

**White Flint Downtown Advisory Committee  
Strategic Subcommittee**

**PURPOSE:** Summary of Strategic Subcommittee discussion on future of WFDAC and related groups  
**DATE:** Friday, November 8, 2019  
**LOCATION:** Marriott North Marriott Hotel & Convention Center  
**TIME:** 11:15am – 1pm  
**ATTENDEES:** Matthew Herrmann; Andy Shulman; Eric Grosse; David Child; Mickey Papillon

**SUMMARY:**

The subcommittee was formed at the conclusion of our 31 October “offsite” discussion as members of the WFDAC. The aim of the Strategic Committee was to hash out the significant differences articulated during the offsite and make some recommendations on the “way forward” and future of WFDAC as well as relevant and related organizations.

The group used the discussions from the previous week as a basis for this document. Several members discussed their views and potential models, like the Tysons Partnership, to utilize when shaping the future of the Pike District/White Flint. The main question of discussion was why “*Is WFDAC needed?*” There was consensus that WFDAC plays a role with government entities and ensuring elected leaders have input from a range of stakeholders. That said, the group was divided on the need for multiple groups filling this role but did have consensus that there could be better coordination and delineation of responsibilities amongst the various actors. Although there may continue to be overlap for membership on the different organizations, better mission/goal focus and better alignment amongst the groups will help facilitate more meaningful membership in each of the organizations.

Below outlines the recommendations on the potential way forward for the various organizations:

White Flint Downtown Advisory Committee

- WFDAC will remain but focus on the internal government elements of developing the White Flint/Pike District area to include state or federal initiatives that may assist in the development of the area
- WFDAC would remain a point of contact for the County Executive and County Council to seek input and advice on White Flint issues
- WFDAC would focus on economic development and quality of life matters for the area and work and coordinate more closely with MoCo EDC, among other entities. Group would advocate for and identify opportunities to attract appropriate economic development for the area as well as advocate for quality of life issues important to residents and businesses in the area.
- Recommend greater coordination with the County’s Master Plan Coordinator as well as the newly established economic development coordinator for the Bethesda area.
  - Coordination between WFDAC and these officials is important to ensuring that, at least quarterly, the right POCs from relevant government agencies provide updates to WFDAC on issues identified as important to fulfilling the area’s master plan.
  - Coordination would be important to ensuring WFDAC has appropriate POCs to address issues important to the area; raise issues to relevant government entities and recommend prioritization of issues that help fulfill the goals of the White Flint Master Plan

- WFDAC would assist with communications to residents in the area given the make-up of the group. Focus of the communications would be more on government actions in White Flint and amplifying marketing message and events in area. These matters of communication could include, but are not limited to, school system development; major residential development; transportation initiatives among others.
- WFDAC would divest of the marketing and placemaking responsibilities and shift to the Pike District Partnership
- WFDAC would continue to meet regularly, although NOT necessarily monthly
- WFDAC would coordinate closely with the Pike District Partnership on a range of issues
- WFDAC would seek to add an appropriate ex-officio member representing MCPS.

#### *Challenge/issues*

- Define process to shift marketing contract to PDP?
- Identifying appropriate MCPS ex-officio member to join WFDAC

#### Pike District Partnership (PDP)

- PDP would be an entirely new organization with primary focus on being the pre-BID organization that would, at the right time, assume BID responsibilities.
  - PDP Board would primarily consist of a variety of key stakeholders in the area to include, property owners, small/medium/large business owners, residents in the area., and large homeowners associations. However, other directors (some perhaps ex-officio) would include High level representatives of MCDOT, Montgomery Park and Planning, Montgomery Recreation, Pete Fosselman, Ken Hartman, Bethesda Chamber/Ginanne Italiano, MCEDC rep, Kelly Groff (Visit Montgomery), County Council/Cindy Gibson, and other groups and entities to ensure issues are adequately addressed;
  - PDP may establish an appropriate structure consistent with other non-profit organizations to ensure it functions effectively (501c4?);
  - PDP would have an Executive Director who coordinates with WFDAC and the county government as the organization's main POC
- PDP would seek to establish a parking lot district (PLD) that uses parking fees to fund operations of the pre-BID organization as well as seek other diversified sources of funding including but not limited to other county funding as well as membership fees.
  - PDP would seek to define the PLD as the area's encompassed by the White Flint 1 and 2 sector plans.
  - PDP budget will be inclusive of Staffing, the PD marketing contract, website and other misc. expenses
- The goal is to act as the leader moving the Pike District toward a vibrant area attractive to businesses and residents.
- The PDP would take over responsibility for marketing and placemaking for the Pike District. We believe better resourcing of the marketing effort will enhance greater brand recognition of Pike District and reach broader audience.
- PDP would gain an advocacy role as the authoritative voice of the area
  - PDP would advocate for essential infrastructure projects including the North Metro entrance, pedestrian safety, bike lanes, Route 355 beautification, transit/BRT and metro station renaming

- PDP would share in the communication responsibilities. There is overlap in this role, but the focus would continue to be on news about changes in the area (new restaurants; shops; events etc...)
- Organization would, as funding is available, begin to function like a BID providing certain services etc...

#### *Challenge/Issues*

- Need legislative authority to define the parking lot district for Pike District area
- Finding additional funding sources beyond the PLD and any additional support from the Montgomery County government.
- Ensuring the right mixture of participants from area in PDP organization

#### White Flint Implementation Committee

- No recommended changes
- Believe purpose of this organization remains as outlet for local community input and to voice concerns about current and future projects within the White Flint Sector Master Plan

#### **NEXT STEPS**

1. Brief broader WFDAC group at December monthly meeting
  - a. If there is a consensus on the way forward, then Strategic Subcommittee meets to further refine actions for WFDAC and PDP
2. Brief to County Executive and County Council to ensure buy-in and request of County Exec to ensure right POCs from county agencies meet with WFDAC quarterly
3. Brief FWOFF and other relevant organizations, as necessary