



## **BOARD OF DIRECTORS MEETING**

**July 17, 2018 7:45 AM  
BUP Conference Room**

### **AGENDA**

- 7:45**            **Welcome** (*Robert Donohoe*)
- 7:45**            **Approval of Minutes**
- 7:45-7:50**      **Marketing/Arts & Entertainment** (*Stephanie Coppula*)
- 7:50 – 7:55**    **Maintenance** (*Jeff Burton*)
- 7:55 – 8:00**    **Transportation** (*Kristen Blackmon*)
- 8:00 – 8:20**    **Financial Report:** (*Greg Rooney/Finance Committee*)
- Financial Statements – June 30, 2018
  - Designated Funds
  - FY19 Operating Budget
  - FY20 Budget Request
- 8:20 – 8:30**    **Executive Director Report** (*Rick Ammirato*)
- BUP Reauthorization – OLO Update
- 8:30 – 8:40**    **Chairman’s Report** (*Robert Donohoe*)
- 8:40– 8:45**    **Other Updates/New Business**
- 8:45 – 9:00**    **Executive Session – 360 Review**
- 9:00**            **Adjourn**

# **BETHESDA URBAN PARTNERSHIP, INC.**

## **Minutes of the Board of Directors Meeting**

**July 17, 2018**

**Board Members Present:** Robert Donohoe, Debbie Michaels, Greg Rooney, Jack Alexander, Elaine Joost, Andy Jones, Sarah Wolek and Ken Hartman (via conference call)

**Staff Present:** Rick Ammirato, Jeff Burton, Stephanie Coppula, Jeff Oyer and Kristen Blackmon

**Guests Present:** Derrick Harrigan - BCC Regional Services Center, Ginanne Italiano – Greater Bethesda Chamber of Commerce

**Call to Order:** Meeting called to order at 7:45 a.m. by Robert Donohoe

Robert Donohoe opened the meeting by noting that this was the first meeting of the new fiscal year which started on July 1. R. Donohoe thanked Jack Alexander for his leadership as Chair this past year. R. Donohoe also thanked the staff for making the past year a very successful one. R. Donohoe referred to the Strategic Plan binder that was passed out to each Board member, noting that a lot of hard work went into it and that it was a very good document moving forward.

### **Minutes:**

Robert Donohoe asked for a motion to approve the minutes from the previous Board meeting. A motion was made and seconded to approve the June 19, 2018 Board of Director's meeting minutes with the suggested change. The motion passed unanimously.

### **Financial Report:**

Greg Rooney noted that the financial statements for the year ended June 30 were pretty much right on target with what had been projected with BUP ending the year with revenue over expenditures of a little over \$132,000 compared to the projection of \$139,000.

G. Rooney reported that BUP's audit in the past has shown a large fund balance and a large cash balance and that the County sees these balances and makes the assumption that BUP has enough money to fund many of the items they are requesting budget increases for and they don't need to provide additional funding. The facts are that most of this cash balance has been generated from funds raised above and beyond the County contract and has historically been used for vehicle and equipment replacement because the County contract does not provide funding for these items. In order to show the County that these funds have a specific purpose to be used for and not just excess cash, the finance committee is recommending that \$450,000 of the cash balance be designated by the Board to fund specific items. \$300,000 will be designated for equipment purchases and \$150,000 would be designated for special projects. A handout was provided that gave examples of what type of expenditures would fall under each category. G. Rooney indicated that the Board would vote on actually spending monies from each one of these designated accounts and that these designations could be moved around if need be. After a brief discussion a motion was made and seconded to designate \$300,000 for equipment replacement and \$150,000 for special projects. The motion passed unanimously.

G. Rooney presented the proposed FY19 operating budget to the Board that had been reviewed and discussed by the finance committee. On the revenue side there was no change in the County contract and there is the elimination of \$117,000 from the elimination of the trash contracts in Silver Spring and

Wheaton. Other than corresponding reductions in expenditures to make up for the elimination of the trash contracts, there was very little change in FY19 expenditures in marketing, maintenance or administration over FY18. A motion was made and seconded to approve the proposed FY19 operating budget. The motion passed unanimously.

G. Rooney provided a document of the proposed FY20 budget request to the County that had been discussed and approved by the finance committee. G. Rooney noted that the request included increases in funding for sidewalk repairs, marketing events, fixed costs for rent and insurance and also a cost of living and performance-based increases for employee salaries. Ken Hartman noted that he felt that the request went into too much detail and should just include summary numbers that correspond to the five different categories that BUP receives funding for. There was some discussion as to how much detail BUP should actually provide in their request. A motion was made and seconded to approve the total funding request amount of \$168,321 and that BUP staff would work with K. Hartman to determine the best format to present the narrative to the County. The motion passed unanimously.

Rick Ammirato noted that staff had another meeting with the analyst from the Office of Legislative Oversight (OLO) who is putting our report together in connection with our five-year reauthorization. The plan is to have the report completed in time for the current standing County Council to be able to vote on the reauthorization in the fall. The analyst and other OLO staff members have been going around the urban district talking to various business members about BUP and the feedback has been great. They are sending interns out to talk to businesses, residents and visitors in order to specifically evaluate BUP's Ambassador Program. R. Ammirato asked K. Hartman if there was anything he knew of at the County level that might be generating this added focus on the Ambassador program. K. Hartman noted that the OLO works for the County Council and not the County Executive and they do their own thing with guidance from the members of the Council. K. Hartman indicated that his conversations with the OLO analyst indicated that this evaluation was just something extra they decided to do this time. BUP will provide OLO with all of the documentation about the Ambassador Program and logs of interactions with the public on a daily basis. The draft of the OLO report will come to BUP first. We will provide it to the Board and BUP will have a collective chance to comment and respond to the draft report back to the OLO.

### **Marketing Report:**

Stephanie Coppola reported that Fox 5 News would be coming to Bethesda on Friday, July 27 to do a live broadcast on Bethesda Lane for five hours. BUP is helping to coordinate this event and will be working on scheduling live shoots from various businesses throughout Bethesda including the Taste Diner and Fresh Baguette. A couple of local restaurants will also bring food to Bethesda Lane to have their restaurants highlighted live during the broadcast. Jane Fairweather and Juan Pineda (3 Bethesda Metro muralist) will also be interviewed during the broadcast.

S. Coppola noted that all of the documents have been signed to move forward with the mural project on Triangle Towers. This includes \$40,000 for Southern Management and \$35,000 from Park and Planning. The solicitation to artists to apply to do the project will begin this week.

S. Coppola reported that the last outdoor music concert at Veterans Park is this week and that the Outdoor Movie Series will be held next week. BUP is also partnering with Naval Support Activity Bethesda to go to their National Night Out on August 7. Staff and six local residents will be on sight at the base to hand out materials and provide food for the attendees.

### **Maintenance Report:**

Jeff Burton reported that his crew is installing the floors at Triangle Studios this week.

J. Burton noted that the maintenance report has a report on the Circulator numbers for the past years and also the last several years. Monthly ridership is still averaging approximately 35,000 riders per month. The new bus has been on the route for about a month and this has pretty much eliminated the need for replacement coaches.

J. Burton reported that the fountain at Veterans Park is back up and running.

J. Burton then read another story about a positive encounter that the Ambassador Team had with the public. The story was about a passport that was found by the Ambassador Team while they were providing trash removal during the weekend. The team contacted the person who had lost her passport and returned it to her.

### **BTS Report:**

Kristen Blackmon reported that The Donohoe Companies was recognized at a recent Council of Governments Commuter Connections awards ceremony. BTS worked with Donohoe to submit a nomination and they won an award for their support of employees for their education and marketing program to employees about alternate transportation programs and subsidies.

### **Chairman's Report:**

Robert Donohoe asked if there was any update on artists to occupy the new Triangle Arts Studio. S. Coppula noted that the deadline to apply was next Friday. Staff has been meeting with potential artists and giving them a tour of the space.

R. Donohoe noted that coming up in the fall and winter are two events that will require some substantial planning. One would be a 25<sup>th</sup> anniversary event that would occur sometime next year. The second would possibly be another Board meeting in December where we would invite past chairs as we did this past year. The consensus of the group was that it was a good event and that we should plan on doing it again at maybe a different location. R. Donohoe asked that the staff compile and circulate a list of potential dates and venues for the December Board meeting. It was then suggested that the 25<sup>th</sup> anniversary could be more of a year-long event instead of just one big event. S. Coppula noted that this is how BUP has done anniversaries in the past. R. Donohoe ask S. Coppula to circulate a list or summary of what were some of the ways we have celebrated earlier anniversaries.

### **Other Business:**

At 8:50, there was a motion made and seconded to adjourn the BUP Board meeting and move into an executive session to discuss the 360 review of the Executive Director. The motion passed unanimously.

**Next Meeting:** September 18, 2018



**BOARD OF DIRECTORS MEETING**  
**September 18, 2018 7:45 AM**  
**BUP Conference Room**

**AGENDA**

- 7:45**            **Welcome** (*Robert Donohoe*)
- 7:45**            **Approval of Minutes**
- 7:45-7:50**      **Marketing/Arts & Entertainment** (*Stephanie Coppula*)
- 7:50 – 7:55**    **Maintenance** (*Jeff Burton*)
- 7:55 – 8:00**    **Transportation** (*Kristen Blackmon*)
- 8:00 – 8:20**    **Financial Report:** (*Greg Rooney/Finance Committee*)
- Financial Statements – August 31, 2018
  - FY18 Audit
  - FY20 Budget Request Update
- 8:20 – 8:30**    **Executive Director Report** (*Rick Ammirato*)
- OLO Reauthorization Update
  - Wayfinding
- 8:30 – 8:40**    **Chairman’s Report** (*Robert Donohoe*)
- 8:40– 8:45**    **Other Updates/New Business**
- 8:45 – 9:00**    **Executive Session – 360 Review**
- 9:00**            **Adjourn**

# **BETHESDA URBAN PARTNERSHIP, INC.**

## **Minutes of the Board of Directors Meeting September 18, 2018**

**Board Members Present:** Robert Donohoe, Debbie Michaels, Jane Fairweather, Greg Rooney, Jack Alexander, Elaine Joost, Patrick O'Neil, Andy Jones, Sarah Wolek, Ken Hartman and Samir Paul (via conference call)

**Staff Present:** Rick Ammirato, Jeff Burton, Stephanie Coppula, Jeff Oyer and Kristen Blackmon

**Guests Present:** Margaret McDowell, Gail Slater

**Call to Order:** Meeting called to order at 7:45 a.m. by Robert Donohoe

### **Minutes:**

Robert Donohoe asked for a motion to approve the minutes from the previous Board meeting. A motion was made and seconded to approve the July 17, 2018 Board of Director's meeting minutes with the suggested change. The motion passed unanimously.

