

**Minutes – Lee Highway Alliance (LHA) Working Group on Renaming Lee Highway (Second Meeting)
September 30, 2020 (virtual meeting via Zoom)**

Draft Minutes prepared by Paul Holland (LHA CAC, Steering Committee, and Working Group Member)

Working Group Members Present (24) (alphabetical order/*also Steering Comm.)

1. Grace Abi-Najm Shea, Co-owner, Lebanese Taverna
2. Bill Braswell, LHA CAC & Tara Leeway Heights CA
3. Ginger Brown, LHA Co-founder & Executive Director*
4. Mike Cantwell, LHA CAC, President, Yorktown CA, Civic Federation Board
5. Sandi Chesrown, LHA Co-founder & VP, Vice Chair Plan Lee Highway, VP, Waverly Hills CA*
6. Lynn Coates, Arlington Artists Alliance, Arlington Commission for the Arts
7. Elaine Furlow, LHA Board & Chair, LHA Communications Committee*
8. Saundra Green, LHA CAC & Calloway Church
9. Lauren Harris, Owner, Little Ambassadors Day Care
10. Michael Hogan, LHA CAC, Old Dominion CA
11. Paul Holland, LHA CAC, Chair Plan Lee Highway, VP Waverly Hills CA*
12. Wilma Jones, LHA CAC, President, John M. Langston CA
13. Jeff Joseph, Board Member, R.E.A.D., President of SHA
14. Minneh Kane, Member, Arlington Engagement Brigade and Woodmont Civic Association
15. Diane Kelly, LHA CAC & President, Waycroft Woodlawn CA
16. Ben Keeney, LHA CAC & North Highlands CA
17. Anika Kwinana, Chair, Arl. Co. Commission for the Arts, Founder/Steering Committee, Arlington for Justice, Black Lives Matter
18. Maia Potok-Holmes, LHA Communications Manager*
19. Richard Price, LHA CAC Woodmont CA, LHA Board, Arl Co. Transportation Commission
20. Andrew Rude, LHA CAC & Lyon Village CA
21. Julius Spain, President & Regional VP, Arlington Branch NAACP
22. Jim Todd, LHA CAC & President, Cherrydale CA
23. Matt Weinstein, LHA Board, Chair of Working Group
24. Tom Wolfe, LHA CAC, Leeway Overlee CA, LHA Board

Working Group Members Absent (1)

1. Annie Moyer, Co-owner, Sun Moon Yoga Studio, Cherrydale

Welcome & Call to Order

The meeting was called to order by Matt Weinstein, Chair, at 6:32 pm. After welcoming the participants, Matt recognized Matt de Ferranti, member of the Arlington County Board.

Comments by Matt de Ferranti, County Board Member and Liaison to LHA

Wanted to say hello and thank each of you for joining this Working Group. Each of you know what an important moment and role this Working Group is going to play in our story and where Arlington as a whole is headed. I've listened and had conversations with Sandi, Matt, Paul, and Ginger. I know that this is a group that is ready to roll up your sleeves. I am grateful and this is important for us to strongly support the direction you've headed as the Board. We need to make it a welcoming road. I've tried to stay in touch with leadership, convey that it is important, and move all the work that the civic leaders have done over the past few years. Thanks to each of you for doing this.

Introductory Remarks from the Chair

The Chair thanked Mr. de Ferranti for attending. Next step is to review the agenda and begin the process to move forward with the agenda. Chair reviewed the agenda.

Meeting minutes were moved and seconded by the Working Group. The approval of the minutes from Meeting #1 on September 16 (not 9) was unanimous.

Charge Reaffirmation & Continuing Transparency

The Chair discussed the elements of the charge, including reviewing the rules of engagement and the meeting norms and zoom norms.

The Chair highlighted the Working Group's continued transparency and the importance of engaging with the Community on the renaming effort. Recordings of each meeting are live streamed on Facebook and the recording will be available on the LHA website. The LHA website will continue to be updated as the process moves forward. This is an important element to the long-term success of the renaming process.

