



September 18, 2025

Penny B. Evins
Head of School
Holton-Arms School
7303 River Road
Bethesda, MD 20817

Exhibit 38 (e)
OZAH Case No: CBA-1174-E

Dear Penny:

At your request, Maier & Warner Public Relations/Marketing coordinated the postcard mailing and related outreach to notify surrounding neighborhoods of the September 9, 2025 virtual community meeting. These efforts were undertaken in support of the School's outreach related to its pending Special Exception application.

Mailing Overview

- A postcard notice (*copy attached as Exhibit A*) was produced and mailed to the communities identified on the attached list (*Exhibit B*).
- The postcard directed recipients to the Holton-Arms website, where they could register for the September 9th webinar (6:30 p.m.) via Zoom.
- The mailing list included 2,104 addresses, representing single-family residences, townhomes, and multifamily units in the following neighborhoods:
 - Al Marah (162 single-family homes, 22 townhomes)
 - Arrowood (33 single-family homes)
 - Bannockburn Estates (195 single-family homes)
 - Bradley Hills Grove (302 single-family homes)
 - Bradley Hills (166 single-family homes)
 - Bradley Manor (73 single-family homes)
 - Bradley Park (120 single-family homes)
 - Bradley Woods (81 single-family homes)
 - Burning Tree Valley (211 single-family homes)
 - Cohasset (177 single-family homes)
 - Kefauver (85 single-family homes)
 - Longwood (82 single-family homes)
 - Lybrook (70 single-family homes)
 - Mary Knoll (74 single-family homes)
 - West Bethesda Park (48 single-family homes)
 - Wolfes (20 single-family homes)
 - Woodhaven (183 single-family homes)



- The Postcard was received at the post office on August 20, 2025 when postage was paid and the mailer was mailed on August 22, 2025 (*Exhibit C*)

Registration and Meeting Access

- Zoom Webinar was used to collect RSVPs and manage meeting access.
- A total of 49 residents registered for the September 9th meeting (*registrant list attached as Exhibit D*).
- Each registrant automatically received a Zoom link to join the meeting upon registering.

Day-of Reminders and Support

- On September 9 at 5:45 p.m., MWPR sent a reminder email to all 49 registrants (*copy attached as Exhibit E*). The reminder included:
 - Confirmation that the Zoom link had been sent in the registration confirmation email.
 - The meeting password, should one be requested.
 - Instructions on how to participate in the Q&A during the webinar.
 - Contact information for Kristine Warner, MWPR, in case of any technical or access issues.

Attendance

The Zoom platform tracked 33 participants as attending the webinar. (*Exhibit F*).

Summary

Through postcard mailings, online registration, and direct email reminders, Maier & Warner ensured that community members were notified of and had access to the September 9, 2025 community meeting. These efforts included broad neighborhood outreach (2,104 addresses mailed), online registration (49 residents registered), and follow-up communication to ensure access and participation.

Sincerely,

Kristine Warner

Kristine Warner
Managing Partner

**Exhibit A
Postcard Mailer**



Our school has submitted an application to the Montgomery County Board of Appeals to amend our existing Special Exception that regulates our school operations. As part of this process, we invite you to a virtual community meeting, open to all neighbors, to learn more about our request.

- Hear from school leadership about the rationale for the amendment request.
- Receive a detailed presentation from consultants on the proposed plan and strategies to mitigate potential impacts.
- Have the opportunity to ask questions and share your feedback during a Q&A session.

We look forward to sharing this information with you.

Please Join Us

Tuesday, September 9, 2025
6:30 pm - 8:30 pm | Via Zoom

To register and receive a link to the meeting, please visit:

[Holton-Arms.edu/about/specialexception](https://holton-arms.edu/about/specialexception)



