



FRIENDS OF WHITE OAK Meeting

September 12, 2019

6:30 to 8:30pm

White Oak Recreation Center

Members present were Elisse, Rachael, Dave, Kim, Shane, Barry and Pete (staff). Fatmata, Shana, Chris, Ken, June and Brian were necessarily absent.

- Pete Welcomed everyone and reminded the Board of their business roundtable with Executive Elrich on October 10th at 8am.
- Minutes were approved by email for June 11, 2019; the July 11, 2019 meeting was a tour of the new Adventist Hospital. The Agenda and Minutes were made available to the public and posted on the website.
- Guest Speaker: Brandon Bedford, Research Planning and Policy Analyst at the Montgomery County Economic Development Corporation who gave an overview of Opportunity Zones (OZ). The StoryMap tool was explained as well as various tax incentives for OZs. Brandon cited a few existing businesses that could benefit from the White Oak OZ and his efforts to contact them. He will share the links and other information via Pete.
- Discussion
 - FOWO Officers & Sub-Committees: Pete explained the benefits of having a chair or co-chair for FOWO and sub-committees. Board agreed but tabled the chair discussion until October when we have a better attendance. The Board believes sub-committees are not necessary at this time.
 - Regular Meeting Date vs. Doodle Poll: Board agreed that start time of 6:30 pm was not working and wishes to move it back to 7pm. However, the Board pledged to be done with meetings by 8:30 and to keep the agendas shorter. The Doodle Poll system was favored over setting a standard meeting time. Pete has a Doodle Poll out for October, November and December meetings.
- Updates from Pete
 - Hillandale LATIP Study is on schedule and wrapping up by December 2019.
 - Hillandale Gateway will probably go to the Planning Board in December as well, confirmed by Shane who will update the FOWO prior to the Planning Board Meeting.

- Pete's meeting with the leasing company Regency for Trader Joe's revealed a need for additional parking at their existing Burnt Mills site; a request was made to the Parks Department to use the East Burnt Mills Park lot but denied. Pete has reached out to the Park's Director in hopes of a better result. Regency has a future user in discussions for the Trader Joe's spot when they migrate further north to the Town Center. The new tenant will most likely be another food store in keeping with the feel of the Burnt Mills Center.
- A meeting with Planning, DOT, Parks and Recreation for White Oak placemaking events occurred and Pete is organizing a second meeting to finalize details. Ideas circulating are a kids' bike safety seminar, farmers' market, food truck night and live music, bird watch tour, hoop contest and chorus with Strathmore.
- MCEDCorporation, the Food Council and Pete met to discuss an Innovation District concept. This builds on Dave's idea of a food theme for White Oak. More homework is being done and a second meeting will be held to finalize. Dave and possibly some others will be invited for further discussion. The MCEDCorporation plans an update on a County food theme to the Council this fall (TBD).
- A meeting on Homelessness was held with HHS, Police (Lt. Cole), DOT, Claire Iseli (CEX) and Pete. The primary issue is the bus stop in White Oak at New Hampshire and Lockwood (southwest corner), but homelessness in general was discussed. Group agreed to work as a team keeping bus stops clean and assisting the people who are homeless. HHS is looking for housing to place people who would be able to use vouchers for rental payments. Pete requested FOWO contact him if they know of any landlords who are lenient with credit checks (homeless do not always have great credit but may be responsible tenants) to contact him.
- Pete received a request from an active resident of White Oak to join the FOWO and will share the information with the Board via email.
- From the Board
 - Barry wanted to make sure we discuss the White Oak Marketing Plan at the October 10th business roundtable. Pete is creating a list of invitees to share and collecting questions ahead of the meeting for the Executive.
 - Elisse noted the County Board of Elections is considering another early voting site and White Oak is on the short list; Elisse will send some bullet points to Pete and he will draft a letter of support for White Oak.

- Shane shared the good news of the Hillandale Hilton Home2 Suites (a Duffie Companies project) receiving the LEED Platinum Certification from the U.S. Green Building Council.
- From the Public – Opportunity to Bring up a Topic Not on the Agenda
- Adjourn (8:15)