

















Quarterly Report








FY2020 Q1
July – September 2019

GOVERNANCE	 Leadership Changes – Effective October 1	Executive Director <i>Ginger Brown</i>	Board President <i>Scott Matties, AIA LEED-AP</i>	Planning Committee Chair <i>Pamela Gillen, AIA</i>	
	 Financial Management	Wendroff & Associates, CPAs <i>Accounting firm contracted in July</i>	Quickbooks online account <i>With set-up and training by Wendroff</i>	New Financial Management Policy & Procedure.	
	 LHA Committees	Housing Committee – July 16 <i>Discussed draft HCD Update (May 21, 2019) and made recommendations to Board of Directors.</i>	Events & Fundraising Committee – September 5 <i>Discussed Oktoberfest Event Plan and preliminary 2020 event schedule. Minutes</i>	Transportation Committee/VDOT Briefing – September 11 <i>Received updates on current projects. Cherrydale CA submitted inquiries/requests for additional parking, bike lanes, and speed limit reductions. VDOT cleaning out drainage system at Lee Highway/Spout Run.</i>	Community Advisory Committee – August 19 <i>Discussed flooding/stormwater management solutions and next steps, including updating Guiding Principle on environmental sustainability.</i>
		Arts & Culture/Heritage Sub-Committee – September 19 <i>Agreed to collaborate on Spring 2020 Hall's Hill Walking Tour for 'Make No Small Plans' project at Dorothy Hamm MS.</i>	Finance Committee – September 11 <i>Drafted new Financial Management Policy & Procedure. Approved by Board on September 19.</i>	Planning Committee – September 12 <i>Reviewed Children's House Montessori application, The Children's School revisions, and VINCI Day Care. Recommend that The Children's School revised drawings and VINCI application move forward.</i>	
	 Board of Directors – September 19	<ol style="list-style-type: none"> 1. Discussed housing, transportation, and stormwater management solutions with County Board Member, and LHA Liaison, Katie Cristol. 2. LHA Board agreed to send a letter to County Board stating that the six Housing Conservation District (HCD) clusters in the Lee Corridor should be part of the Plan Lee Highway planning study, including height and density, and the recommendations of PLH should supersede the HCD recommendations. 3. Supported Cherrydale's request for metered parking on the 2200 block of Lee Highway to address increased demand from day care facilities. Supported the Planning Committee's recommendation that the County Planning staff also review the VINCI and Montessori day care applications to better assess the implications of peak period (drop off and pick up) traffic. 			

EDUCATION	Make No Small Plans
	Received \$3,700 grant from the Shooshan Family Fund at the Arlington Community Foundation to launch urban planning curriculum at Dorothy Hamm Middle School to run concurrently with Plan Lee Highway and gain insight from two 7th grade civics classes on their vision for the future. Grant Proposal

PLAN LEE HIGHWAY	 Open Design Studio Hosted bi-weekly at LHA <i>Chance for public to speak with CPHD's Project Manager, Natasha Alfonso-Ahmed.</i>	 Working Group Meeting – July 10 AECOM consultants presented information on Existing Conditions. Summary
	 Focus Group Meeting – July 19 Following up on April's focus group with community residents, consultants met with property owners/developers to discuss corridor conditions and their concerns.	 August Newsletter – August 29 PLH Chair and Vice Chair, both active participants in LHA, reported on PLH's progress and upcoming initiatives in the County's PLH Newsletter.
	 Chair & Vice Chair Community Outreach Met with Community Forum and School Board members, including Barbara Kanninen and Reid Goldstein, to discuss concerns.	 Coordinated Outreach w/ County County Planning staff presented boards and information on PLH at LHA's Mural Celebration and Oktoberfest.

PLACEMAKING	David de la Mano Mural Project – September 23 – 30 @ KH Art Framing <i>Sponsored by LHA, Arlington Arts, Spain Arts & Culture, JBG Smith, KH Art & Framing, Long & Foster, Potomac Paint, BCN Homes Leveraged \$3,000 in matching funds, raised \$3,500 in cash sponsorships, received \$2,172 in-kind donations</i>	
	 September 25 - Mural Celebration at Long & Foster, 83+ attendees	 September 30 - Ribbon Cutting w/ County Board Member, Erik Gutshall, 25 attendees
	Oktoberfest – September 28 @ Marymount Farmers Market <i>Sponsored by Betsy Twigg (McEneaney), Sullivan Lawn Maintenance, Lebanese Taverna, Kingsbury Chocolates, Heidelberg Bakery</i>	
 ~ 400 attendees ↑ 35% from 2018	 \$1,689 raised to support LHA & Marymount Farmers Market	
Fire Station 8 Public Facilities Review Committee – September 18  During review of current design, LHA advocated for changing building form to allow public entryway on Lee Highway and streetscaping to provide shade and enhanced walkability along the corridor.		

COMMUNICATIONS	Communications Staff June – August: Intern, Vanessa Guzman <i>William & Mary student</i>		July 1: Communications Manager, Amanda Lovins <i>Permanent, part-time position</i>
	e-Communications  Organized 1,000+ contacts		 First MailChimp e-newsletter sent on September 17
	 Open Rate 37.4%		 Click Rate 13.8%
Social Media  179 followers ↑ 17%		 223 followers ↑ 10%	 106 followers ↑ 38%

Upcoming

- 'Light the Night' Halloween festival – October 26
- Plan Lee Highway Community Forum at Washington & Liberty – November 2
- "Learn From This Place: Bringing Arlington to Hall's Hill" Walking Tour – November 16
- 'Selfies with Santa' Holiday event – December 7
- Holiday Social Media Campaign #ShopLocal #ShopLeeHighway – November & December

WWW.LEEHIGHWAYALLIANCE.COM 4620 LEE HIGHWAY, ARLINGTON, VA, 22207

LHA is a 501(c)(4) nonprofit organization formed to create a joint community vision for a more economically vibrant, walkable, attractive Lee Highway corridor. Our fiscal year runs July 1 – June 30. Quarterly Reports are published in October, January, April, and July.