Lee Highway Planning Process

Susan Soroko confirmed that the County Board approved ongoing funding in the amount of \$85,500 for the Lee Highway Alliance, without matching funds, beginning with the FY19 budget. AED anticipates sending the funds in mid- to late July, latest August 2018.

Natasha Alfonso-Ahmed reported that the Selection Committee tasked with finalizing the shortlist of consultants for the LHPI had received and reviewed the proposals submitted in response to the RFP. Interviews are currently being scheduled with responsive vendors. She reported that the County is aiming for a kick-off meeting in the fall, but this is contingent on a number of factors.

Agenda Item 2: The Children's School (TCS) Use Permit

Scott Matties and Ginger Brown reported that the LHA Planning Committee had recommended that LHA provide a letter of support to the County Board for the use permit proposal submitted by The Children's School for redevelopment of the Alpine Restaurant site on Lee Highway.

As reported at the March meeting, the owner of the site, Brian Normile, has been working with The Children's School to transform the site into a daycare program serving Arlington County teachers – a program that is subsidized by Arlington County Schools – and others. The facility

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would serve up to 235 children, aged 0-5. The design features a three story building which includes 41 total parking spaces – 35 underground and 6 surface in the drop off area. Additional parking for teachers would be provided nearby along Lee Highway (near the McDonald's).

Scott advised that LHA had facilitated two community meetings with GlebeWood Civic Association/Laura Johnson, one on March 1 and a second on May 1, regarding the proposed plan. Although the development is by right, TCS needs a use permit, which has been submitted to staff. The application will be heard by the County Board on July 14. Scott reported that the applicant has been very responsive to questions raised by LHA's Planning Committee over the past several months. The LHA Planning Committee voted on May 23 to recommend to the LHA Board that it write a letter of support for the use permit. A proposed draft letter was circulated to Board members prior to tonight's meeting.

A motion was made by Scott Matties, with a second from Tom Kornis, that the LHA Board approve the draft letter of support and forward it to the County Board. Ginger Brown moved that a second recommendation be added to the letter requesting that the County support CIP funding currently under consideration to underground two utility poles adjacent to the site. (Other poles in the vicinity are being undergrounded by the County as part of the construction work being performed at Lee Highway and Glebe Road). Sandi Chesrown seconded it, and both recommendations were unanimously approved.

Matt Weinstein recused himself from both the discussion and the vote, as BKK is representing TCS.

Agenda Item 3: Approvals and Reporting by LHA Board Members

- a. Minutes of Last Board Meeting - Judith Wheat reported that the minutes of the March 8, 2018 meeting had been circulated and email approval given by a majority of the voting directors present. The minutes have been posted to the website.
- b. Finance Committee - Jim Lantelme provided the Finance Committee Report, which is attached. LHA submitted an application to the Arlington Community Federal Credit Union for a line of credit. Chris Sundlof reported that it is anticipated that the application will be approved for a credit line somewhere between \$10,000 and \$20,000. Lucia deCordre reported that the D&O insurance annual premium was paid and LHA filed an annual report and paid the annual fee (\$25) due June 30th with the State Corporation Commission.
- c. Transportation & Tech Committee (TTC) - Richard Price reported on a May 30 meeting held by Richard and Sandi with Gillian Burgess of the County's Bicycle Advisory Committee (BAC). The Pedestrian Advisory Committee (PAC) and BAC will hold a meeting at LHA's Headquarters on July 11 from 7 to 8:45 p.m. to explore some of the challenges affecting bicycle and pedestrian transit on Lee Highway. It is hoped that this conversation will identify problems and potential solutions that can be incorporated into the LHPI process. Sandi encouraged all Civic Associations to have their avid bicyclists present at the meeting.

Richard noted that the Committee is also working on talking points, including improving the walking experience along Lee Highway, multi-modal transportation options, and commercial use along the corridor. A draft was circulated to the Board for review and

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input. Richard also reported that a VDOT briefing with CPHD and DES staff was held on April 11 and that the VDOT liaison was present to answer questions at the Planning Committee meeting on May 23. Board members are invited to the upcoming Wednesday morning at 10:30 am briefings with VDOT on July 18 and September 5th.

Mike Cantwell discussed a proposal he is developing to request the School Board look into the possibility of phasing out the use of buses for all high school students, which he believes reduces absenteeism and might free up buses for elementary school trips. He may ask the Transportation Committee to consider supporting such a study once the proposal is further developed.