### **Marketing Report:**

Stephanie Coppula reported that the opening reception for the Trawick was held on September 5 and she thanked all of the Board members who attended. The exhibit will remain in place until the end of September. Approximately 75 people attended the public opening on Friday night.

S. Coppula noted that there is a Yappy Hour scheduled for this Thursday night at Elm Street Park. There will be two restaurants on site serving food and drinks. There will also be live entertainment at the event.

S. Coppula noted that the Taste of Bethesda is scheduled for Saturday, October 6 and there are currently 46 restaurants that will be participating. S. Coppula also noted that this has been a very good year for sponsorship.

S. Coppula reported that the marketing team is finishing up the printing of the Destination Guide and the Annual Report. They will be finalized and available by the Taste of Bethesda. Staff is also working on booking artists for Gallery B for 2019.

S. Coppula reported that the Triangle Towers art project is moving forward. It is a partnership between A&E, BUP, Southern Management and Park & Planning. There was a meeting last week to review the artist's submissions for the mural. There is no final decision yet as one representative from Southern Management was unable to attend.

### **Maintenance Report:**

Jeff Burton reported that the fall sidewalk and curb repairs have been completed. We are conducting an analysis on the cost of these services.

J. Burton noted that BUP is working on a GIS map with the Department of Permitting Services to plot any construction activity. It has a two-fold purpose. One for the public so they can see the projects and corresponding sidewalk closures and also possibly be able to pull up traffic mitigation plans. The second will be for the working group that has been formed in order to plan for truck deliveries and other internal issues.

J. Burton reported that WSSC is basically complete with most of their major water main replacements in the Woodmont Triangle. They are now working on large connections. In the next month or so they will be working to tie everything in. Most of the work is now being done at night because they now have to shut down buildings and streets for periods of time.

J. Burton then read another story about a positive encounter that the Ambassador Team had with the public.

### **BTS Report:**

Kristen Blackmon reported that there are two major events going on this Friday. The first is “Parking Day” where several parking spots within the urban district are being turned into actual parks. BTS will be setting up one of the parks on Norfolk Avenue. The second event is “Car Free Day” which is a regional event. BTS staff will be stationed at the Metro during the morning to thank people for either walking, biking or taking public transportation to work.

K. Blackmon also noted that BTS is finalizing the registration for Walk and Ride. The event runs from October 8th through the 26th. Staff will be passing out packets to participants at Veterans Park prior to the start of the event.

K. Blackmon reported that there are two vacancies on the BTS Advisory Committee. She and Debbie Michaels, along with members of the Western Montgomery Citizens Advisory Board have been interviewing possible candidates to fill these positions. The group selected two candidates to be presented to the BUP Board for approval. The BUP Board was presented with the resumes of the two candidates. A motion was made and seconded to approve the two candidates to serve on the BTS advisory committee. There was no discussion. The motion passed unanimously.

### **Financial Report:**

Greg Rooney noted that the financial statements for the two months ended August 31 were very early in the fiscal year and did not contain any unusual information. G. Rooney noted that there were a few larger variances, but that is typical early in the year as timing of expenses can be somewhat unpredictable. G. Rooney also referred to a new document that will be used for reporting to the County on a monthly basis. This spreadsheet only contains urban district contract revenue and expenses and does not include any financial activity that is raised and expended outside the contract. This makes for a cleaner version when we report to the County exactly how the urban district contract dollars are expended.

G. Rooney reported that BUP’s FY18 audit had been sent out to the Board yesterday for their review. G. Rooney noted that the finance committee had met with the auditor approximately two weeks ago to review and comment on. The finance committee asked questions and suggested several changes to the notes of the audit to clarify some of the information that was presented. G. Rooney specifically referred to page #8 and the bullet that discusses the Board decision to designate \$450,000 in funds for equipment and for special projects. G. Rooney noted that the finance committee is pleased with the results of the audit and the audit firm. G. Rooney noted that the auditor did indicate that many organizations strive to have a reserve balance higher than what BUP currently has. R. Donohoe added that there was really no deficiencies found in the audit and that BUP is in a very good financial position. Debbie Michaels

questioned whether or not a statement expressing this fact should be added to the notes and would that be helpful when the County looks at BUP's financial position. She noted that the County looks at the audit and sees a large cash balance and thinks that BUP does not need any contract increases but if they see BUP really does not have an adequate reserve that the County's thought process may be a little different. There was a brief discussion about the merits of adding this point. A suggestion was made to vote to approve the audit as is with the stipulation that the note on the reserve balance would be reviewed and a modification considered to reflect the fact that BUP's reserve balance does not meet the industry standard. A motion was made and seconded to approve the audit as presented with the stipulation that the finance committee would make the recommended change to the reserve account audit note. There was no discussion. The motion passed unanimously.

G. Rooney noted that the BUP Board had approved the FY20 budget submission to the County and asked if there was any update. Jeff Oyer noted that the Board had approved the dollar request and that staff had worked with Ken Hartman on the presentation. K. Hartman reported that the request has been sent to the Office of Management and Budget and that we will hear something back during the next several weeks.

### **Executive Director Report:**

Rick Ammirato reported that he has been in contact with the Office of Legislative Oversight. We are expecting a first draft of the report within the next several weeks. The OLO has been reaching out to numerous people within the community and with many of BUP's County partners gathering information. BUP will have a chance to review and comment on the report before it is final. We are still hopeful that we will be able to get the report completed and that BUP will be reauthorized.

R. Ammirato noted that staff has met with the Planning Department regarding a Wayfinding program. There have been some changes to staff at the Department. The Planning Department seems very supportive of the concepts in BUP's Wayfinding conceptual plan and they are discussing internally about what type of financial commitment they might be able to make. There was also a meeting with the Department of Transportation parking division that has had to be rescheduled. Once we have all of the partners on board we will come back to the Board with the scope and budget for the design phase of the project. Debbie noted that staff was going to present to the Board an outline of what an RFP for the design portion would look like. R. Ammirato noted that he was hoping to have all partners on Board before putting that RFP together so that they could all have their input on the scope and content.

R. Donohoe questioned the status of the plans for the electronic kiosks for the downtown that BUP had been working on. R. Ammirato noted that the Board had made a decision to roll that up into and incorporate that program with the entire Wayfinding program. R. Ammirato noted that he had a meeting with the vendor last week and they are still excited about moving forward with the project. R. Donohoe wondered if the project was on hold until the design was complete or until the program is actually implemented and that the electronic kiosk plan may be at risk of getting outdated if we wait until the entire Wayfinding project is implemented. R. Donohoe asked for a schedule between now and the next Board meeting of taking us on the Wayfinding design all the way through completion of the installation, and also a schedule that would fast track the electronic kiosks installation and break them out of the overall project. A rough cost estimate would also be helpful. A list of issues the Board needs to be aware of would also be helpful including the agreement with the County that needs to be finalized for the installation of the kiosks. Jack Alexander questioned what was stopping BUP from putting a test kiosk in Veterans Park for a year since it would be revenue neutral and the vendor takes on all of the expenses. Jeff Burton commented that as long as the agreement has been signed off on by the County attorney,



there would not be anything from stopping us. We would have to check with the vendor since their plan is to make money from advertising off of the installation of several kiosks and it may not make financial sense to them to just install one kiosk. R. Ammirato noted that he would check with the vendor to see what was possible and K. Hartman noted he would check with the County attorney to see what it will take to get this contract signed if it is a priority of the Board.

R. Ammirato noted that there is a lot of coordination going on between BUP, Department of Permitting Services and the Department of Transportation regarding the construction going on in the urban district. We are holding weekly construction meetings that are run by DPS.

R. Ammirato also reported that BUP is getting a proposal to do a construction communication campaign and we are looking at that with DPS and K. Hartman's office. We are evaluating the costs and will bring it to the Board if it looks like we want to move forward with the project.

R. Ammirato noted that BUP's parks committee has requested that we set up a meeting with the Parks Department to start talking about their capital budget plan for the parks in Bethesda and how BUP can help with this process.

### **Chairman's Report:**

Robert Donohoe noted that the Board had discussed another meeting in December where we would invite past chairs to attend like last year. R. Donohoe thinks it is a great idea and would like to make sure we set up this event this year to make sure we can get plenty of feedback from all of these well-connected individuals. We will continue to work on that format.

R. Donohoe noted that we are also continuing to look at ideas on how to celebrate BUP's 25<sup>th</sup> anniversary which technically begins next February. S. Coppola reviewed some of the things BUP has done in the past for other significant anniversaries like the 20<sup>th</sup>. S. Coppola will send out a list of things that were done for the 20<sup>th</sup> anniversary.

### **Other Business:**

Jane Fairweather noted that the parks committee had met and located all of the ten parks that Bethesda currently has. J. Fairweather noted that most of the parks are grossly underutilized. The conversation about taking parking lots to develop more parks seems a little premature. J. Fairweather feels there is a need to examine how much the community will use the parks we already have and the onus is on the County and BUP to figure out how to activate and enliven the parks we already have. The committee contacted a vendor that has a large warehouse of items that could be used to set up pop-up parks with a variety of activities. You rent the equipment from them and they manage it. The vendor is providing us a list of the types of things they can do and the associated costs. We will then talk to the Parks Department to see if there is any money available to help fund this program. We could also go to area businesses to see if they would be willing to own a weekend in a park. The parks committee is looking for some form of companion funding source that will help BUP program these underutilized parks.

