

SSUDAC Meeting Summary February 17th, 2022

Members Present: Jay Elvove, Juanita Stewart, Diana Brown, Mel Tull, Maggie Gessner, Jane Redicker, David Fogel

Members Absent: Mussie Betre, Thomas Kaufmann, Carmen Camacho, Michael Larson

Presenters: Busy Garham, Carpe Diem Arts. Daniel Koroma, Business Liaison Officer with Montgomery County Government. Susan Hoffman, SSRSC Marketing Manager & Maggie Gessner, General Manager The Fillmore Silver Spring. Harvey Maisel & Jon Weiss, Maissel Development.

Call to Order and Introductions:

Juanita Stewart

- The meeting was called to order at 3:33 p.m.

MCPD Public Safety Update:

Lieutenant David Reed, MCPD

- Two guns recovered
- Crime Prevention Task Force is being very effective
- DTSS described as a police patrol with so many lights
- Jay Elvove asks about a series of Breakins in Dale
 - Police made multiple arrests and executed a warrant on a property that had numerous stolen vehicles
 - Detective unit on auto theft is back in action after man power shortages
 - Nextdoor an effective method of spreading public information by the police Public Information Officers.
- Juanita Stewart asks about when cameras will be operation and the quantity
 - Two cameras soon, then option to have more. Current plan is to see how effective they are in service of a long term solution
- Jacob Newman brings up that as the weather gets better more people will be coming to DTSS. Numerous festivals and events are coming in the following months.

Economic Development

Daniel Koroma, Business Liaison Officer with Montgomery County Government

- Working on a draft comprehensive economic development strategy with EDC.
- Focusing on opportunities for our hardest hit industries like hospitality.
- Low budget but high impact programs for small businesses
 - 2-3 Webinars and online sessions for things like marketing and procurement
- COVID-19 hit many veteran, women, and minority owned businesses hard

- Haven't issued any grants in the last month or so.
 - Last grant was the Telework and Online Sales grant, approx. \$1,000,000 distributed.
 - Helped approx. 1,600 businesses in Montgomery County and in good standing with the state.
 - Grant distributed evenly to all 1,600 eligible businesses
 - Introduces and plans to distribute material on grants from private companies
- Jacob Newman brings up the good work Daniel Koroma is doing in the business community.
- Daniel brings up a story of one small business that went from producing soap by herself to opening a shop at Leisure World with employees.

Arts & Entertainment

Susan Hoffman, SSRSC Marketing Manager & Maggie Gessner, General Manager
The Fillmore Silver Spring

Susan Hoffman

- Full promotional schedule resuming this year including the:
 - Summer Concert Series on Thursdays from 7-9pm in the summer at Veteran's Plaza
 - Silver Spring Jazz Festival on September 10th
 - Thanksgiving Parade in November
- Reconstituted the Silver Spring Marketing Team
- Contacted by the National Cherry Blossom Festival for the possibility of a number of events in March/April
 - Opening ceremonies
 - Kite festival
 - Parade
 - Pink Tie Dinner
- An additional program is the Cherry Picks dedicated to restaurants, restaurants have a Cherry Blossom themed cocktail.
 - Little lead team with the event happening in March/April
- Upcoming Silver Spring/Fenton Village Restaurant Week
- Coffee Bean Festival in the works
 - Coffee Capital of the County
 - Most coffee shops in the county (Probably)
 - Definitely the capital of Ethiopian coffee in the county
- Mel brings up work on the Cherry Blossom festival 15 years ago
 - Veterans Plaza has cherry blossom trees
 - Working on getting a Montgomery County High School in the Cherry Blossom Festival parade.

