

SSUDAC Meeting Summary
November 16th, 2017

Members Present: Diana Brown, Carmen Camacho, David Fogel, Amy Poisson, Juanita Stewart

Members Absent: Brian Abramson, Mussie Betre, Jay Elvove, Mel Tull

Call to Order and Introductions:

- The meeting was called to order at 3:34 p.m.
- The committee voted unanimously to approve the October meeting summary for the record.

Police Briefing & Crime Report

Lt. Ian Clark, Montgomery County Police, Third District

- Lt. Ian Clark presented crime statistics from the last month in the Urban District and surrounding residential areas.
- Two robberies were reported with one arrest made. Three aggravated assaults, four stolen vehicles and thirteen thefts from vehicles were also reported.
- Between 11/27 and 12/25, the Urban District will be staffed with additional officers for a crime suppression detail.

Fenton Village Special Marketing Effort

Pete Tan, Silver Spring Inc.

- Mr. Pete Tan provided an overview of the emergency marketing campaign for Fenton Village. The Fenton Village area has faced significant construction challenges with area redevelopment and work on the Purple Line, as well as an overall lack of proper marketing.
- A targeted flyer marketing campaign was launched for area apartment complexes to receive 20% at certain Fenton Village businesses, as well as a social media outreach campaign to drive business to the area.

Mobike/Dockless Bikeshare

Gary Erenrich, MCG Department of Transportation

- Mr. Erenrich presented an overview of the new dockless bikeshare program, and contrasted it with the County's current publicly-funded capital bikeshare program. The program is currently in a pilot phase.

- The dockless bikes contain a GPS unit and are labeled with a QR code to allow payment through a smartphone app for use.
- Between the two companies currently piloting the program in Montgomery County, there are approximately 350 bikes in circulation for use.
- The companies that distribute the bikes and contract with the County must follow County guidelines and contract limitations to continue operating.

Silver Spring Urban District Report

Richard Bingham, Silver Spring Urban District

- Mr. Bingham gave an overview of the Urban District's current priorities, including getting ready for the winter season, snow preparations, and the switch to holiday banners.

Regional Area Director's Report

Reemberto Rodriguez, Director, Silver Spring Regional Center

- Mr. Rodriguez covered the Thanksgiving Parade date (November 18th) and parade operations, including Georgia Ave. closures on both sides of the road.
- Preparations continue for the start of Purple Line construction, and there will be an update for the advisory committee at the December committee meeting.
- The December meeting will be held on Tuesday, December 12th.

Meeting was adjourned at 5:20 p.m.