At this time Robert Donohoe presented Jack Alexander with a plaque of appreciation for his service as BUP chair during FY18 and thanked him for his leadership during the year.

At 8:50, there was a motion made and seconded to adjourn the BUP Board meeting and move into an executive session to discuss the 360 review of the Executive Director. The motion passed unanimously.

**Next Meeting:** November 20, 2018



**BOARD OF DIRECTORS MEETING**  
**October 16, 2018 7:45 AM**  
**BUP Conference Room**

**AGENDA**

- 7:45**            **Welcome** (*Debbie Michael*)
- 7:45**            **Approval of Minutes**
- 7:45-7:50**      **Marketing/Arts & Entertainment** (*Stephanie Coppola*)
- 7:50 – 7:55**    **Maintenance** (*Jeff Burton*)
- 7:55 – 8:00**    **Transportation** (*Kristen Blackmon*)
- 8:00 – 8:10**    **Financial Report:** (*Greg Rooney*)
- Financial Statements – September 30, 2018
  - FY20 Budget Request Update
- 8:10 – 8:25**    **Executive Director Report** (*Rick Ammirato*)
- 8:25 – 8:35**    **Chairman’s Report** (*Debbie Michael*)
- 8:35– 8:45**    **Other Updates/New Business**
- 8:45 – 9:00**    **Executive Session – 360 Review**
- 9:00**            **Adjourn**

# **BETHESDA URBAN PARTNERSHIP, INC.**

## **Minutes of the Board of Directors Meeting October 16, 2018**

**Board Members Present:** Debbie Michaels, Greg Rooney, Jack Alexander, Elaine Joost, Patrick O'Neil, Sarah Wolek, Ken Hartman and Robert Donohoe (via conference call)

**Staff Present:** Rick Ammirato, Jeff Burton, Stephanie Coppula, Jeff Oyer and Kristen Blackmon

**Guests Present:** None

**Call to Order:** Meeting called to order at 7:45 a.m. by Debbie Michael's

### **Welcome:**

Debbie Michaels welcomed everyone and thanked the staff and everyone that participated in the Taste of Bethesda noting that it was an excellent and fun event.

### **Marketing Report:**

Stephanie Coppula noted that BUP had another very successful Taste of Bethesda and thanked everyone who volunteered or attended the event. It was a great weather day and all 45 restaurants seemed to be happy and there were no complaints from them or any of the attendees. Set up and tear down went very smoothly. It was also a very good year with sponsorships and total sponsorship dollars will end up being higher than we have had for several years.

S. Coppula noted that the new Destination Guide and the Annual Report were part of the meeting hand out materials. The Annual Report contains a summary of all of BUP's initiatives over the past fiscal year. The Annual Report will be sent to local restaurants and retailers in downtown Bethesda, all of the optional method developers and also to a variety of County agencies and partners.

S. Coppula noted that Winter Wonderland is scheduled for Saturday, December 1 and all of the local schools who provide entertainment have already been confirmed. S. Coppula also mentioned that we are in the process of taking applications for all of the spring events that are on the calendar such as the Bernard/Ebb Songwriting Awards and the Bethesda Fine Arts Festival.

### **Maintenance Report:**

Jeff Burton reported that in addition to the items mentioned in the maintenance report handout that the crew is busy touching up all of the mulch in the flower bed areas and tree pits. The crew is also working on flower bed preparation as the fall flower rotation will begin going in next week.

J. Burton then read another story about a positive encounter that the Ambassador Team had with the public where the team helped Fire & Rescue and police with a fire at the Metropolitan Apartments on a Sunday by closing down roads, and helping to direct vehicular and pedestrian traffic around the incident. We have received numerous correspondence of thanks from both Fire & Rescue and Police.

J. Burton also reported that the Circulator had the second highest ridership total last month since BUP took over operations.

### **BTS Report:**

Kristen Blackmon referred to the BTS update in the packet of materials noting that BTS had a busy September with events including Car Free Day and “Park”ing Day. Walk & Ride is going on now during the month of October so staff was also busy distributing packets in recent weeks.

K. Blackmon reported that she and Rick attended an event, Safety for Bicycling and Walking in Bethesda that was held last week. It was a presentation showing the various bike-ways that are coming to Bethesda. The Department of Transportation is already meeting with businesses, and BTS will help them facilitate that as well as any questions about bike lanes that may be going in or possible changes to street parking. This whole effort is being closely coordinated with the master plan of bikes that is going through the County right now and also the Bethesda sector plan revision that went through in 2017. K. Blackmon reported that the temporary Capital Crescent Trail surface route detour is on track and that design should be complete and construction should begin in FY19. There was some question whether or not just the design portion or the design and construction had all been funded.

### **Minutes:**

Debbie Michaels asked for a motion to approve the minutes from the previous Board meeting. Jeff Oyer noted that Robert Donohoe had submitted some recommended changes. R. Donohoe reviewed his recommended changes with the Board. A motion was made and seconded to approve the September 18, 2018 Board of Director’s meeting minutes with the suggested changes made by Robert Donohoe. The motion passed unanimously.

### **Financial Report:**

Greg Rooney noted that the financial statements for the three months ended September 30 reflect revenue over budget and expenses under budget for the first three months of the year. G. Rooney reported that the Taste of Bethesda is the main reason for the higher than expected revenue with higher than budgeted sponsorship revenue. Preliminary numbers for the Taste show that ticket sales were very similar to last year but that sponsorship revenue was \$54,000 compared to budgeted sponsorship revenue of \$22,500. G. Rooney reviewed the list of sponsors noting that some were returning and some were new to the Taste this year. S. Coppula noted that two of the Taste sponsors were originally Imagination Bethesda sponsors that transferred their sponsorships to Taste of Bethesda when the Imagination Bethesda event was cancelled in June. S. Coppula reviewed what each sponsor received for their sponsorship commitment. G. Rooney suggested that it might be helpful if a member of the Board reached out to these sponsors and thanked them for their support and sponsorship. Staff agreed to provide the sponsor contact list and coordinate this effort.

G. Rooney noted that since it appears that the Taste of Bethesda numbers may be as much at \$30,000 better than last year and that the year is off to a good start financially, are there any actions that the Board can take to approve the use of some of these dollars to add a new event or augment an existing event. S. Coppula noted that this discussion may be a good one to have when Debbie Michaels talks about some of the park activation initiatives that are being looked at. S. Coppula also noted that the poetry benches that are at the Circulator stops are in great need of refurbishment and that the staff has been looking into ways to fund this project. Staff has received a quote of \$10,000 - \$12,000 to refurbish the benches and that is substantially less expensive than putting in completely new benches. A motion was made and seconded to earmark \$12,000 for the refurbishment of the Circulator stop benches as soon as possible. There was no discussion. The motion passed unanimously.

K. Hartman reported that BUP's FY20 budget request will not include any over the MARC (Maximum Agency Request Ceiling) items noting that OMB states that this is not a rejection of BUP's request but that they have questions and would like to talk about BUP's request. After a discussion about OMB's decision-making process, it was suggested that BUP staff and the finance committee meet with the Office of Management and Budget as soon as possible to discuss the FY20 budget request and to discuss possible ways to be looked upon more favorably when it comes to requesting budget increases for fixed costs items for future budgets.

### **Executive Director Report:**

Rick Ammirato reported that he and Jeff Burton had a conversation with the electronic kiosk vendor. They are willing to pilot one kiosk in Veterans Park. It will take about three months to build it. We still need to work with the County attorney to make sure the language in the contract meets all County requirements concerning right-of-ways and other items. R. Ammirato has been in contact with the County attorney and we are working with them on an acceptable solution that will keep moving things forward as quickly as possible. The outcome of the discussions with the County attorney will determine how quickly a pilot kiosk can be installed.

R. Ammirato reported that staff had met with the Parking Department to discuss possible murals on two parking garages in the downtown as part of an Arts & Entertainment initiative. Staff also discussed with them options for funding the Wayfinding master plan. We will be following up the Department of Transportation at the end of this week to get their thoughts on the Wayfinding project. Conversations also continue with the Planning Department about Wayfinding. R. Ammirato noted that in addition to the special project funds set aside by the BUP Board at the end of FY18, that he is hoping that funds from the Planning Department and the Parking Lot District will help fund the Wayfinding study. D. Michael's asked about the status of the internal schedule for the Wayfinding study and implementation. R. Ammirato noted that unless we have the funding issue nailed down that it would be hard to put a timeline together and he noted that he has talked to R. Donohoe about having a little more time to hear back from DOT and Planning about funding before putting the timeline together. D. Michael's asked if a scope of work could at least be put together. R. Ammirato noted that if DOT and Planning agree to help with the funding that they would have quite a bit of input into the scope of work so he would rather wait to see which partners are on Board before completing this phase.

### **Chairman's Report:**

D. Michael's gave the Chairman's report. She noted that R. Donohoe is proposing that BUP hold another past chair networking event again this year in December. We are looking at a breakfast at the Hyatt on December 13. Jeff Oyer and Jack Alexander will coordinate with R. Donohoe about getting an invitation out to the list from last year.

D. Michael's reported that the parks committee and staff had a meeting with Park & Planning about parks activation. It was a great meeting and they were extremely receptive to us. The meeting focused on utilizing the parks in Bethesda that already exist before the County spends funds to develop and create new parks. Activating current parks will allow us to see the demand and usage for this service in current parks before investing in new parks. Several ideas were discussed regarding what types of activities might be appropriate for each of the existing parks. The availability of funding was also discussed. The next step is for BUP staff to sit down with the parks committee to see exactly how much BUP staff can undertake based on the current work load and staff resources. Another meeting with Park and Planning will then be set up to discuss more specific ideas, responsibilities and

timelines. Elaine Joost suggested that many residents of the downtown don't even know where many of the parks are or if they are public or private. She suggested maybe holding a "Park Walk" which would be a guided walk to help people discover these little known parks.

D. Michael's reported that R. Donohoe has suggested that the Board of Directors might want to do a 30-minute walking tour of the urban district which could include seeing all of the parks and wondering the Board's thoughts. It was noted that 30 minutes was not enough time to walk the entire urban district and that a couple of hours is more realistic. A suggestion was made to do a one hour walk to start with at the conclusion of the November Board meeting weather permitting.

