

## **WHITE FLINT DOWNTOWN ADVISORY COMMITTEE**

October 14, 2014

Location: Pike & Rose, PerSei Lounge

**Present:** Cliff Cohen, Brian Downie, Francine Waters, Ken Hartman, Tara Flynn, Peggy Schwartz, Bob Daley, Andy Shulman, Bob Daley

**Visitors:** Craig Howard (OLO), Ginanne Italiano (BCC Chamber), Dee Metz, Jay Corbalis (FRIT), Sarah Jenny (FRIT), Vanessa Rodriguez (FRIT), Darcy Buckley (OCE), Beverly Haller

**8:05 am** The WFDAC meeting was called to order by Cliff Cohen, Chair.

### **CHAIR'S REMARKS**

Cliff Cohen thanked FRIT for hosting this meeting at their new apartment building, PerSei, in Pike & Rose. He informed the Committee that the Communications Committee met with Kelly Groff (Visit Montgomery) regarding the upcoming website. He also noted that the streetscape plan is in process and there will be a discussion regarding the availability of funds for spot improvements on the Pike.

### **PRESENTATION: BUSINESS DISTRICT STUDY**

Craig Howard, Office of Legislative Oversight (OLO) described the independent study that OLO is providing to the Committee, which will explore different types of Urban / Business Improvement Districts, as current models do not work in all cases. It will cover the Committee's mission, relationship to the county government, services to be provided, formation & funding options. The projected completion date is early 2015.

**MOTION:** A motion was made and seconded to approve the September 9, 2014 meeting summary. The motion passed.

### **COMMITTEE UPDATES:**

- Maintenance & Beautification – Ken Hartman advised the Committee that Ruppert Landscaping will be providing a proposal for 'low scale' plantings at four (4) spots along the Pike, which will then be forwarded to SHA, for potential planting in early November.

- Communications & Marketing – Brian Downie and Ken Hartman discussed the future White Flint Sector web site, which has a target date of Thanksgiving. Kelly Groff (Visit Montgomery) is helping with web site content. A photographer is compiling photos of real White Flint scenes & a streetscape plan is in process.

**UPDATES:** Updates were provided to the committee by:

Peggy Schwartz (North Bethesda TMD): The Walk & Ride campaign was a success, with a 14% increase over last year.

Dee Metz: (Implementation): The Woodglen Cycle Track is being installed; a site plan amendment for the Conference Center has been filed; an RFP for the design/build of a parking garage for the Conference Center and the construction of Executive Blvd. & Market streets around the Conference Center should be released shortly; and discussions are on-going with VOB regarding the dedication of property needed for Executive Boulevard and Market Street. In addition, the county is working with the SHA regarding the fire station property and the the number of lanes along Old Georgetown Road .

Ken Hartman (RSC & Planning): No Be II and The Gables site plan amendments are under review as well as the realignment of Executive Blvd.

**NEW BUSINESS:**

There was a general discussion about DOT, SHA, & the design of the Old Georgetown road area. This subject will come up in the November Council meeting during CIP discussions, since the Council is proposing an amendment regarding the number of lanes at Old Georgetown Rd. & Executive Boulevard. Bob Daley suggested the Committee send a letter of appreciation to the Council in addition to their thoughts on this situation. Ken Hartman will provide the proposed amendment to the committee for their review.

**9:00 am MOTION:** A motion was made & seconded to adjourn. The motion passed.