



FRIENDS OF WHITE OAK

Minutes

11-21-17 at 6:30pm

Members present were June Henderson, Barry Wides, Richard Romer, Elisse Wright Barnes, Brian Downie, Fizie Haleem, Shane Pollin, Shana Davis-Cook and Pete Fosselman (Staff). Fatmata Barrie and Jeremiah Pope were necessarily absent. Two members of the community joined as well.

- Pete gave an overview of the new committee and its mission; as well as handouts depicting the general structure of the committee. Pete shared a PowerPoint presentation and updated the committee on the latest projects.
- Question was posed as to the committee being proactive or reactive? Consensus was it should be both. Examples would be review of proposals by developers prior to submission to Planning Board, testimony in favor or opposition to a proposal, business recruitment and general appearance (curb appeal) of the White Oak community.
- Additional examples of advocacy were prioritizing the Urban Land Institute's recommendations such as branding, signage and a sense of place.
- Mission/Purpose statement will need to be revised to reflect the above.
- There are currently two websites and a Facebook Page that address White Oak:
 - The County Executive's page <http://www.montgomerycountymd.gov/exec/wosg/index.html>
 - Montgomery County Economic Development Corporation <https://thinkmoco.com/communities/white-oak/?rq=White%20Oak>
 - Facebook <https://www.facebook.com/WhiteOakScienceGatewayMasterPlan/>
- It was noted a fence is down (has been down for years) along Route 29 north of Lockwood Drive. Eileen Finnegan and Barry will check on it. Pete to contact SHA.
- Additional ideas for appearance issues were using volunteers such as "adopt a corner", AmeriCorps and the Weekenders Program.
- Pete offered to create a Google Doc where members could add to a list of short and long-term goals. These goals would include clean-up projects or maintenance issues for the County or State.

- The current logo (blue White Oak Tree with descriptions) was discussed. Committee is fine with it for now, but may want to change it down the road.
- Pete to find out the occupancy statistics for office space in White Oak.
- Committee wanted to know more about possible budget? Pete noted he is working with DOT on a contract for branding and general marketing that would be awarded to a local firm. As for projects like signage and street banners, a special request would need to be made.
- Pete suggested he invite guest speakers such as Department of Permitting, WorkSource Montgomery and the Montgomery County Economic Development Corporation.
- Question was asked about the status of the former Comfort Inn on Route 29? Pete to find out.
- As for the three neighborhood names on the new MCEDC brochure, the committee does not want to hold up the current production, but is opposed to the use of the words “community” and “FDA Village”. Prefers:
 - White Oak Center
 - Life Sciences Village
 - Hillandale
- Next Steps
 - Pete to send around another Doodle Poll to determine next meeting in January 2018.
 - Next agenda
 - Review committee name, logo and purpose
 - Discuss short- and long-term issues from 2017 ULI report