D. Michael's asked K. Hartman if there was an update on the status of replacing the gateway sign at Woodmont and Wisconsin. J. Burton reported that he had provided an estimate to DOT and let them know that power would also be required for a light. We have had no response back from DOT. K. Hartman stated that this project is in the right hands at the County and he will keep the Board informed on the progress.

**Other Business:**

No new business.

There was a motion made to adjourn the meeting and go into executive session to discuss the status of the 360 review. There was no discussion and the motion passed unanimously. The meeting was adjourned at 8:45.

**Next Meeting:** November 20, 2018



**BOARD OF DIRECTORS MEETING**  
**November 20, 2018 7:45 AM**  
**BUP Conference Room**

**AGENDA**

- 7:45**            **Welcome** (*Robert Donohoe*)
- 7:45**            **Approval of Minutes**
- 7:45-7:50**      **Marketing/Arts & Entertainment** (*Stephanie Coppola*)
- 7:50 – 7:55**    **Maintenance** (*Jeff Burton*)
- 7:55 – 8:00**    **Transportation** (*Kristen Blackmon*)
- 8:00 – 8:10**    **Financial Report:** (*Greg Rooney*)
- Financial Statements – October 31, 2018
  - Meeting With Office of Management & Budget
- 8:10 – 8:25**    **Executive Director Report** (*Rick Ammirato*)
- Wayfinding & Branding
  - OLO/Reauthorization Update
- 8:25 – 8:35**    **Chairman’s Report** (*Robert Donohoe*)
- 8:35– 8:45**    **Other Updates/New Business**
- 8:45 – 9:00**    **Executive Session – 360 Review**
- 9:00**            **Adjourn**

# **BETHESDA URBAN PARTNERSHIP, INC.**

## **Minutes of the Board of Directors Meeting November 20, 2018**

**Board Members Present:** Robert Donohoe, Debbie Michaels (via conference call), Jane Fairweather, Greg Rooney, Jack Alexander, Elaine Joost, Patrick O'Neil, Andy Jones, Sarah Wolek, Samir Paul (via conference call) and Ken Hartman

**Staff Present:** Rick Ammirato, Jeff Burton, Stephanie Coppula, Jeff Oyer and Kristen Blackmon

**Guests Present:** Ginanne Italiano – Great Bethesda Chamber of Commerce

**Call to Order:** Meeting called to order at 7:45 a.m. by Robert Donohoe

### **Minutes:**

Robert Donohoe asked for a motion to approve the minutes from the previous Board meeting. A motion was made and seconded to approve the October 16, 2018 Board of Director's meeting minutes. There was no discussion. The motion passed unanimously.

### **Marketing Report:**

Stephanie Coppula noted that Winter Wonderland is this coming Saturday in Veterans Park. There are six local schools coming to sing as well as live sculpting, and Santa will make his appearance.

S. Coppula reported that all of the artists have moved into the Triangle Arts studios across the street. The BUP maintenance team has been awesome getting the space ready for tenants and helping the new artists move in. The opening reception for the space is scheduled for Thursday, December 6.

S. Coppula noted that the marketing team has begun working on 2019 events including the Bernard Ebb Songwriting Awards, the Film Fest, the Bethesda Fine Arts Festival and the Essay Contest.

The Arts & Entertainment District is interested in doing art murals on the County's public parking garages. Staff met yesterday with Montgomery County DOT to figure out the best way to make that happen and discussions are ongoing.

Staff had a meeting with the Parks Department last week to discuss additional park activations. The next step is to get the Parks Department staff into Bethesda to walk through the various parks to assess what kinds of activities might work best in each park based on what types of equipment and programs both organizations can bring to the table.

R. Donohoe reminded the Board that a decision was made to send thank you letters to the Taste of Bethesda sponsors and that a letter has been drafted for his signature are should be going out shortly.



## **Maintenance Report:**

Jeff Burton reported that the maintenance team completed the flower rotation in October and they are now in the middle of leaf removal which has been challenging because of all of the rain.

J. Burton then read another story about a positive encounter that the Ambassador Team had with the public where the team was able to take a negative situation and turn it into a positive one for both downtown Bethesda and BUP. Elaine Joost thought the story was great and asked if there had been any consideration of sharing these stories with *Bethesda Magazine* or other press who might be interested in having a monthly human interest story and it would also be great press for BUP.

Jack Alexander questioned the status of an electric pole at the corner of Arlington and Old Georgetown in front of the Bethesda Elementary School where the pole is on an angle and the wires are hanging extremely low over the sidewalk. J. Burton noted that this has been reported to Pepco numerous times that they say that it is fine and there is no problem with how low the wires are. Ken Hartman noted that he would have the County inspector look at it today. R. Donohoe we could also reach out to management at Pepco if we feel it is a safety issue.

R. Donohoe questioned if there was any update on replacing the gateway sign that was removed and destroyed at the corner of Wisconsin Avenue and Woodmont Avenue. J. Burton noted that the quotes for the new sign had been sent to the County and we are waiting on their response. K. Hartman noted that the sign most likely will not be replaced until the project on that corner is done. Montgomery County DOT has received the proposal and has assured BUP that they will pay to have the sign replaced.

## **BTS Report:**

Kristen Blackmon referred to the BTS update in the packet of materials noting that BTS had a busy October. K. Blackmon noted there was a question at the last meeting whether or not the bike lanes for Bethesda that were designated in the master plan had been funded for both design and construction or just design. K. Blackmon noted that funding had been approved in the CIP for both. There is still a question about the funding for the Capital Crescent Trail tunnel which has not been funded yet.

K. Blackmon reported that Walk & Ride challenge has been completed. R. Donohoe and Rick Ammirato joined BTS staff at the offices of the winning company for a group picture. Prizes were given to the top three teams.

The BTS Advisory Committee discussed pedestrian safety at their last meeting. State Delegate Marc Korman was in attendance as well as a representative from Councilmember Berliner's office.

K. Blackmon reported that BUP has sent a letter to Montgomery County DOT about dockless bikeshare and electric vehicles which reflected the concerns that the Board had shared via email. We have not had a response from DOT at this time.

K. Blackmon noted that the County Council has introduced a bill to change the process for traffic mitigation agreements which is looking to expand them to County wide. A public hearing has tentatively been set for December 4 at 1:30. It is still unclear how the proposed bill and corresponding changes would affect the workload of BTS.

Jane Fairweather noted that there had been a request to the County seeking some type of financial assistance for those businesses that have been negatively impacted by the construction in Bethesda, especially down on Elm Street, but there has been no response. She noted that businesses in Wheaton had made a similar request and had already received some funding. K. Hartman noted that he had a decision memo in front of the County Executive and has a meeting scheduled with him on the 29<sup>th</sup> of this month to discuss the matter but has no further details. K. Hartman recommended that the County designate Elm Street as a small business impact assistance area. There is money available but not a large amount. The funds available for areas like this are being shared with other parts of the County and it is first come, first served.

### **Chairman's Report:**

R. Donohoe noted that the walking tour scheduled for today will be rescheduled for the next board meeting which will be in January and asked the board to hold an extra hour open on their calendars to participate.

R. Donohoe also noted that the Past Chair networking event is scheduled for Thursday morning, December 13 at the Hyatt beginning at 7:45 a.m.

### **Executive Director Report:**

Rick Ammirato noted that BUP staff has met with the Planning Department and DOT to discuss funding for a new Wayfinding study. DOT's stance is that there is no longer a need for physical signs and infrastructure and that this was not a good use for parking lot district funds. It currently seems clear that there is most likely not any funding from the County that could be used in a partnership with BUP and the funds the Board has earmarked for this type of project. BUP's Strategic Plan does however put an emphasis on marketing Bethesda as a whole and R. Ammirato recommended that a new focus be put on developing the "Bethesda Brand" and marketing Bethesda as a destination for people outside the immediate area. BUP has the resources available to move forward with that initiative. Physical Wayfinding can be addressed later in the future. We would like to develop a committee with two board members and at least one outside representative to develop this plan. Debbie Michael's noted she had a concern about dropping the Wayfinding project completely. She wondered if something could be done on a smaller scale where individuals could obtain the services of Wayfinding through their phones and electronic devices instead of physical signage. More of a virtual type Wayfinding plan. D. Michael's also asked for an update on the electronic kiosk idea. R. Ammirato noted that the County has determined that Veterans Park is a public right of way and would require a franchise agreement. The challenge now is to find a location that is owned by the County that would make sense for a kiosk. The other alternative would be to partner with a private entity at an optimal location.

R. Ammirato reported that the release of the OLO Report will not be in time to get in front of the current County Council for a vote before the new members of the new Council are sworn in and take office as we had hoped. The report will now be going before the committee in January for approval. We have received a draft of the report for technical review where we can review and make comments on the draft for technical changes, incorrect information and clarification if needed. The report is very positive similar to past reports and the recommendation by OLO will be for reauthorization under similar terms and guidelines as in the past. The next step is to start our education process with the new Council members and bring them up to speed on BUP's mission and operations.

R. Ammirato noted that based on recent news out of Montgomery County about an embezzlement issue, there will most likely be lasting ramifications for the County as a whole, for Boards and Commissions and everyone doing business with the County. The County has requested that BUP review its procurement guidelines as well as our ethics requirements for our Board members. There are some back office things we will need to evaluate to make sure we have the right protocols in place and we will begin working on that in the new year.

### **Financial Report:**

Greg Rooney noted that the financial statements for the four months ended October have remained very stable compared to September. Greg referred to the narrative noting that it outlines and describes any significant variances between actual and budgeted figures for each line item. Revenue is \$58,000 over budget due to Taste of Bethesda sponsorship, increased street sweeping revenue and increased gateway maintenance revenue. Expenses are very flat for the first four months of the year. Expenses are \$6,000 under budget on a budget to date of roughly \$370,000 for a variance of a little over 1%.

Patrick O'Neil noted that this was his last meeting on the BUP Board as a representative of the Chamber of Commerce. He commented that moving forward regarding BUP's budget, he fully expected the new County Executive to attempt to pool the resources of all of the parking lot districts into one combined PLD. This will take new legislation and this will become a very big issue for the BUP board and they must decide how proactive the board wants to be on this subject.