- d. Heritage Sub-committee - Edith Gravely, Chair of LHA's Heritage Subcommittee, reported on LHA's May 19, 2018 educational forum regarding the Stratford School Interpretative Plan. Approximately 23 people attended the forum, and the presentation by Stratford School Committee Co-chairs, Sandra Green and Susan Cunningham, was very engaging and educational.

This year also marks the 100th anniversary of Fire Station 8. Plans are underway through the neighborhood civic associations for a commemorative event in October. In addition, Congressman Don Beyer recently submitted a resolution to Congress recognizing the contributions of the African American firefighters to Arlington County. (Edith was also a member of the Fire Station 8 History and Legacy Working Group, appointed as one of LHA's three representatives by the County Manager). Edith noted that the Working Group concluded its deliberations in May and made a number of recommendations to the County Board, including that a brick or stone Walk of Honor be placed at the new fire station to recognize its historic significance.

Tom Korn reported on Cherrydale's 125th anniversary celebration, which was attended by three Board members – Tom, Edith and Sandi. The ceremony included recognition of the June 1960 lunch counter sit-in at the Cherrydale Drug Fair (now a shopping center). A commemorative plaque was unveiled on the wall outside Hair Vogue as part of the ceremony.

- e. Communications Committee - Judith Wheat reported that the Communications Committee was continuing to work on its draft communications plan, which will be submitted to the Board for review in September.

Lucia deCordre reported that LHA had hired Design Board (\$200 for multiple submissions by graphic designers) to develop potential logo options, which were displayed for Board review. Board members were asked to identify their preferred designs. Once a design is chosen, additional discussion will be had with the designer to finalize the design. Approximately 15 designs were submitted to the Board for review.

Lucia is researching vendors to assist LHA with updating the list serve, as well as to provide assistance going forward with LHA's communications efforts, in order to accommodate the growth expected with the LHPI process. Among the vendors under consideration are Sales Force for Non-Profits and Constant Contact. Lucia also discussed efforts to add mapping functionality and storytelling to the website. Sandi noted that she and Lucia are meeting with a GIS specialist, Alison Davis-Holland, who lives in the Corridor, to improve the web site and mapping for the December 1 festival,

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and with Jourdan Card, a graphic designer, to create a fundraising sponsorship package/flyers for the festival.

- f. Parks & Open Space Committee - Tom Wolfe reported that he and Lucia are involved in the POPS process currently underway in Arlington. It is anticipated the POPS report will be distributed in July. LHA is planning an educational forum regarding the POPS report to be held on September 15 at the LHA office.
- g. Housing Committee - Ralph Johnson reported on the work of the HCD Advisory Group with respect to planning options for the six recently-approved HCD clusters along Lee Highway, including over 2000 housing units. (LHA has three representatives on the Advisory Group – Ralph, Michelle, and Michele.) There will be another meeting at the end of July. The County is considering extending the time-frame for this effort from November to January to ensure that all options are carefully reviewed and considered. Ralph also said that he is working with others to better understand the possibilities for the use of Transferable Development Rights (TDRs) in the corridor, and Natasha noted that the staff is also working on all of these issues. Board members expressed support for slowing down consideration in order to arrive at more realistic financial incentives for owners in the HCD overlay areas to either maintain or develop affordable housing.
- h. Resolution of NHCA Boundary Issue - Michelle Cornwell reported that the Civic Federation had approved the expansion of the North Highlands Civic Association boundary to include properties across from Lyon Village along Lee Highway that were not part of any civic association, including the Lyon Village Shopping Center. Sandi noted that LHA worked over the past two years with Dawn Dekker and Ben Keeney of the NHCA to carry this through to completion.
- i. Garden City Shopping Center (GCSC) - Mike Cantwell provided an update on LHA's efforts to support Yorktown CA and the Garden City Shopping Center, including a breakfast arranged by LHA at Mike's house. Although Lucia put a lot of effort into organizing the breakfast, none of the GCSC owners or retailers attended. Given the large number of individual owners for these properties, obtaining merchant buy-in continues to be difficult. Sandi noted that Michele Cornwell had helped to explore having some sort of Merchant's Association to work with Yorktown CA and GCSC to solve on-going issues of trash collection and parking, and to improve the property, but the amount of staff time required and lack of interest on the part of GCSC made it not worthwhile.

With regard to Yorktown HS and other Arlington high schools, Mike encouraged Lucia to continue to try to find a student intern to assist with the list serve and other projects. He requested that she send out the job description to all Board members and to post it on Next Door.