Public Relations/Marketing

Exhibit B Neighborhood List

ZIP CODE BREAKDOWN OF COMMUNITIES

--- AVERAGE ---									
NAME	GROUP	N, M	UNITS SELECTED	Stop	RENT	MARKET VALUE	CODE#	MGMT. CO.	
20817	West Bethesda, MD		Apt -			Townhome	1 - 9,999,999		
			Condo	1 - 9,999,999		S Family	1 - 9,999,999		
AL MARAH SF	SF		162		--	\$1,091,259	7715		
AL MARAH TH	Th		22		--	\$564,502	7784		
ARROWOOD SF	SF		33		--	\$1,125,724	7851		
BANNOCKBURN ESTATES SF	SF		195		--	\$1,302,146	7725		
BRADLEY HILLS GROVE SF	SF		302		--	\$1,709,003	7727		
BRADLEY HILLS SF	SF		166		--	\$1,379,967	7846		
BRADLEY MANOR SF	SF		73		--	\$1,028,878	7729		
BRADLEY PARK SF	SF		120		--	\$818,580	7728		
BRADLEY WOODS SF	SF		81		--	\$1,069,859	7730		
BURNING TREE VALLEY SF	SF		211		--	\$925,685	7734		
COHASSET SF	SF		177		--	\$766,545	7739		
KEFAUVER SF	SF		85		--	\$1,798,979	E944		
LONGWOOD SF	SF		82		--	\$1,885,115	7759		
LYBROOK SF	SF		70		--	\$1,152,578	7870		
MARY KNOLL SF	SF		74		--	\$774,536	7760		
WEST BETHESDA PARK SF	SF		48		--	\$1,066,616	7859		
WOLFES SF	SF		20		--	\$858,750	7848		
WOODHAVEN SF	SF		183		--	\$866,981	7782		
	Apartments	Condominium	Townhomes			Single Family	Total Targets		
Units:	--	--	22			2,082			
Rent / Market Value:	--	--	\$564,502			\$1,154,188		2,1 04	
GRAND TOTALS:	Apartments	Condominium	Townhomes			Single Family	Total Targets		
Units:	--	--	22			2,082			
Rent / Market Value:	--	--	\$564,502			\$1,154,188		2,1 04	



Public Relations/Marketing

Exhibit C Post Office Receipt

Company Detail	
Company Name	DATA BASE MARKETING, INC.
Address	7200 WISCONSIN AVE STE 500 BETHESDA, MD 20814-4833
Contact Name	CINDY WALLACE
Phone Number	(301)718-9334
Profit Indicator	P
PS Form 3607R - Mailing Transaction Receipt	
Account Holder Account Number	1000002959
Account Holder Permit Number	6219
Account Holder Permit Type	PI
Account Holder CRID	5066172
Post Office of Permit	SUBURBAN MD 20898-9998
Post Office of Mailing	SUBURBAN MD 20898-9998
Post Office of Permit Cost Center	233528-0807
Post Office of Mailing Cost Center	233528-0807
Mailing Agent Name	
Mailing Agent CRID	4773354
Mail Owner Name	DBM, Inc
Mail Owner CRID	5066172
JOB ID	AT0KYH4
Customer Reference ID	527217 - DBM - #14675 HOLTON ARMS
Class of Mail	USPS Marketing Mail
Processing Category	Letters
Postage Statement ID	669671140
Mailing Group ID	521534833
Mailer's Mailing Date	08/22/2025
Mailer Declared Total Pieces	2,027 pcs.
Mailer Declared Total Weight	40.3373 lbs.
Mailer Declared Weight of a single-piece	0.0199 lbs.
USPS Determined Total Pieces	2,027 pcs.
USPS Determined Total Weight	40.3373 lbs.
USPS Determined Weight of a single-piece	0.0199 lbs.
Total Number of Containers	4
Total Adjusted Postage	\$ 709.64
Payment Date and Time	08/20/2025 17:25
Payment Transaction Number	202523216255050M1
Adjustment Transaction Number	
Mailer Figures Adjusted?	No
Person authorizing adjustment	
Name	
Phone Number	
Acceptance Site Mailer ID	
Clerk Initials	SS1
Mail Arrival Date and Time	08/20/2025 17:25