### **Other Business:**

At this time R. Donohoe thanked Patrick O'Neil for his six years of service to the BUP board, including one as chair, and presented him with a plaque and a certificate acknowledging his service.

R. Ammirato noted that he had passed out several options for a revised BUP logo to be used as part of the year-long 25<sup>th</sup> anniversary celebration of BUP. The Board reviewed and discussed the logo options and mutually agreed on one.

**Next Meeting:** January 15, 2019



**BOARD OF DIRECTORS MEETING**  
**January 15, 2019 7:45 AM**  
**BUP Conference Room**

**AGENDA**

- 7:45**            **Welcome** (*Robert Donohoe*)
- 7:45**            **Approval of Minutes**
- 7:45-7:50**      **Marketing/Arts & Entertainment** (*Stephanie Coppula*)
- 7:50 – 7:55**    **Maintenance** (*Jeff Burton*)
- 7:55 – 8:00**    **Transportation** (*Kristen Blackmon*)
- 8:00 – 8:10**    **Financial Report:** (*Greg Rooney, Rick Ammirato, Ken Hartman*)
- Financial Statements – December 31, 2018
  - Update on FY20 Budget Submission
- 8:10 – 8:15**    **Executive Director Report** (*Rick Ammirato*)
- OLO Reauthorization Update
  - Kiosks
  - Parks Activation
- 8:15 – 8:45**    **Chairman’s Report** (*Robert Donohoe*)
- Councilman Friedson
- 8:45– 8:50**    **Other Updates/New Business**
- 8:50 – 9:00**    **Executive Session – 360 Review**
- 9:00**            **Adjourn**



**BOARD OF DIRECTORS MEETING**  
**February 19, 2019 7:45 AM**  
**BUP Conference Room**

**AGENDA**

- 7:45**      **Welcome** (*Robert Donohoe*)
- 7:45**      **Approval of Minutes**
- 7:45-7:50**    **Marketing/Arts & Entertainment** (*Stephanie Coppola*)
- Website Update
- 7:50 – 7:55**    **Maintenance** (*Jeff Burton*)
- 7:55 – 8:00**    **Transportation** (*Kristen Blackmon*)
- 8:00 – 8:05**    **Financial Report:** (*Greg Rooney, Rick Ammirato, Ken Hartman*)
- Financial Statements – January 31, 2019
  - Update on FY20 Budget Submission
- 8:05 – 8:15**    **Executive Director Report** (*Rick Ammirato*)
- OLO Reauthorization Update
  - Kiosks
  - Parks Activation
- 8:15 – 8:45**    **Chairman’s Report** (*Robert Donohoe*)
- Developer/Property Owner Letter
  - Committee Updates – Nominating//Branding/Corporate Documents
  - Approval/Confirmation of Contracts
  - Urban District Board Survey
  - Board Walking Tour
- 8:45– 8:50**    **Other Updates/New Business**
- 8:50 – 9:00**    **Executive Session – 360 Review**
- 9:00**      **Adjourn**

# **BETHESDA URBAN PARTNERSHIP, INC.**

## **Minutes of the Board of Directors Meeting**

**February 19, 2019**

**Board Members Present:** Robert Donohoe, Debbie Michaels, Greg Rooney, Jack Alexander, Elaine Joost, Andy Jones (via conference call), Samir Paul, Sarah Wolek, Heather Dlhopsky, and Ken Hartman

**Staff Present:** Rick Ammirato, Jeff Burton (via conference call), Stephanie Coppula, Jeff Oyer and Kristen Blackmon

**Guests Present:** Ginanne Italiano – Great Bethesda Chamber of Commerce

**Call to Order:** Meeting called to order at 7:45 a.m. by Robert Donohoe

### **Minutes:**

Robert Donohoe asked for a motion to approve the minutes from the previous Board meeting. A motion was made and seconded to approve the November 20, 2018 Board of Director's meeting minutes. There was no discussion. The motion passed unanimously.

### **Marketing Report:**

Stephanie Coppula noted that Play in a Day was coming up this weekend with six local theatre companies who will perform Saturday night at Imagination Stage. The marketing staff is also working on the Bernard/Ebb Songwriting Awards Concert which is coming up on Friday evening, March 8<sup>th</sup> at the Blues & Jazz Club. The finalists have been selected and there are a couple of local Montgomery County finalists and one of the young songwriter finalists attends BCC High School. The documentaries were just selected for the Film Fest which will be held at Imagination Stage on April 5 & 6, 2019.

S. Coppula reported that the Arts & Entertainment District is working on finalizing an MOU with the County's Department of Transportation to put a mural on garage 35. It is the hope of the staff that all of the details will be agreed upon and finalized soon so that the project can happen sometime this year. There are other potential murals sites being discussed at the Doubletree Hotel and Hilton Garden Inn. Gallery B continues to be full with artists and the new Triangle Arts Studio is going well. The studios have gallery hours on Fridays and Saturdays.

S. Coppula gave a brief presentation on the new BUP website which is currently being designed by an outside team. The presentation contained an outline of the various pages that will be available and as well as the overall look of the site. S. Coppula noted that the new website will be more robust, contain more information than our current site, and also take advantage of the more recent technology that has become available since the last website design. R. Ammirato noted that BUP has received a few requests in the past about having our Board minutes available on the website. After a brief Board discussion, the consensus was that the first step should be to make sure the Board agenda is available on the website and that we can then revisit making the minutes available. K. Hartman also suggested that the Board members should be listed so the public knows where they are being represented by, and that the Annual Report and Strategic Plan should be made available on the website. Samir Paul also suggested finding and adding some success stories of businesses that have relocated to Bethesda or flourished in Bethesda because of some particular effort of the County or BUP. S. Coppula will send some of the links to out which the

Board can review and provide any additional comments or feedbacks they may have on the design.

### **Maintenance Report:**

Jeff Burton reported that he had met with the State Highway Administration and things are moving more quickly in getting the Wayfinding sign back at Woodmont and Wisconsin. There will also be some ability to do some nice planting down there.

J. Burton noted that he and S. Coppola had met and discussed how to better incorporate all of the construction updates on the new BUP website instead of having to send out individual email updates on each project. Staff is also discussing the best way to have general information about construction available to everyone and then maybe a more detailed list of information for those that want a weekly update. This could be a combination of the website, social media and/or a weekly email subscription. Greg Rooney shared that the County has been developing their own site about construction updates and maybe BUP could just link to that. Most people aren't as concerned about specific projects as they are about sidewalk closures, lane closures and noise issues.

Rick Ammirato read the monthly Ambassador story. R. Donohoe asked if there was any update on trying to get some good press on all of these positive AskMe Team stories. Staff noted they would meet to discuss the best way to get the positive stories out there, most likely via social media.

### **BTS Report:**

Kristen Blackmon referred to the BTS update in the packet of materials. K. Blackmon briefly discussed the NextGen TDM that is an expansion of the transportation demand management plan. Right now the program is just in urban areas but DOT is talking about making the program County wide. There are work sessions going on at the County Council to discuss this issue. There are also discussions about expanding the TMD fee to include residential multi-unit space (it is currently just commercial space) and raising the TMD fee from \$.10 per square foot to \$.125 per square foot.

K. Blackmon reported BTS has been reaching out to residential properties and trying to work with the property managers to help them provide information about BTS and the different commuting options to their residents.

### **Financial Report:**

Greg Rooney noted that the financial statements for the seven months ended February 28 have remained very stable and that BUP's finances are quite strong. G. Rooney referred to the narrative noting that it outlines and describes any significant variances between actual and budgeted figures for each line item. G. Rooney noted that BUP's bottom line is \$95,000 better than budget as of February 28 due to better revenue than expected from Taste of Bethesda sponsorship, street sweeping revenue and gateway maintenance revenue. There are also some savings in expenses from some short-term staff vacancies. G. Rooney reported that early projections indicate that BUP may end the year better than budgeted by as

much as \$125,000. A portion of this has already been allocated to the refinishing of the poetry benches which could still leave over \$100,000 that the Board can discuss about how to use.

Ken Hartman reported that BUP's FY20 budget has been submitted to the Office of Management and Budget. As of now, the current indication is that there will be a contract decrease for FY20 of \$2,000 which is better than early indications if the recommendation is accepted by the County Executive. The County Executive's budget will be released on March 15. None of the above the MARC items submitted by BUP were accepted.

### **Executive Director Report:**

Rick Ammirato noted that BUP was reauthorized by the County Council for another five years of operations at their most recent session. The comments were all very positive from the Council and they were very appreciative of what BUP does. R. Ammirato thanked K. Hartman for all of his help.

R. Ammirato noted that there is a meeting later this week with the County's new Chief Administrative Officer to give him an overview of who BUP is and what we do.

R. Ammirato reported that he and Andy Jones are still working on possible locations for the electronic kiosk around the Metro station that would be approved by Metro and the local property owners.

R. Ammirato discussed park activation noting that meetings continue with members of the Parks department. The Parks department is looking to do three additional park activations in Bethesda in addition to the current Yappy Hours. R. Ammirato has also had discussions with members of the East Bethesda Citizen's Association about Cheltenham Park and Chase Park.

### **Chairman's Report:**

R. Donohoe referred to the developer/property owner letter that had been drafted and sent to various departments within the County that was included in the Board packet. BUP was cc'd on the letter and staff was working on a plan to address the items in the letter that may affect BUP or that BUP has some control over. This includes mainly the Circulator and there may be an item or two that BUP may have some smaller control over. R. Donohoe believes the letter was really meant to get the County to come up with funding to address the issues in the letter. BUP should start developing a plan to address the concerns in the letter about the Circulator. R. Ammirato noted that the item regarding an unbranded replacement vehicle had been addressed. R. Ammirato also noted that BUP had researched being able to purchase the vehicles through the County, but that was not feasible for several reasons. The item about possible expansion of the Circulator route will take additional discussion and research with the Board, the County and the vendor.

R. Donohoe noted that applications are due by this Friday to apply for Elaine Joost's Board seat as an urban district resident.

