

WUDAC 9.13.2022

I. Call to order 7:00 pm

II. Review/Approve July minutes 7:02 pm

Not a quorum to do so

III. Community Concerns 7:05 pm

Limited to 2 minutes per speaker

Gigi – Catherine – milk lady's farmer's market – interested in establishing a farmer's market in Wheaton in Spring 2023, operates 3 other locations, derwood, cabin john mall and national cancer institute off of shady grove road, 1000 county residents each week, partner with local farmers and vendors, dollar matching programs for WIC/etc. Ensure that the vendors of their markets meet the needs of the communities around their markets

***Wheaton Wonders Dan – 10 days away from the Wheaton Arts parade, hope all are attending, have a lot of volunteers getting SSL hours, it would be great to see some WUDAC members out there pulling floats or carrying art with their families, full lineup on all 3 stages, 49 tents, a tent for the council, transportation, environment,

Dan Thompson, www.WheatonArtsParade.org, danthompson@wheatonartsparade.org, 301-949-3727

IV. Reports/Updates 7:10 pm

a. Elected representatives in attendance (3 mins)

b. Chamber of Commerce, TBD (3 mins)

James – had a lot of discussion around membership and added/subtracted members, the chamber and many businesses have been impacted by COVID, strategizing for what to do as we open back up

Luisa – the county has a business advancement team, the county executive's goal is to have them focus on small business advancement growth startups, looking to hire additional business liaisons. Hiring 2 more business liaison staff.

Stuart Amos – farmer's market, if we're interested in accelerating that the mall would be open to accelerating that to help it along stuart.amos@urw.com

Gigi – was told by Luisa they could start next week, the timetable is for the farmers to have time to get ready, participation and activity would be 4 hours, they are thinking something during the week for the building and do Friday/Saturday or Sat/Sunday.

c. MCCAB, Rob Fox (3 mins)

MCPS presentations and going to send notes for both MCCAB and WUDAC to both groups after meetings

d. Mid-County RSC, Luisa Cardona (3 mins)

Going to budget season and this is a very important role for WUDAC and MCCAB to perform, the letters we write have a big impact on what happens in mid-county, asking for WIC benefits to be able to apply for the farmer's market, county executive budget forum coming up and this is the time to attend

Parking Day | <https://www.wheatonmd.org/do/parking-day> Sept 16th noon- 6pm

Wheaton Arts Parade | <https://www.wheatonartsparade.org/> sept 25th

Baila4Life | Latin dance Fest Series (details coming)

No date for the budget forum yet

V. Presentations 7:20 pm

Wheaton Urban District Budget Report, Crystal Ruiz, Program Manager & Sidney Cooper, Marketing & Events Manager – Wheaton Urban District

The screenshot shows a Zoom meeting with a screen share of an Excel spreadsheet. The spreadsheet is titled "FY23 WUD Budget - ALL" and contains a table with the following data:

Parent Fund	Cost Center	Latest Budget
C05 - Wheaton Urban District	18801 - Admin & Management Urban Districts	200,122.00
	18804 - Promotions Urban Districts	462,015.00
	18805 - Tree Maintenance Urban Districts	13,160.00
	18806 - Streetscape Maintenance Urban Districts	518,721.00
	18807 - Sidewalk Repairs Urban Districts	29,569.00
	18808 - Clean Team	1,234,162.00
	18809 - Safe Team	604,683.00

The Zoom interface shows several participants: Rob Fox, jim e, Luisa Cardona, and Crystal Ruiz. The meeting name is "gigi".

The screenshot shows a Zoom meeting with a screen share of an Excel spreadsheet titled "Expenditure Tracking". The spreadsheet details the budget for "18806 - Streetscape Maintenance Urban Districts".

Fund	Account	Latest Budget
EXP01 - Personnel Costs Total		
		0.00
EXP02 - Operating Expenses Total		
		518,721.00
117 - Wheaton Urban District	6A001 - Contract and Services Total	367,721.00
	6A017 - Motor Pool Total	0.00
	6A099 - Miscellaneous Operating Expenses Total	151,000.00
Grand Total		518,721.00

The Zoom interface shows the same participants as the previous screenshot. The meeting name is "gigi".