Public Relations/Marketing

Exhibit D Registration List

87852859952 - Registration Report - Holton-Arms School Community Meeting

Registration Report			
	Webinar ID	Scheduled Time	Duration (minutes)
	878 5285 9952	Sep 09, 2025 6:30 PM	120
Attendee Details			
First Name	Last Name	Email	Registration Time
Meg	VanDeWeghe	meg.vandeweghe@gmail.com	Aug 18, 2025 19:53:30
Wendy	Kaufman	wwkauf@aol.com	Aug 19, 2025 14:43:20
Debbie	Sonnenreich	pdsonnenreich@aol.com	Aug 19, 2025 15:04:47
Mariam	Lamech	mlamech@gmail.com	Aug 19, 2025 15:17:11
Wendy	Miller	wimram@comcast.net	Aug 19, 2025 16:01:13
Elizabeth	Wilson	sparling@me.com	Aug 19, 2025 20:18:55
Vivian	Zalzal	Vgzal@aol.com	Aug 19, 2025 20:22:25
Kathleen	James	Kathyjames7437@gmail.com	Aug 19, 2025 23:36:38
Shefali	Srivastava	ss_shefali@yahoo.com	Aug 20, 2025 09:42:58
Tracy	Washington	tracyk.washington@gmail.com	Aug 21, 2025 12:59:04
Howard	Steinman	hsteinman@gmail.com	Aug 22, 2025 15:44:42
Tara	Reilly	tarteacher4808@gmail.com	Aug 22, 2025 16:43:11
David	Jameson	Djameson@davidjamesonarchitect.com	Aug 22, 2025 19:06:13
Nancy	Jameson	jakenzie2@gmail.com	Aug 22, 2025 19:06:46
Mark	Pollak	pollakmark4@gmail.com	Aug 22, 2025 21:43:40
Chris	Bradley	docbradley1979@gmail.com	Aug 24, 2025 00:24:52
K and G	M	palm-dish-panther@duck.com	Aug 24, 2025 18:29:20
Vivian	Riefberg	vivianriefberg@gmail.com	Aug 25, 2025 10:16:52
Julie	Garcia	juliearthurgarcia@gmail.com	Aug 25, 2025 12:11:18
Michael	Hutton	michael@huttonstrategies.com	Aug 25, 2025 12:41:26
Jason	Smolen	ismolen@rutenberg.law	Aug 26, 2025 13:49:45
Vicki	Herson	vickiherson@gmail.com	Aug 26, 2025 17:05:11
Yifang	Xu	yifangxu.cn@gmail.com	Aug 26, 2025 20:48:59
Luz Maria	Arce de Monasi	lmonasi@gmail.com	Aug 27, 2025 09:04:21

Registration Report			
First Name	Last Name	Email	Registration Time
Bill	Kominers	wkominers@lercheary.com	Aug 27, 2025 13:47:17
Scott	Thayer	thayerfamily@gmail.com	Aug 28, 2025 11:41:35
Laura	Pond	ldpond1@gmail.com	Aug 28, 2025 14:35:58
Charles	Wolstein	charles.wolstein@gmail.com	Aug 31, 2025 11:15:38
Sean	Cahill	seancahill58@gmail.com	Sep 03, 2025 14:13:45
Rick & Amy	Rider	Rick.rider.resources@gmail.com	Sep 05, 2025 15:48:09
Maida	Lerner	maida.lerner@gmail.com	Sep 06, 2025 07:12:30
Sepideh	Haghpana	Sepidehagh@hotmail.com	Sep 06, 2025 08:08:25
Brenda	Holt	HoltBrenda@yahoo.com	Sep 06, 2025 08:22:45
Elen	Cooper	ellen.r.cooper@gmail.com	Sep 06, 2025 09:37:34
Kim	Brinkman	ksbrinkman@gmail.com	Sep 06, 2025 09:46:28
Elen	Wright	ellenwright.mbeaw@gmail.com	Sep 06, 2025 10:54:32
Biljana	Stojkovic	milstoj@yahoo.com	Sep 06, 2025 19:53:17
C	Nguyen	cnndca@gmail.com	Sep 08, 2025 06:56:07
Brendan	Michael	brendan@maierwarnerpr.com	Sep 08, 2025 15:00:29
David	Tell	davidgtell@gmail.com	Sep 09, 2025 00:30:26
Thomas	Knapp	thomas.j.knapp@gmail.com	Sep 09, 2025 08:28:52
Steven	Horvitz	Shorvitz@gmail.com	Sep 09, 2025 08:34:48
Kenneth	Gordon	kengordon@alum.mit.edu	Sep 09, 2025 12:53:29
Steven	Tuck	stevenituck0@gmail.com	Sep 09, 2025 16:20:47
William	Goldman	wgoldman1940@gmail.com	Sep 09, 2025 17:49:01
Dan	Hewitt	dhewitt5@hotmail.com	Sep 09, 2025 18:28:27
Eric	Strassler	ehs99@verizon.net	Sep 09, 2025 18:43:51
Naz	Ghassemi	nazanin3@gmail.com	Sep 09, 2025 19:54:51
Kevin	Nealer	nealer@scowcroft.com	Sep 09, 2025 20:01:23