R. Donohoe noted the Bethesda Urban District survey is due on March 1 and encouraged all Board members to make sure they fill out and submit the survey. Staff will resend the survey to make sure everyone has it and fills it out. This is the metric that the County uses to see if BUP is meeting the purpose for which it was created.



R. Donohoe referred the list of BUP's contracts and expenditures over \$10,000 that was included in the Board packet for approval by the Board regarding FY19 expenditures. BUP's by-laws require the Board to approve contracts in excess of \$10,000. A motion was made and seconded to approve the proposed list of expenditures. There being no discussion the motion passed unanimously.

Heather Dlhopsky gave an update on the activities of the Branding Committee noting that Samir Paul and Sarah Wolek will be joining the committee. The committee is currently putting together a draft RFP for a firm who can help with the branding effort in terms of putting together an overall strategy and brand for BUP to pursue. There is a draft timeline the committee is working from.

R. Donohoe asked for volunteers to serve on the committee to review the corporate documents including the by-laws and employee handbook. R. Donohoe, G. Rooney and H. Dlhopsky agreed to serve on the committee. Jeff Oyer will set up an initial meeting as soon as possible.

**Other Business:**

There was no further business.

At this time a motion was made and seconded to adjourn the Board meeting and move into executive session to discuss personnel issues. There was no discussion and the motion passed unanimously.

**Next Meeting:** March 19, 2019



**BOARD OF DIRECTORS MEETING**  
**March 19, 2019 7:45 AM**  
**BUP Conference Room**

**AGENDA**

- 7:45**      **Welcome** (*Robert Donohoe*)
- 7:45**      **Approval of Minutes**
- 7:45 – 8:05**      **Councilmember Friedson**
- 8:05 - 8:10**      **Marketing/Arts & Entertainment** (*Stephanie Coppula, Jane Fairweather*)
- 8:10 – 8:15**      **Maintenance** (*Jeff Burton*)
- 8:15 – 8:20**      **Transportation** (*Kristen Blackmon*)
- 8:20 – 8:25**      **Financial Report:** (*Greg Rooney, Jeff Oyer*)
- Financial Statements – February 28, 2019
  - Update on FY20 Budget Submission
- 8:25 – 8:35**      **Executive Director Report** (*Rick Ammirato*)
- 8:35 – 8:45**      **Chairman’s Report** (*Robert Donohoe*)
- Committee Updates – Nominating//Branding/Corporate Documents/Parks
  - Developer/Property Owner Letter Update
- 8:45– 8:50**      **Other Updates/New Business**
- 8:50 – 9:00**      **Executive Session – 360 Review**
- 9:00**      **Adjourn**
- 9:00 – 10:00**      **BOARD WALKING TOUR**

# **BETHESDA URBAN PARTNERSHIP, INC.**

## **Minutes of the Board of Directors Meeting**

**March 19, 2019**

**Board Members Present:** Robert Donohoe, Debbie Michaels, Greg Rooney, Jane Fairweather, Jack Alexander, Elaine Joost, Andy Jones, Samir Paul (via conference call), Sarah Wolek, Heather Dlhopsky, and Ken Hartman

**Staff Present:** Rick Ammirato, Jeff Burton, Stephanie Coppula, Jeff Oyer and Kristen Blackmon

**Guests Present:** Andrew Friedson – Montgomery County Councilmember, Cindy Gibson – Councilmember Friedson’s Chief of Staff

**Call to Order:** Meeting called to order at 7:45 a.m. by Robert Donohoe

### **Minutes:**

Robert Donohoe asked for a motion to approve the minutes from the previous Board meeting. A motion was made and seconded to approve the February 19, 2019 Board of Director’s meeting minutes. There was no discussion. The motion passed unanimously.

### **Councilmember Andrew Friedson:**

Councilmember Friedson discussed his first few months in office including how the transition had been going and some of the issues that he sees as being critical in both the near term and in the future for the County as a whole. He also discussed Bethesda specifically and several items he sees as being crucial for addressing current issues and supporting its continued growth. Councilmember Friedson noted that you don’t have to pass bills to get something done, and one of his priorities will be to convene and collaborate with BUP and the stakeholders of Bethesda to address quality of life and solve issues that affect people’s daily lives. Councilmember Friedson then opened the discussion for questions from the Board.

### **Marketing Report:**

Stephanie Coppula noted that the Bernard/Ebb Songwriting Awards Concert was held on March 8 and was a very successful event. The Bethesda Film Fest is coming up on April 5 & 6 at Imagination Stage. There were between 70 – 80 applications and five finalists were selected by judges for their films to be shown for the event. The Local Writer’s Showcase will be held on April 25 & 26. Staff is also working on the Bethesda Fine Arts Festival which will be held on May 11 & 12.

S. Coppula reported that an agreement is being finalized between the A&E Board and The Bernstein Companies to paint a mural on the Doubletree Hotel that Bernstein Companies will be contributing \$40,000 for. Negotiations are also ongoing to complete an MOU with the County to paint a mural on Garage 35. A&E is also working on another arts initiative where students from the BCC High School art department will paint a piano that has been secured by Jane Fairweather. The piano will then be placed somewhere on the Federal Realty property and the public will be able to sit down and play. It will be moved in and out depending on the weather.

## **Maintenance Report:**

Jeff Burton gave an update on the refurbishment of the poetry benches reporting that the last of the backs are being done right now. The choice to refurbish them was great and they look brand new. The refurbishment of the seat slats is going a little slower but the ones that have been done also look great.

BUP continues to work with The Bernstein Companies and Marriott in connecting the significant utility work being done on Woodmont Avenue. The original plan was to do most of that work at night but there has been a fair amount of pushback because of the noise. Everyone involved is working together to find a solution that balances all of the concerns of the residents, retailers and restaurant owners in the area.

J. Burton reported that he is working with the Department of Transportation on a pilot project Silva Cells which is a new modular system for tree pits where there is more root zones for the trees to grow which is designed to prevent sidewalks from being torn up because of root growth and you can also put utility conduit through it. DOT would fund the pilot to assess how it works but it would be a significant cost so a final decision has not been made.

## **BTS Report:**

Kristen Blackmon referred to the BTS update in the packet of materials. K. Blackmon reported that she has been informed that dockless bikes and scooters may be coming to Bethesda by the end of the month. The BTS advisory committee sent an email to the County with concerns about people who are blind or have vision problems who may have safety issues with obstructions on the sidewalks if the bikes and scooters are left on the sidewalks.

The Department of Transportation says they are working on the Capital Crescent Trail surface route which goes up Bethesda Avenue, across Wisconsin Avenue and onto Willow Lane. They are trying to connect bicyclists across Wisconsin Avenue safely.

Debbie Michaels' asked whether or not BUP has reached out to the Department of Transportation to see if they agree with Glenn Orlin's suggestion to the County Council that the Bethesda and Friendship Heights TMD's be combined. Rick Ammirato noted that Kristen has reached out to BTS's contract administrator. Debbie Michael's suggested a direct call to Al Roshdieh.

## **Financial Report:**

Greg Rooney noted that the financial statements for the dated March 31 have remained very stable and that BUP's finances are quite strong. G. Rooney stated that revenue continues to be ahead of budget due to the factors listed in the financial narrative. Expenses are also running better than budget and there is projected to be a fairly significant revenue over expenses at year end and the Board will need to discuss the best use for these funds.

Jeff Oyer reported that the FY20 budget was released by the County Executive this past Friday. It indicates that BUP will have a \$2,000 reduction in its FY20 contract over FY19 which is what was expected. BTS received a \$16,000 increase over its FY19 contract amount.

### **Executive Director Report:**

R. Ammirato reported that he and Andy Jones are still working on possible locations for the electronic kiosk around the Metro station that would need to be approved by Metro and the local property owners.

R. Ammirato noted that the parks committee has had a couple of meetings. They are developing plans to activate more of the periphery parks and an effort is being made to do more in the plazas but staff resources are becoming an issue.

A meeting will be held with the East Bethesda Citizen's Association to discuss BUP planting flowers and other small maintenance issues in Chase and Cheltenham Parks. If the arrangement can be worked out, the Citizen's Association would pay for the flowers and BUP would plant them when they plant the other flowers throughout the urban district. Debbie Michael's suggested an MOU between BUP and the Park's Department to make sure the terms of what BUP will and won't be doing in their parks is outlined and clear. R. Ammirato noted that he has already asked for this.

### **Chairman's Report:**

R. Donohoe reported that the Interview Committee will be conducting four interviews later this week for an individual to replace Elaine Joost on the Board.

R. Donohoe noted that the Corporate Documents Review Committee met on March 7 to review the current bylaws and propose certain changes. Jeff Oyer is marking up a draft with the changes for the committee to review. Once that is sent out the committee will meet again to approve or make additional changes before presenting the proposed new bylaws to the entire Board.

Heather Dlhopsky reported that the RFP for a company to assist us with the branding effort have gone out. The deadline is the week before the next Board meeting. Once the proposals are reviewed the next steps will be discussed as far as timing and process.

R. Donohoe noted that there was a response from Al Roshdieh in connection with the developer/owner letter that was sent to various departments within the County. DOT is developing a plan to address these issues and will most likely include a meeting with all party's involved to make sure everyone is on the same page with what needs to be done or is already being done to address the concerns in the letter.

### **Other Business:**

R. Ammirato reported that staff is participating in a walking tour with Chief Administrative Officer Andrew Klein on Friday, March 29 and invited all Board members who are available to attend.

At this time a motion was made and seconded to adjourn the Board meeting and move into executive session to discuss personnel issues. There was no discussion and the motion passed unanimously.