The Steering Committee (SC) followed up on a number of items requested by WG members at the September 16 meeting. Those were identified by the Chair and included: expanding outreach through mailers and advertisers, creating message points and a one-pager for the community, keeping a detailed list of all names submitted, working with the County Manager's office to discuss effective ways to reach out on sensitive equity issues, and developing a survey for the school principals to use in engaging students to recommend names.

After the September 16 WG meeting, the SC learned that a Five Year Rule could apply to renaming Lee Highway, i.e., County Board, not the State, has a policy for schools and parks that prohibits naming structures/places after people who died less than five years ago. The SC will continue to investigate this rule and report back at the October WG meeting.

The Chair reviewed the schedule going forward. These include meetings on October 21, December 2, and January 13 if needed. Advisory Group (AG) meeting dates were also presented to the Working Group, i.e., October 7 - Branding AG, October 14 – Institutional AG, November date to be determined – Business, Neighborhood, and Transportation AGs.

Community Engagement and Community Buy-In

The Chair highlighted the groups that have provided ideas for name. These include a number of (delete-civic) organizations, including: NAACP, Calloway Church, Cherrydale Citizens Association, Residences at Lyon Hill, Yorktown Civic Association, Lyon Village Citizens Association, and others. There has been significant business outreach with a survey answered by 21 different businesses, including Little Ambassadors Day Care and Lebanese Taverna.

The Chair also noted that the SC is working on a way to do public polling from October 23-November 30, and is recommending that the Long List be more like 20 rather than 10 names.

Question and Answer

Tom Wolfe asked which businesses along Lee Highway were surveyed. Ginger Brown responded that the LHA sent out short survey, and that it will be posted and shared with the WG.

Minneh Kane asked whether it is possible to indicate which person or organization proposed the name. Most of the names that were received were names in the abstract. Could there be a short statement as to the context as to why the name was being proposed? Ginger Brown that more than 100 names have been received to this point. If we have an organization who has proposed a name, then we can provide that when possible. LHA Staff will do some research and provide definitions for the names and send out the list every Friday – it will be alphabetized and perhaps categorized.

Richard Price asked if the Key Elementary School principal was contacted, as Key is a very diverse school. Ginger Brown responded that the focus was on Swanson and Dorothy Hamm Middle Schools but will send the information to Key Elementary – Richard agreed to send contact information.

Jim Todd asked whether a currently living person was eligible for naming. LHA responded that the rule applied to parks and schools. However, there is more clarity needed on the rule and this is an ongoing discussion.

JD Spain responded to Minneh Kane's question and stated that the NAACP is ready to provide additional information on the names that the organization submitted at the appropriate time.

Jeff Joseph understands that the 5-year rule is undergoing more research. Ginger Brown that this is a County Board policy and not a rule or state law.

Overview of Process

The Chair outlined the process options and timeline for the Working Group's next steps. This includes moving forward and winnowing down the potential names. The SC has provided a list of draft criteria and rules, but these are in draft only to drive discussion. At the last WG meeting, members were asked to review the Draft Criteria and provide feedback. Tonight the WG is being asked to discuss and select the final criteria and rules.

As of the afternoon of September 30, there were 128 name suggestions with more coming in each day.

Prior to October 21, the WG needs to figure out a way to reduce the Long List of names to a list that from October 23-November 30 will go out for community input. The Chair presented three ideas for winnowing down the names:

1. Steering Committee
2. Subcommittee
3. Full Working Group

Original draft criteria were reviewed by the Chair. Then the Chair introduced suggested rules that the Working Group could adopt when considering a name. These include:

1. Name does not include the word Lee,
2. Name is not a joke.
3. Name is not already used for another road or street in Arlington,
4. Name is not insensitive, hurtful, or divisive,
5. Name will be considered separately from the type of road that would follow the name, so as to not dilute the vote for a specific name.

The Chair discussed revised criteria and noted that a name does not have to satisfy all of the criteria.

At the October 21 Working Group Meeting, recommendations from the Branding and Institutional Advisory Groups (AGs) will be presented and discussed. At the December 2 meeting there will be recommendations from the Business, Neighborhoods, and Transportation AGs. The Advisory Group members include specialists with topical expertise.

