



Quarterly Report

FY2020 Q3

January - March 2020

GOVERNANCE



Board of Directors Meeting - Jan. 23

Held Annual Election. Re-appointed Sandi Chesrown, Michele Horwitz Cornwell, and Peter Bota. Elected Elaine Furlow to the Board. Discussed recent activities of Committees, upcoming events, and advocacy efforts.



LHA Committees

Housing Committee – Jan. 22
Events Committee – Feb. 5
Planning Committee - Jan. 15, Feb. 19
Planning Committee Working Group - Feb. 14
Transportation Committee/VDOT Briefing – Feb. 19



Financial Management

Wendroff Associates Quarterly Review of Accounts, 1099 Preparation.
Began planning for annual Broadview Fundraiser.

EDUCATION



Make No Small Plans

Joined teachers at Dorothy Hamm Middle School to plan the Spring course. Met with Michael Foster to begin planning the final project. John Bachmann, Vice President at AECOM, gave a lecture on Smart Transportation of the Future on Feb. 25.



VHDA Grant Application Planning

Partnering with the Alliance for Housing Solutions and in coordination with Arlington County to develop a proposal for a multi-phased initiative aimed at increasing information about “missing middle housing” in communities along the Lee Highway Corridor to be funded by the Virginia Housing Development Authority.

ECONOMIC DEVELOPMENT



#ShopLocal #ShopLeeHighway

Interviewed Dominion Electric’s Matt Rowan about the business’ renovation and rebranding. To support Lee Highway businesses impacted by the COVID-19 shutdown, LHA encouraged community members to #ShopLocalFromHome by ordering delivery or curbside pickup, or purchasing gift cards. Information was shared via LHA’s website and social media sites.



Arlington Economic Development (AED)

Promoted and attended Small Scale Manufacturing: Economic Growth and Diversification event.
Regularly attended EDC meetings
Outreach and information dissemination for COVID-19.



Building Partnerships

Met with BIDS and Partnership leadership to discuss county-wide issues.



Small Business Signage

Participated in the Chamber of Commerce’s Government Development Committee virtual meeting with Bob Duffy and Arlova Vohmn to discuss improvements to the sign ordinance.



Proposed Developments

Worked with use permit applicants, landowners, and brokers to provide community feedback and guidance. *McDonalds, Dominion Electric Supply Company, Kensington Senior Living, Children’s House Montessori*

PLAN LEE HIGHWAY



Open Design Studios

Hosted bi-weekly at LHA
Chance for public to speak with CPHD’s Project Manager, Natasha Alfonso-Ahmed.



Public Symposium – Jan. 31 & Feb. 1

Participated in the two day event to discuss the Existing Conditions Report and promoted the #ShopLeeHighway campaign.



Property Manager Breakfast – Feb 21

Hosted a breakfast for building owners and property managers to discuss the 2020 Census and Plan Lee Highway.

ADVOCACY



Stormwater Resiliency & Management

Advocated for VA Senators to support Budget Amendments 373#7S and 373#10S which would provide \$10 million in funding for the Shoreline Resiliency Fund.



Missing Middle Housing

Joined as a partner organization for the Missing Middle Study.



Historical African American Cemeteries Legislation

Advocated for VA-HB379, which added three cemeteries to the list of cemeteries that qualify for funding from the Virginia Department of History Resources. Calloway Cemetery and Mount Salvation are both on Lee Highway.



Census 2020

Researched contacts for all multi-family building owners and property managers. Hosted a breakfast for those owners and managers to discuss Census and PLH. Also provided the research to AED to use in COVID-19 outreach.



Housing Master Plan Update

Met virtually with Russell Schroeder to discuss possible changes to Lee Highway corridor scoring during NOFA.



Vision Zero

Participated in Vision Zero as a partnership organization.

PLACEMAKING



Bike to Work Day Planning

Participated in COG Pitstop Manager Training. Worked with Bike Arlington on a Bike to Lee Highway Businesses map. Built a webpage for the event.



Earth Day Every Day Planning

Partnered with Lee Arts Center, Arlington Parks and Recreation, Virginia Tech, Tim Beatley of UVA, Arlington Artists Alliance, Anne Cronin and Linda Murphy of McEarney Realtors, Arlington Federal Credit Union, CPHD, AED, EcoAction, Classic Cottages, Flare, and VDOT to finalize the planning and funding of a two day celebration of biophilic design and sustainable technology, transportation, and housing of the future.



Placemaking Salon - March 5

Hosted a happy hour with special guest speaker Kris Krider, leader of the Urban Design section for Arlington County Planning, that delved into how excellence in design can transform places to increase vibrancy and community interaction. Had 60 in attendance.



Cowboy Cafe & GMU Mural Collaboration

Coordinating the design and procurement of a student-designed mural for Lee Highway's Cowboy Cafe.



Roderick Turner Mural

Working with the John M. Langston Brown Civic Association leadership and McDonalds on the restoration or replacement of the 1992 Roderick Turner Mural that was damaged by a McDonalds snowplow.

COMMUNICATIONS

Social Media



20 Instagram Posts



12 Businesses Featured



12% Average Engagement Rate



197 followers ^ 3%



243 followers ^ 5%



206 followers ^ 35%

Newsletter



30 new subscribers



Open rate 25%



Click rate 5%