Public Relations/Marketing

Exhibit E Reminder Email

Holton-Arms School Virtual Community Meeting 6:30pm

😊 ↩ ⏪ ⏩ ↲



🟢 Kristine Warner <kris@maierwarnerpr.com>

Tuesday, September 9, 2025 at 5:45 PM

Bcc: milstoj@yahoo.com; wkominers@lercheearly.com; HoltBrenda@yahoo.com; 🟢 Brendan Michael; cnndca@gmail.com; charles.wolstein@gmail.com; docbradley1979@gmail.com; DJameson@davidjamesonarchitect.com; davidgtell@gmail.com; pdsonnenreich@aol.com; sparling@me.com; ellen.r.cooper@gmail.com; ellenwright.mbeaw@gmail.com; hsteinman@gmail.com; jsmolen@ruttenberg.law; juliearthurgarcia@gmail.com; palm-dish-panther@duck.com; Kathyjames7437@gmail.com; kengordon@alum.mit.edu; ksbrinkman@gmail.com; ldpond1@gmail.com; lmonasi@gmail.com; maida.lerner@gmail.com; mlamech@gmail.com; pollakmark4@gmail.com; meg.vandeweghe@gmail.com; michael@huttonstrategies.com; jakenzie2@gmail.com; Rick.rider.resources@gmail.com; thayerfamily@gmail.com; seancahill58@gmail.com; Sepihagh@hotmail.com; ss_shefali@yahoo.com; Sjhovitz@gmail.com; stevenltuck0@gmail.com; tarteacher4808@gmail.com; thomas.j.knapp@gmail.com; tracykwwashington@gmail.com; vickiherson@gmail.com; vivianriefberg@gmail.com; Vgzal@aol.com; wwkauf@aol.com; wjmrarn@comcast.net; yifangxucn@gmail.com ^

This is a friendly reminder that you are registered for the **Holton Arms School Community Meeting** scheduled for **tonight at 6:30 p.m.**

Meeting Details

- **Date:** Tonight, September 9
- **Time:** 6:30 p.m.-8:30 p.m.
- **Link:** You should have received a link in your email to join the meeting. If you are asked for a password, please use: **527596**. **If you have any issues joining the meeting email kris@maierwarnerpr.com.**

How to Participate

- Your microphone and video will be turned off during the meeting.
- To ask a question, please either:
 - Use the **Raise Hand** function (the host will turn on and off your mic), or
 - Type your question into the **Q&A panel** at the bottom of your Zoom window.
- At the conclusion of the presentation, our team will:
 - Individually unmute participants who have raised their hands so they can ask questions directly, and
 - Read aloud questions submitted through the Q&A panel.

We look forward to your participation in this important conversation.

Thank you,

Maier Warner Public Relations
11810 Grand Park Avenue, Suite 500 | North Bethesda, MD 20852
301-424-4141 | MaierWarnerPR.com