The Chair also mentioned that the Steering Committee recommends two voting options – either simple majority vote or rank choice voting which would include the use of software to figure out the allocations.

The Chair concluded that there are three action items for the WG tonight:

- a. Vote on the criteria,
- b. Vote on the rules,
- c. Vote on the type of method – who does the work to reduce the Long List to a Shorter List according to the criteria and rules?

Question and Answer

Jim Todd proposed giving the Steering Committee or Subcommittee the responsibility to narrow the names down to 40 names. Ginger Brown responded that a good number for the Long List might be 50. LHA would come back with a report and then do real-time survey during the next working group to cull the names down. This would be done during the October 21 meeting.

Diane Kelly asked if the submitted names will include additional information. It creates a significant amount of work, without the justification for submitting the names. Staff understands it will be a lot of

work, but it is worth taking the time to research the names and ensure that everyone understands the names. Ginger highlighted the use of the suggested rules for narrowing down the proposed names.

Sandra Green asked how many people are on the Steering Committee. Ginger Brown answered that there are six.

(Note for the record: Members of the SC are three LHA Board members – Matt Weinstein, Elaine Furlow, Sandi Chesrown, one LHA CAC member and the Chair of Plan Lee Highway – Paul Holland, and two LHA staff – Ginger Brown, Executive Director and Maia Potok-Holmes, Communications Director.)

Mike Cantwell asked about the role of the Steering Committee. Ginger Brown responded that usually the County

Staff would be taking on the administrative role that is currently being done by the Steering Committee. Everything that is being presented to the Working Group is a draft for the WG's consideration to revise at will. Mike Cantwell requested that the Working Group should be the ones to write the criteria and rules.

Lauren Harris agreed that the WG should have more say. She stated that the Steering Committee is providing the foundation for the activities of the Working Group. The WG should have the power to change the rules and criteria and handle the names.

Jeff Joseph confirmed that the Working Group will establish the rules. The Committee will then take a first cut at winnowing the list. The proposed process seems to be effective and efficient. Lauren Harris agreed with the comment made by Jeff Joseph.

Mike Cantwell asked that the Working Group use approval voting to cull the list, similar to a Doodle Poll.

The Chair confirmed that everything the SC submits to the WG is in draft and change changed by the WG, and that the goal of the meeting on October 21 will be to take the first cut of the proposed name.

Sandra Green asked if the Subcommittee can be combination of Working Group and Steering Committee meeting.

Anika Kwinana asked for a point of order on raised hands to clarify who is speaking. Maia responded that she is the only one on the call who can see all the names and hands.

Minneh Kane asked to review the slide that shows the proposed rules. Rules 1, 3, and 5 are objective. Rules 2 and 4 are a little more subjective. There is subjectivity in suggested rule #4 in particular. Perhaps the Steering Committee could focus on rules 1, 3, and 5.

Anika Kwinana asked if the meeting materials could be provided in advance. Anika agreed with Minneh Kane that the Steering Committee could weed out the objective issues. That would then allow for the robust discussion and decisionmaking on the potential names.

Following a vote of the Working Group, a majority supported creating a Subcommittee to winnow the names.

Process for Voting and Rules Discussion

The Chair presented the five proposed rules and the six proposed criteria.

Anika Kwinana stated that welcoming to all people and businesses would be difficult to achieve and the word “all” in the first criteria was a challenge. Proposed alternative language was “Name is welcoming.”

Jeff Joseph proposed that there should be a rule that “name should not be a racial slur or insensitive, hurtful, or divisive.”

Minneh Kane agrees with Jeff Joseph that we should be specific about what we’re talking about.

Mike Hogan asked what the difference is between a rule and criteria. The rules were identified as a practical way to reduce the list. The criteria would facilitate objective discussion.

Sandi Chesrown suggested that we add a sixth rule, which would state that the new name would not include Highway. This rule would be “name does not include Highway.”

Minneh Kane restated that rules 1, 3, and 5 are very subjective. Maybe we should set aside the names that are “jokes” under rule 2, and have the full subcommittee review them. Maia Potok-Holmes suggested that the current rule 2 move to be a criteria.