**Next Meeting:** April 16, 2019



## **BOARD OF DIRECTORS MEETING**

**April 16, 2019 7:45 AM**

**BUP Conference Room**

### **AGENDA**

- 7:45**            **Welcome** (*Robert Donohoe*)
- 7:45**            **Approval of Minutes**
- 7:45 - 7:55**    **Marketing/Arts & Entertainment** (*Stephanie Coppula, Jane Fairweather*)
- 7:55 – 8:00**   **Maintenance** (*Jeff Burton*)
- 8:00 – 8:05**   **Transportation** (*Kristen Blackmon*)
- 8:05 – 8:15**   **Financial Report:** (*Greg Rooney, Jeff Oyer*)
- Financial Statements – March 31, 2019
- 8:15 – 8:25**   **Executive Director Report** (*Rick Ammirato*)
- 8:25 – 8:40**   **Chairman’s Report** (*Robert Donohoe*)
- Committee Updates – Nominating//Branding/Corporate Documents/Parks
- 8:40– 8:45**    **Other Updates/New Business**
- 8:45 – 9:00**   **Executive Session – 360 Review**
- 9:00**            **Adjourn**

# **BETHESDA URBAN PARTNERSHIP, INC.**

## **Minutes of the Board of Directors Meeting**

**April 16, 2019**

**Board Members Present:** Robert Donohoe, Debbie Michaels, Greg Rooney, Jane Fairweather, Jack Alexander, Elaine Joost, Sarah Wolek and Heather Dlhopsky

**Staff Present:** Rick Ammirato, Jeff Burton, Stephanie Coppula, Jeff Oyer and Kristen Blackmon

**Guests Present:** Derrick Harrigan – BCC Regional Services Center; Ginanne Italiano – Greater Bethesda Chamber of Commerce

**Call to Order:** Meeting called to order at 7:45 a.m. by Robert Donohoe

### **Minutes:**

Robert Donohoe asked for a motion to approve the minutes from the previous Board meeting. A motion was made and seconded to approve the March 19, 2019 Board of Director's meeting minutes. There was no discussion. The motion passed unanimously.

### **Marketing Report:**

Stephanie Coppula noted that Film Fest held earlier in April was a success with two sellout crowds and a good after party at Rock Bottom. The Local Writer's Showcase is coming up next week with events on both Thursday and Friday nights. The Bethesda Fine Arts Festival is coming up on May 11 and 12 with over 120 artists participating. There will be beer and wine available for the first time at this event from participating restaurants.

Jane Fairweather reported that the A&E District has a piano that is going to be painted by an art student at BCC High School and then the piano will be put out somewhere on Federal Realty's property for the public to be able to play. Federal Realty will be responsible for moving it in and out depending on weather. Sarah Wolek suggested lining up some players at the beginning to get things rolling for the first few days. S. Coppula reported there are two mural projects in the works and the logistics and agreements for both are being worked on with the respective parties.

### **Maintenance Report:**

Jeff Burton reported that the spring flower plan is being developed and noted that he is in the middle of his spring sidewalk and curb survey to determine where repairs are needed, as well as what trees need to be replaced. All of the backs to the poetry benches have been completed. There are still about four seats to be finished.

J. Burton noted that he, Rick Ammirato, Bruce Adams and representatives from Park & Planning and the County met to walk the Capital Crescent Trail from Bethesda Avenue to Little Falls Parkway. Bruce Adams thinks this is a gateway to Bethesda and would like to have it enhanced with landscaping and seating areas. As part of the discussion B. Adams noted that the bridge along the trail keeps getting painted with graffiti. It was recommended that maybe the Arts & Entertainment District could make it an arts project. The A&E Board is looking into this possibility.

### **BTS Report:**

Kristen Blackmon reported that the County will be putting up another temporary bike lane during Bike to Work Day which is scheduled for May 17. Sponsorship for the Bike to Work Day event is going great. BTS staff will be working on several events during May.

The County Council has moved the discussion about the expansion of the TDM bill until after the budget is finished. Staff will keep an eye on this matter. BUP staff has expressed their desire to be a part of the grass roots discussion on this bill with various members of County Government when they resume again.

K. Blackmon reported that the County's Department of Transportation has decided to not move forward with dockless vehicles in Bethesda at the present time while all of the construction is ongoing.

### **Financial Report:**

Greg Rooney noted that the financial statements for nine months ended March 31 have remained very stable and that BUP's finances are quite strong. BUP is currently running ahead of budget and the Board should begin discussions on the best way to use any funds that may be remaining in the budget at year end. The Board was asked to send any recommendations to Jeff Oyer.

### **Executive Director Report:**

R. Ammirato noted that the parks committee has met with the Citizen's Association of East Bethesda. They are interested in having BUP maintain the parks in that neighborhood by planting flowers and doing other landscaping work.

A branding committee meeting will be scheduled in the near future. We have extended the deadline and are waiting on a couple of additional proposals from the RFP.

R. Ammirato reported that he has just received approval from Andy Jones for installing the electronic kiosk. He will be sending a contract over to A. Jones by the end of the week.

There was a brief discussion about the walking tour that several Board members and staff took with Andrew Klein, the County's Chief Administrative officer, earlier this month noting that it was very productive.

### **Chairman's Report:**

R. Donohoe asked for report from the Parks Committee. S. Coppola listed the five park events that are now scheduled between June and September. Jane Fairweather asked if a permanent dog park was a possibility. J. Burton noted staff had recommended to the Parks Department that we do a pilot project and leave one of the fences up in Elm Street Park from the Yappy Hour event in June until the next Yappy Hour in September. The Parks Department has some concerns about damage to the turf and the cost. Staff is looking into finding a sponsor to cover the cost and help making this work. The Parks Department has not agreed to this, but discussions are ongoing.

Jeff Oyer reported that the County Executive will be forwarding the name of the Board member to replace Elaine Joost to the County Council this Friday. The name will then



become official and it is scheduled to be approved by the County Council on their consent calendar on May 7. The new Board member should be in attendance at the May meeting.

R. Donohoe reported that corporate documents review committee had an initial meeting to suggest recommend changes. J. Oyer has provided a red-line version of the document with all of the changes. The committee needs to meet again to review the document and make any final changes before presenting it to the Board.

**Other Business:**

G. Rooney noted that the Department of Transportation is proposing moving to demand parking in Bethesda and raising the parking rates on some streets. They are also proposing increasing the meter bagging fees for developers at their construction sites. The Chamber is having a meeting with Al Roshdei on Thursday to discuss these items. R. Ammirato and J. Oyer will attend the meeting representing BUP.

At this time a motion was made and seconded to adjourn the Board meeting and move into executive session to discuss personnel issues. There was no discussion and the motion passed unanimously.

**Next Meeting:** May 21, 2019



## **BOARD OF DIRECTORS MEETING**

**May 21, 2019 7:45 AM**

**BUP Conference Room**

### **AGENDA**

- 7:45**      **Welcome** (*Robert Donohoe*)
- 7:45**      **Approval of Minutes**
- 7:45 - 7:55**      **Marketing/Arts & Entertainment** (*Stephanie Coppula, Jane Fairweather*)
- 7:55 – 8:00**      **Maintenance** (*Jeff Burton*)
- 8:00 – 8:05**      **Transportation** (*Kristen Blackmon*)
- 8:05 – 8:25**      **Financial Report:** (*Robert Donohoe, Jeff Oyer*)
- Financial Statements – April 30, 2019
- 8:25 – 8:30**      **Executive Director Report** (*Rick Ammirato*)
- 8:30 – 8:40**      **Chairman’s Report** (*Robert Donohoe*)
- Committee Updates – Nominating//Branding/Corporate Documents/Parks
- 8:40– 8:45**      **Other Updates/New Business**
- 8:45 – 9:00**      **Executive Session – 360 Review**
- 9:00**      **Adjourn**

# **BETHESDA URBAN PARTNERSHIP, INC.**

## **Minutes of the Board of Directors Meeting**

**May 21, 2019**

**Board Members Present:** Robert Donohoe, Debbie Michaels, Greg Rooney (via conference call), Jane Fairweather, Jack Alexander, Andy Jones, Samir Paul (via conference call), Sarah Wolek, Heather Dlhopsky and Marian Block

**Staff Present:** Rick Ammirato, Jeff Burton, Stephanie Coppula, Jeff Oyer and Kristen Blackmon

**Guests Present:** Ginanne Italiano – Greater Bethesda Chamber of Commerce  
Elaine Joost – Urban District Resident

**Call to Order:** Meeting called to order at 7:45 a.m. by Robert Donohoe

### **Minutes:**

Robert Donohoe asked for a motion to approve the minutes from the previous Board meeting. A motion was made and seconded to approve the April 16, 2019 Board of Director's meeting minutes. There was no discussion. The motion passed unanimously.

### **Marketing Report:**

Stephanie Coppula reported that the Bethesda Fine Arts Festival was a success a couple of weeks ago despite rain on Sunday. This was the first year that beer and wine was sold at the event and it went very well also.

S. Coppula also reported that the partnership with Montgomery County Parks continues to develop and there are now five joint events planned for the summer and fall and a postcard has been developed to highlight those events. June 5<sup>th</sup> is the opening of the Bethesda Painting Awards and the Board is invited to attend the opening reception on that evening where the winners will be announced. Imagination Bethesda is coming up on Saturday, June 1.

S. Coppula reported that the piano that is going into public space at Federal Realty for the public to play is going to BCC High School today to be painted by an artist. The plan is for the piano to be put out by the end of June. Staff is also trying to finalize details for several paint the town art projects/murals with various entities including Park and Planning and The Bernstein Companies.

### **Maintenance Report:**

Jeff Burton noted that most of the maintenance update is in the Board packet for review. J. Burton reported that the spring flower rotation is being install this week.

### **BTS Report:**

Kristen Blackmon reported that BTS has been holding numerous events this past month and all have gone very well. Bike to Work was one of those events and it was a big success with a great number of bikers and sponsors who were all happy. Debbie Michaels noted that Montgomery

County has installed the “pop-up” bike lanes again and they worked very well. There is one more with a bike safety class on June 1 with over 30 people signed up so far.

### **Financial Report:**

Greg Rooney noted that the financial statements for ten months ended April 30 show no significant changes from the previous several months. Current projections show revenue over expenditures as of June 30 of approximately \$190,000. G. Rooney reported that the Board and staff have given input on possible projects and items that this money can be used for which the Board will need to discuss over the next month or so. G. Rooney listed these items that have been proposed recommending that the Board take their time with these decisions and not be in a rush to spend the money. G. Rooney noted that large expenditure projects such as a branding or wayfinding campaign that could cost in the hundreds of thousands of dollars need to be considered as part of this discussion. K. Hartman recommended that any expenditures approved by the Board be tied to the goals of the strategic plan as much as possible. G. Rooney recommended waiting until the June Board meeting where there is a chance to look at both short-term and long-term needs before making any decisions.

