

WHITE FLINT DOWNTOWN ADVISORY COMMITTEE

November 18, 2014

Location: Bethesda North Conference Center, Cabin John Room

Present: Cliff Cohen, Brian Downie, Ken Hartman, Peggy Schwartz, Tara Flynn, Bob Daley, Tom Murphy, Andy Shulman, Paul Meyer, Cindy Gibson

Visitors: Andy Fraser (Sandglass), Dee Metz (CE), Darcy Buckley (CE), Nkosi Yearwood (Planning), Jay Corbalis (FRIT), Rebecca Hertz (FOWF), Elizabeth Waibel, (The Gazette), Aaron Kraut (Bethesda Now), Ginanne Italiano (BCC Chamber), AJ Metcalf (Bethesda Magazine), Beverly Haller (BCC RSC)

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

MOTION: A motion was made & seconded to approve the October 14, 2014 meeting summary. The motion passed.

REMARKS FROM CHAIR AND VICE-CHAIR

Cliff Cohen advised the Committee that he is following up with Craig Howard (OLO) regarding the independent study which will be provided to the Committee in 2015, regarding different types of Urban / Business Improvement Districts. Also, the Committee will interview potential candidates for the open positions on the WFDAC. Brian Downie announced that ULI will revisit the Committee's old TAP application for a streetscape design criteria charrette and should have an answer in January. He said that there are ongoing discussions regarding a streetscape plan. He also suggested requesting landscape 'partnerships' with developers.

UPDATES Updates were provided to the committee by:

Ken Hartman (RSC): Discussed weekend crew leaf removal, WFDAC vacancies; OLO report; landscaping plan, & new traffic signals on Old Georgetown Road.

Peggy Schwartz (TMD): Announced upcoming employer events.

Dee Metz (Implementation): Advised that signage is almost complete on the cycle track & an RFP has been released for design & construction of the Conference Center garage; the purchase from SHA of the property needed for the fire house

& senior housing @ Randolph & the Pike will be finalized soon; & the county will meet w/the State regarding the Old Georgetown Road area.

Nkosi Yearwood (Planning): The Gables resubmitted plan & the No Be II plan are both under review; a new 'Development Finder App' is available.

WEBSITE REVIEW

Andy Fraser, Sandglass, presented a preview of the White Flint Sector website (Phase I). It includes dining, shopping, news updates, & parking sections, as well as a Twitter feed, photos, parking information, & a restaurant guide. The web site should be ready for a soft launch by December, which then could be followed by an official launch in January. The new name & logo will be added when available.

PRESENTATION: Rockville Pike Landscape Design Proposal

Ken Hartman presented a handout with the proposed plantings for four medians on the Pike, which was prepared by Ruppert Landscaping. The initial cost is \$40K for installation, with annual maintenance fees of \$6-7K. State approval is needed. Developer partnerships were requested for these projects. The next budgeted item to be addressed will be a signature event in spring 2014.

COMMITTEE UPDATES

- Communications & Marketing – Tom Murphy advised the Committee of the continued work on the web site.
- Strategic Planning –Cliff Cohen will follow up with the Craig Howard (OLO).
- Safety & Security – Paul Meyer discussed burglaries in the area, scams, fire station update & announced a Feb. 2015 meeting of this committee.

NEW BUSINESS

A decision was made to tentatively schedule a meeting on 12-09-14 if an update is available from Streetsense regarding the proposed name for the area. In addition, there were requests for financing needs to be submitted in advance of the budget season; volunteers were requested for the 'Special Event Committee'; and there was a discussion about whether to increase the number of members of the WFDAC.

9:05 MOTION: A motion was made & seconded to adjourn. The motion passed.