Wilma Jones asked if the names that were submitted with Highway will still be considered. Ginger Brown confirmed that the current rule 5 allows for the names to be considered separately.

Richard Price suggested that we focus our efforts on the first name, the more complicated name. Then add the street designation after selecting the more complicated name.

Sandi Chesrown clarified that we want to use a more welcoming road type than highway eventually, but we don’t want to remove any suggested names just because they are submitted using the name “highway.”

Mike Hogan asked if we can weight criteria and not treat all the criteria evenly.

Bill Braswell asked if the County Board and Commonwealth Transportation Board have been provided guidance. Sandi Chesrown responded that the Steering Committee is working closely with County Board members who have asked that there not be any outreach to the CTB or other jurisdictions at this time.

Sandra Green recommended that the text change to: Name is not racially, culturally, sexually or ethnically offensive and that the SC consider names separately from road types.

Action: The revised rules were motioned and seconded. There was unanimous approval except for one abstention. The revised rules are:

1. Name does not include, play on, or refer to the word "Lee"
 - i.e. "Spike Lee," "Lehigh Way," or "Lighthouse Harry Lee"
2. Name is not already used for another street or road in Arlington
 - Will also consider/flag other roads in Northern Virginia
3. Name is not racially, culturally, sexually, or ethnically offensive
 - i.e. "All Lives Matter"
4. Consider names separately from road types
 - i.e. "John Lewis Boulevard" becomes "John Lewis" and "Boulevard"
5. Name does not include Highway

Criteria Discussion

Discussion then turned to the draft criteria for the renaming process. The discussion included questions about how the name reflects community and business property owner input. Additional criteria were edited and streamlined.

Minneh Kane asked if there will be a process for weighting the criteria. Diane Kelley recommended that the WG wait to weight the criteria. Jim Todd thought that weighting is too difficult now and can be done more organically, and Mike Hogan, and Mike Cantwell agreed. Minneh said that is fine with her, as long as the names can be justified later. Wilma Jones expressed support for eventually weighting the criteria. Sandra Green said that instead of weighting, perhaps the WG could say that the name has to support at least four criteria.

Action: The Working Group voted to delay a future decision on potentially weighting the criteria to a future meeting.

The criteria were revised based on the discussion of the Working Group.

Action: The motion to adopt the criteria was unanimously approved by the Working Group. The revised criteria include:

1. Name is welcoming
2. Name effectively brands the corridor
3. Name increases public understanding of cultural history and racial equity
4. Name is relevant to Arlington/Northern VA and to place (history, flora, culture, landscape, etc.)
5. Name is not frivolous
6. Name promotes "Main Street" character in accordance with the revisioning under Plan Lee Highway.

* A name does not have to satisfy all criteria

The conversation turned to the voting options – simple majority vote v. rank choice voting. Mike Cantwell volunteered to provide the software for the rank choice voting. Jim Todd noted the value of rank choice is that you don't want the majority of people hating the number one choice.

Action: A motion was made and seconded to use rank choice voting for the final vote on 20 names, and this was approved.

Schedule for 2020 WG Meetings – all are at 6:30 pm on Wednesdays

- **Completed: Meeting 1 – September 16** (introduction to members and process)
- **Completed: Meeting 2 – September 30** (discussion/selection of rules, criteria, voting method for voting to reduce the Long List to a Shorter List of names) ○ *Subcommittee members will volunteer to review submitted names and winnow the list to 50 possible names-Anika, Jim, Lauren indicated interest in being on the subcommittee. LHA staff will send out an invitation tomorrow.*
- **Meeting 3 – October 21** (discussion/narrow list to names to be vetted with the public) ○ *Polling Process – Shop Lee Shop Local Campaign with local businesses*
- **Meeting 4 – December 2** (select top choice and two to four alternatives); send to LHA Board, to send on to the County Board

Concluding Remarks

The Chair thanked everyone for their participation and invited members to the next WG meeting at 6:30 pm, September 30, 2020.

Meeting Adjourned – 8:43 pm