Public Relations/Marketing

Exhibit F Attendee List

Attendee Report							
	Webinar ID	Actual Start Time					
	878 5285 9952	Sep 9, 2025 5:57 PM					
Attended	User Name (Original Name)	First Name	Last Name	Email	Join Time	Leave Time	Time in Session
Yes	Meg VanDeWeghe	Meg	VanDeWeghe	meg.vandeweghe@gmail.com	Sep 09, 2025 18:30:10	Sep 09, 2025 19:52:00	82
Yes	Wendy Kaufman	Wendy	Kaufman	wwkau@aol.com	Sep 09, 2025 18:30:24	Sep 09, 2025 19:52:00	82
Yes	Debbie Sonnenreich	Debbie	Sonnenreich	pdsonnenreich@aol.com	Sep 09, 2025 18:30:22	Sep 09, 2025 19:52:01	82
Yes	Mariam Lamech	Mariam	Lamech	mlamech@gmail.com	Sep 09, 2025 18:30:10	Sep 09, 2025 19:51:58	82
Yes	Wendy Miller	Wendy	Miller	wjmram@comcast.net	Sep 09, 2025 18:30:35	Sep 09, 2025 19:52:01	82
Yes	Elizabeth Wilson	Elizabeth	Wilson	sparling@me.com	Sep 09, 2025 18:30:10	Sep 09, 2025 19:52:00	82
Yes	Elizabeth Wilson	Elizabeth	Wilson	sparling@me.com	Sep 09, 2025 18:30:35	Sep 09, 2025 19:52:00	82
Yes	Kathleen James	Kathleen	James	KathvJames7437@gmail.com	Sep 09, 2025 18:30:26	Sep 09, 2025 19:52:00	82
Yes	David Jameson	David	Jameson	DJameson@davidjamesonarchitect.com	Sep 09, 2025 18:32:07	Sep 09, 2025 19:52:00	80
Yes	Mark Pollak	Mark	Pollak	pollakmark4@gmail.com	Sep 09, 2025 18:30:55	Sep 09, 2025 19:29:51	59
Yes	Chris Bradley	Chris	Bradley	docbradley1979@gmail.com	Sep 09, 2025 18:30:10	Sep 09, 2025 19:31:40	62
Yes	Vivian Riefberg	Vivian	Riefberg	vivianriefberg@gmail.com	Sep 09, 2025 18:30:10	Sep 09, 2025 19:52:00	82
Yes	Michael Hutton	Michael	Hutton	michael@huttonstrategies.com	Sep 09, 2025 18:32:35	Sep 09, 2025 19:44:55	73
Yes	Vicki Herson	Vicki	Herson	vickiherson@gmail.com	Sep 09, 2025 18:30:10	Sep 09, 2025 19:52:00	82
Yes	Yifang Xu	Yifang	Xu	yifanqxu.cn@gmail.com	Sep 09, 2025 18:39:11	Sep 09, 2025 18:52:48	14
Yes	Yifang Xu	Yifang	Xu	yifanqxu.cn@gmail.com	Sep 09, 2025 19:33:06	Sep 09, 2025 19:51:25	19
Yes	Bill Kominers	Bill	Kominers	wkominers@lerchearty.com	Sep 09, 2025 18:30:33	Sep 09, 2025 19:52:00	82
Yes	Scott Thayer	Scott	Thayer	thayerfamily@gmail.com	Sep 09, 2025 18:30:11	Sep 09, 2025 19:52:00	82
Yes	Laura Pond	Laura	Pond	ldpond1@gmail.com	Sep 09, 2025 18:30:16	Sep 09, 2025 19:52:00	82
Yes	Charles Wolstein	Charles	Wolstein	charles.wolstein@gmail.com	Sep 09, 2025 18:30:26	Sep 09, 2025 19:52:00	82
Yes	Ellen Cooper	Ellen	Cooper	ellen.r.cooper@gmail.com	Sep 09, 2025 18:31:28	Sep 09, 2025 19:52:00	81
Yes	Kim Brinkman	Kim	Brinkman	ksbrinkman@gmail.com	Sep 09, 2025 18:30:28	Sep 09, 2025 19:52:00	82
Yes	Ellen Wright	Ellen	Wright	ellenwright.mbeaw@gmail.com	Sep 09, 2025 18:30:11	Sep 09, 2025 19:11:43	42
Yes	Ellen Wright	Ellen	Wright	ellenwright.mbeaw@gmail.com	Sep 09, 2025 19:11:44	Sep 09, 2025 19:20:55	10
Yes	Ellen Wright	Ellen	Wright	ellenwright.mbeaw@gmail.com	Sep 09, 2025 19:34:00	Sep 09, 2025 19:52:00	18
Yes	Biljana Stojkovic	Biljana	Stojkovic	milstoj@yahoo.com	Sep 09, 2025 18:34:44	Sep 09, 2025 19:39:54	66
Yes	David Tell	David	Tell	davidgtell@gmail.com	Sep 09, 2025 18:31:13	Sep 09, 2025 19:52:00	81
Yes	Fireflies.ai Notetaker Thom	Thomas	Knapp	thomas.j.knapp@gmail.com	Sep 09, 2025 18:31:57	Sep 09, 2025 19:52:00	81
Yes	Steven Horvitz	Steven	Horvitz	Sjhorvitz@gmail.com	Sep 09, 2025 18:30:10	Sep 09, 2025 19:52:00	82
Yes	Steven Tuck	Steven	Tuck	stevenituck0@gmail.com	Sep 09, 2025 18:48:52	Sep 09, 2025 19:52:00	64
Yes	William Goldman	William	Goldman	wgoldman1940@gmail.com	Sep 09, 2025 18:30:38	Sep 09, 2025 19:13:24	43
Yes	Dan Hewitt	Dan	Hewitt	dhewitt5@hotmail.com	Sep 09, 2025 18:30:10	Sep 09, 2025 19:52:00	82
Yes	Eric Strassler	Eric	Strassler	ehs99@verizon.net	Sep 09, 2025 18:44:04	Sep 09, 2025 19:45:07	62