- j. Marymount Farmers Market - Sandra Chesrown reported that the market is operating every Saturday morning from 9 am to 1 pm and that LHA will Adopt-a-Saturday (assist the market manager with set up and take down) on June 16. She requested that all Board members are welcome to assist as volunteers. Lucia reported that LHA will host Oktoberfest at MFM on Saturday, October 13, as the smaller of two fall festivals.

Agenda Item 4: ARTIS Senior Living on the Courembis Site

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Sandi Chesrown and Tom Korn reported on LHA's April 26 community meeting held jointly with the Cherrydale CA and the Waverly Hills CA. ARTIS Senior Living led a discussion of their intention to provide assisted living and memory care on the Courembis site, but they did not present plans as they wanted to meet with the community first. As previously discussed, this is a 2.7 acre tract of land along Old Lee Highway which is partially in Waverly Hills and partly in Cherrydale. The meeting was well-attended and minutes are available on LHA's website. The proposal being considered is a 7-story building at the rear of the site, and LHA has encouraged the applicant to provide more underground and less surface parking and a front/side 'wrap' of lower density housing. Tom noted that the site would be fenced to facilitate memory care residents. The applicant is a resident of Cherrydale, and has indicated that they might want to hold a second community meeting with LHA, CCA, and WHCA in September.

Agenda Item 5: Lighting the Corridor

Sandi and Lucia reported that plans for the December 1 Lighting the Corridor Festival are underway. Activities would occur between 11 and 3 pm, followed by an auction and wine tasting at Arrowwine at 4 pm when the corridor is lighted. A detailed Events Plan to track the event has been developed, and the venues are being organized. Each civic association surrounding a venue will be asked to provide volunteers, e.g., John M. Langston/Edith and others have already stepped up to assist. A sponsorship package is being developed which will contain two sponsorship levels, one for large donors (corporations) and a second for smaller donors (local businesses, civic associations, individuals such as Board members, etc.). LHA is working with VDOT and County staff to hang banners and light the trees along Lee Highway with solar lights, and is also working with local businesses to light the corridor retail fronts.

The Events Committee has agreed on the activity venues, each with a theme, music, and food in support of the campaign, Shop Lee Shop Local. They include –

(Open Page Books has declined to be a venue, as they are holding an event the week before the festival.)

Venue 1 Lee Arts Center/Shop for the Holidays Like a Local (holiday music, holiday market with crafts/pottery, wreath making, card making, Emily Sings Holiday Books to children)

Venue 2-Lee & Harrison Plaza Shopping Center/Music, Magic & Puppies (Petco/Lucky Dog puppy adoption, dog act, magician, music, District Taco, Wild Bird Unlimited Holiday display, Duck Donuts, Chill Zone Coffee)

Venue 3-Langston Brown Community Center with Fire Station 8 & Heidelberg Bakery Learn History like a Local (celebration of Hall's Hill fire fighters, historic FS 8, Calloway Church cemetery, lighting the sculpture, civil rights/Stratford School boards, and fire truck Santa and photos, face painters, grilling and donuts from Heidleberg)

Venue 4-Lee Heights Shopping Center & Arrowwine Auction-Have hired an auctioneer; LHA is seeking auction items with all proceeds going to LHA

Venue 5-Cherrydale Historic Fire Station/Shop Like a Local (local and legacy businesses featured including AED assistance with entrepreneurs and BIZ Launch info, lunch with Fireman Santa by Cherrydale Asian businesses, MFM bags giveaway, music by Two Blue Band)

Venue 6 - Lyon Village Shopping Center/"Think Forward" (large white tent featuring 'ask me about LHPI and Lee Highway of 2050 boards/staff as part of kick-off, boards of County award winning buildings, to include outside the tent a static display of 'Olle,' the shared autonomous vehicle owned by Local Moters, E-scooters, and rides from the Sprynt circulator.

Board members promised to assist with recommendations for volunteers, musicians, and other vendors. Lucia and Sandi agreed to prepare a map of the venues and two sponsorship forms –

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one for major donors and one for local businesses. The forms will be provided to Board members, to facilitate participation by local retailers.

Agenda Item 6: Other Business

Susan Soroko reported that Virginia Tech has expressed interest in continuing the Legacy Business project completed last year. Sandi and Lucia are working with them to consider possible options or opportunities.

There being no further business, the Board meeting was adjourned at 8:15 p.m.