### **Executive Director Report:**

R. Ammirato noted that staff had received two proposals from contractors for the branding project and the costs were quite different. The branding committee will be reviewing these proposals.

### **Chairman’s Report:**

R. Donohoe noted that Rick Ammirato will be winding up his services as Executive Director in the near future. On behalf of the Board of directors, R. Donohoe thanked Rick for all of his time, effort and contributions and noted several of BUP’s accomplishments over the past few years.

R. Donohoe noted that there are a few Board members whose terms will be expiring at the end of October which we will need to begin working on. He also noted that the nominating committee needed to develop a slate of officers to serve during the next fiscal year. R. Donohoe suggested that the committee made up of himself, Jack Alexander, Debbie Michaels and Jane Fairweather will develop that slate. If any Board member has any suggestions or recommendations, they should reach out to him.

R. Donohoe noted that the corporate documents committee has developed a draft of a new set of by-laws. Jeff Oyer noted that he will set up a meeting of the committee to review that draft.

### **Other Business:**

At this time a motion was made and seconded to adjourn the Board meeting and move into executive session to discuss personnel issues. There was no discussion and the motion passed unanimously.

**Next Meeting:** June 18, 2019

# **BETHESDA URBAN PARTNERSHIP, INC.**

## **Minutes of the Board of Directors Meeting Special Meeting - May 30, 2019**

**Board Members Present:** Robert Donohoe, Debbie Michaels, Greg Rooney, Jane Fairweather, Jack Alexander, Andy Jones, Samir Paul, Sarah Wolek, Heather Dlhopsky and Marian Block

### **Action Item:**

On May 30, 2019 a special meeting of the board of directors of the Bethesda Urban Partnership was held via email to adopt the following resolution as presented by Robert Donohoe, Chair of the Board of Directors. The above named members of the board participated in the email vote which constituted a quorum and the resolution was adopted unanimously.

RESOLVED that the Board of Directors of the Bethesda Urban Partnership, Inc. vote to remove Enrico Ammirato as a signer on the following three bank accounts that the corporation currently maintains at Eagle Bank effective on May 30, 2019:

Account #: 0200224400

Account #: 0200103430

Account #: 0200009538

There was no further business conducted during the email meeting and the meeting was adjourned.



## **BOARD OF DIRECTORS MEETING**

**June 18, 2019 7:45 AM**

**BUP Conference Room**

### **AGENDA**

- 7:45**      **Welcome** (*Robert Donohoe*)
- 7:45**      **Approval of Minutes**
- 7:45 - 7:55**      **Marketing/Arts & Entertainment** (*Stephanie Coppula, Jane Fairweather*)
- 7:55 – 8:00**      **Maintenance** (*Jeff Burton*)
- 8:00 – 8:05**      **Transportation** (*Kristen Blackmon*)
- 8:05 – 8:25**      **Financial Report:** (*Greg Rooney, Jeff Oyer*)
- Financial Statements – May 31, 2019
  - Wish List/Reserve Discussion
  - FY20 Budget
- 8:25 – 8:30**      **Executive Director Report** (*Jeff Burton*)
- 8:30 – 8:40**      **Chairman’s Report** (*Robert Donohoe*)
- Committee Updates – Branding/Corporate Documents/Parks
  - Election of Officers
- 8:40– 8:45**      **Other Updates/New Business**
- 8:45 – 9:00**      **Executive Session – 360 Review**
- 9:00**      **Adjourn**

# **BETHESDA URBAN PARTNERSHIP, INC.**

## **Minutes of the Board of Directors Meeting**

**June 18, 2019**

**Board Members Present:** Robert Donohoe, Debbie Michaels, Greg Rooney, Jack Alexander, Andy Jones, Heather Dlhopsky and Marian Block

**Staff Present:** Jeff Burton, Stephanie Coppula, Jeff Oyer and Kristen Blackmon

**Guests Present:** Ginanne Italiano – Greater Bethesda Chamber of Commerce  
Derrick Harrigan – BCC Regional Services Center

**Call to Order:** Meeting called to order at 7:45 a.m. by Robert Donohoe

### **Minutes:**

Robert Donohoe asked for a motion to approve the minutes from the previous Board meeting. A motion was made and seconded to approve the May 21 and May 30, 2019 Board of Director's meeting minutes. There was no discussion. The motion passed unanimously.

### **Marketing Report:**

Stephanie Coppula reported that the Summer Concerts have been going well with good weather and participation. The Opening Reception for the Bethesda Painting Awards was on June 5<sup>th</sup> which also had a good turnout. Imagination Bethesda was on June 3<sup>rd</sup> with fantastic weather and a great crowd. The first Yappy Hour of the year is scheduled for next week (June 27) at Elm Street Park and will be followed by a Climbing Wall at Caroline Freeland Park on July 11th. The Outdoor Movie Series will take place from July 24 – 27, 2019.

S. Coppula also reported that there has been some good press on the Triangle Arts Studios recently as there is an exhibit in reference to the Women's Suffrage movement that will be there for a couple of months.

S. Coppula reported that we are close to a final agreement to have a mural painted on the wall at the DoubleTree Hotel.

S. Coppula reported that the new website would be ready sometime this summer. After a Board request, S. Coppula confirmed that she would send some additional page views of the new website for the Board to look at and review once all of the links are working properly.

### **Maintenance Report:**

Jeff Burton noted that most of the maintenance update is in the Board packet for review. J. Burton reported that the spring flower rotation was installed within the last week or two. J. Burton also noted that the Welcome to Bethesda sign has been replaced at the corner of Woodmont Avenue and Wisconsin Avenue.

## **BTS Report:**

Kristen Blackmon reported that Bike to Work Day was another great event with beautiful weather and another great turnout. A special award was given to a bicycle cop who is one of the first four officers on the bike patrol in Bethesda twenty-three years ago and is retiring later this month.

Another Transportation and Energy committee meeting is being held this Thursday at the County Council to discuss more about the proposed transportation demand management bill that has been introduced to expand the program Countywide. The meeting will be a briefing about transportation demand management in the region as it compares to Montgomery County.

## **Financial Report:**

Greg Rooney noted that the financial statements for eleven months ended May 31 is very similar to what it has been the past few months which is very positive. Current projections show revenue over expenditures as of June 30 of approximately \$190,000. G. Rooney noted that a list has been developed by the staff and from input to the Board, on ideas of possible uses for these funds. G. Rooney noted that the poetry bench refurbishment has already been approved by the Board and recommended that the \$50,000 contribution to the capital reserve also be funded. G. Rooney suggested that the Board defer approval on the remaining items to see if they can be funded within the FY20 operating budget and that more thought be put into the best ways to spend these funds that is consistent with BUP's strategic plan. It was agreed to continue this discussion at the next Board meeting. Jeff Burton noted that one item on the list was actually the funding for two new Circulator wraps which would be paid out of the Circulator reserve which is not tied to the BUP reserve and must be used for circulator enhancements. J. Burton requested approval to spend those funds out of the Circulator reserve. A motion was made and seconded to approve the funding for the two new circulator wraps to be paid for out of the circulator reserve. There was no discussion. The motion passed unanimously.

Jeff Oyer noted that the FY20 has not been completed and that the Board needed to approve continuing operations beginning July 1 under the FY19 operating budget. A motion was made and seconded to give staff the authorization to continue operations July 1, 2019 with a same service as FY19. There was no discussion. The motion passed unanimously.

## **Executive Director Report:**

Jeff Burton reported that he has had productive meetings with the Parks Department and the East Bethesda Citizen's Association about making improvements to Chase and Cheltenham parks with beautification and activation projects. The type of agreement between BUP and the Parks Department is still being worked out. John Bowis at Chevy Chase Cars has also contacted Jeff Burton about possibly making a donation to approve Cheltenham Park. He would like naming rights and that discussion is in the early stages.

J. Burton reported that he has a meeting upcoming with representatives from Marriott to continue to develop the relationship with BUP, but also to discuss how Marriott has shown interest in contributing funds to improve the parks around their new headquarters where their employees would be using.

J. Burton noted that in the Bethesda master plan, Norfolk Avenue is proposed to be a shared street. He has scheduled a meeting with Park and Planning and the Department of Transportation to discuss a way to build at least one block of this shared street as a pilot project. It would give everyone an idea if the concept works and also would be another space to program. Ginanne Italiano suggested that the affected property owners be notified before the project gets too far along.



**Chairman's Report:**

R. Donohoe reported that he would like to alter the finance committee slightly by having Sarah Wolek replace Jack Alexander on the committee and by adding Debbie Michaels. The new committee would include Sarah Wolek, Debbie Michaels, Robert Donohoe and Greg Rooney.

R. Donohoe reported that the branding committee, which consists of Heather Dlhopsky, Greg Rooney and Sarah Wolek met last week. H. Dlhopsky reported that the committee reviewed some of the responses from the RFP. The committee plans on editing the RFP somewhat do to the fact that the direction has changed based on the changes within the organization. The committee will also be reaching out to a few more consultants to seek responses from them.

R. Donohoe noted that the corporate documents committee met last week to review the latest draft of the by-laws. There were several more comments and suggestions during the meeting. Jeff Oyer has updated the draft and circulated a new draft. The committee will continue to move forward on this project.

R. Donohoe noted that the nominating committee had met to develop a list of proposed officers of the Board to serve during the FY20 fiscal year. The list included the following:

Debbie Michaels	Chair
Greg Rooney	Vice-Chair
Sarah Wolek	Treasurer
Jane Fairweather	Secretary

A motion was made and seconded to approved the slate as presented. There was no discussion. The motion passed unanimously.

**Other Business:**

At this time a motion was made and seconded to adjourn the Board meeting and move into executive session to discuss personnel issues. There was no discussion and the motion passed unanimously.

**Next Meeting:** July 16, 2019