Maggie Gessner

- In 2019: 220 events
- Beginning of 2020 looked like the strongest year yet until COVID
- Back to doing events since June 21st
 - First Event was a Nima Dance School Event
- Trying to get back on track for 220+ events this year

- Full vaccinations or negative test in last 24 hours.
 - Free testing at the door
 - Testing depends on the show/audience
 - Diverse events including Country, Rap, and Wizard Rock?
- Mel brings up crowds lining up being a vibrant part of Silver Spring thanks to the Fillmore
- Diana Brown asks if there's been any disruptions/problems with the crowds since re-opening.
 - Mostly good compliance
 - Patrons are eating/drinking more
 - Credits the free testing with a lot of the compliance
 - People are extending grace over long lines/waiting
- Susan asks about the Wizard Festival date.
 - Will be in April
 - Susan has ideas about the event
- Jane brings up indoor mask mandate for Montgomery County ending on Monday the 21st, asks if the Fillmore policy will change.
 - Policy will not yet change
 - Fillmore operating at full capacity, wouldn't work economically for them to open at less than full capacity.

Maissel Development

Harvey Maisel & Jon Weiss, Maissel Development

- Harvey speaks on the history of Maissel Development in Silver Spring, dating back to the 80s.
- Met with neighbors re: the Newell Street storage building and redeveloping, maintaining storage.
- Points to studies that indicate most users of the storage building are from the local area.
- Jon talks about strategies that will help the storage facility blend in with neighboring properties by mimicking their design stylings.
- Mel brings up that Harvey brought a Starbucks to Silver Spring at a time when that was a point of pride for a community.
- David Fogel asks if there is a proposal for how many floors?
 - 3-4 Floors. Working with parks/planning on tying into the new-park development at the National Tire/Battery building recently purchased by the county.
- Juanita asks for more information/a formalized plan before the board can determine whether to write a letter in support.

Jessup Blair House

Busy Graham, Carpe Diem Arts

- Busy talked on the history of the Jessup Blair House, including the founders of Silver Spring, underground railroad, Chelsea School for children of special needs, and more. The first licensed woman architect in Maryland designed the extension that became the Silver Spring Library
- Sits on 14.5 acres of park land with old growth trees
- Would like to see Jessup Blair be used as a headquarters for a number of

- nonprofits as well as a home for the Silver Spring Historical Society records.
- Period Room upstairs honoring the history of the building and Silver Spring
- Poetry Room dedicated to Tommy Raskin
- RFP(Request for Proposals) by Montgomery Parks in process
- Effort to re-invigorate the park
- Asks for support for their proposal to the County
- Mel brings up that decades ago Housing and Community Affairs paid to remove the lead paint. Also asks how much the project will cost.
 - Parks spent \$400,000 to gut the building to make a “Warm Lit Shell”
 - Proposal is approx. \$1.5-2 Million
- Would house a huge model of Silver Spring, coffee shop, stage, bookstore, etc
- Jay brings up parking
 - Montgomery College has already set aside parking for the Jesup Blair house in their parking garage.
- David Fogel states that it’s great to see all this progress in this project and pledges his support
- Apparently was also a Vietnam draft office in 1965
- Vacant since 2008
- SSUDAC will weigh in once there’s an RFP.

Silver Spring Urban District Update

Carson Henry, SSUD Project Manager

- **See SSUD Manager’s Report**
 - Predominantly snow/ice clearing
 - In the Omicron surge split the Red Shirts into pods to prevent cross contamination and keep the Red Shirts and the department open and healthy
 - Large purchase of Icemelt in case the recent warmer weather doesn’t hold
 - Vehicle safety and maintenance
 - Brewery District streetscape maintenance a focus
- Jane starts discussion on the Brewery District, questioning the plan and what it entails.
 - Work in progress, things taken care of at this point are regular Silver Spring maintenance by the Red Shirts
- Mel brings up a pub crawl?
- Juanita brings up banners that are still on light poles
 - DOT responsibility, will follow up
 - DOT and SSUD both dealing with depleted personnel

SSCAB Update

Jay Elvove

- Rich Madaleno spoke on the Budget
 - Signs point to a better budget situation than initially expected

- Delegate Moon and Charkoudian spoke on Legislative Updates in Annapolis
 - Spoke on Marijuana Legalization, Eviction Protections, traffic enforcement, and pedestrian safety

SSUDAC Old Business, New Business, Community Concerns

Juanita Stewart

- N/A

Meeting was adjourned at 5:30 p.m.