Fund	Account	Latest Budget
18807 - Sidewalk Repairs Urban Districts		
EXP02 - Operating Expenses Total		29,569.00
117 - Wheaton Urban District	6A001 - Contract and Services Total	29,569.00
Grand Total		29,569.00

Exceedingly low for the need

Fund	Account	Latest Budget
18808 - Clean Team		
EXP01 - Personnel Costs Total		1,100,077.00
EXP02 - Operating Expenses Total		134,085.00
117 - Wheaton Urban District	6A001 - Contract and Services Total	15,102.00
	6A002 - Maintenance Total	1,700.00
	6A003 - Rental Leases Total	1,100.00
	6A008 - Motor Vehicle Supplies/Equipment Total	5,000.00
	6A010 - Uniforms Total	2,300.00
	6A012 - Other Supplies/Materials/Equipment Total	2,500.00
	6A017 - Motor Pool Total	98,454.00
	6A018 - Phones/Telecommunication Services Total	2,000.00
	6A022 - Training and Education Total	50.00
	6A099 - Miscellaneous Operating Expenses Total	5,879.00
Grand Total		1,234,162.00

There are 4 people living there that shouldn't be, so when that's resolved this should drop

Also hoping for funding/support for a snow plow, they were supposed to get one but that hasn't been funded

Jim - For sidewalk repair will we be reimbursed by DOT? Crystal – no, the urban district gets a tax and they are expected to fund, support, and maintain the urban district within the space that's in their zone of control

Sidney – signage, banner program, printing the actual banners, we still have some things we didn't get from the construction, the number of events that they're hosting with that funding is 2 per year, they're hoping for CUPF to allow for greater funding capability to do events

Question on competitiveness salary wise for attracting workers for the new county positions

Arts & Entertainment District Panel

Stuart Eisenberg, Executive Director – Hyattsville Community Development Corp.

Involved in lone PG county A&E district, Gateway arts, they are the party standing, function is to principally report, ensure resources are known to be accessible, interact at a ground level to ensure arts and entertainment are happening, put resources and people in front of people and get out of the way, their job is information brokering, and they also have their own projects. As the manager they keep decision makers informed. Org has a budget of \$400-550k and they get infusions of \$300k for passthroughs, and they're hoping for a passthrough of \$1.5m to come in. Money isn't what they do, facilitation is, much prefer the private sector to spend their resources than the puny gov resources. The arts are transformative, and if you're not tapping into that at the most fundamental level then you won't be having the social change, economic change, change for people to empower themselves that you could otherwise.

Jane Fairweather, Bethesda Urban Partnership Board of Directors, Board Chair

Elizabeth Gallauresi, Arts Administration, Event Planning, and Cultural Programming – The Modern Muse

The WUD is a government model; Bethesda UP is the designated management structure, at times other entities want to switch over and you can only do that when redesignation comes up For Wheaton, we started off strong in 2006, in 2016 was a struggle, the cultural arts center came out of that struggle;

A&E district is responsible for being able to identify specific goals we want to take place, tie funding for it, make sure there's staffing to accomplish those things.

Looking to have a meeting of all the different groups at the plaza.

(Silver Spring/Wheaton A&E Consultant)

Steven Skerritt-Davis, Executive Director

Joined the arts council about 5 years ago as the program director

& David Mitchell, Program Director, Maryland State Arts Council

25 A&E districts around the state of MD, attractions for visitors to experience the best of what MD has to offer;

Sidney Cooper – need continual and consistent energy from folks pushing for change and helping to make things happen

Jim – Bethesda urban partnership is a contractor with the county and in addition one of the subcommittees is A&E and management and there's a separate 501C3 board

David Mitchell – It sounds like people are coaching artists and that’s something to be cautious of, as not treating artists as just givers, but they’re also receivers, businesses, entities within the arts district, how do we empower artists? How do we empower them so they have a better understanding of the ecosystem?

Steven Skerritt – Wheaton has so much going for it, you have all of the pieces, you have the energy, it’s harnessing that energy for something that works for you, the artists, and the community.

VI. Old Business 8:20 pm

VII. New Business 8:25 pm

VIII. Adjourn 8:30 pm

EXT WUDAC Meeting: October 11, 2022

Chat Transcript

19:02:00 From Luisa Cardona to Everyone:

https://www.montgomerycountymd.gov/midcounty/Resources/Files/WUDAC%209_13%20Agenda%20FINAL.pdf

19:04:08 From Catherine's iPhone (2) to Everyone:

Good evening! Catherine Nardi, with Milk Lady Markets

19:04:38 From Luisa Cardona to Everyone:

https://www.montgomerycountymd.gov/midcounty/Resources/Files/WUDAC%209_13%20Agenda%20FINAL.pdf

19:05:05 From Anita Morrison (PES) to Everyone:

I'm Anita Morrison with Partners for Economic Solutions. We are working with the Planning Department looking at market conditions in downtown Wheaton.

19:05:39 From gigi to Everyone:

Hello, Gigi Goin with Milk Lady Markets.

19:05:54 From Natali Fani-González to Everyone:

Hi, Natali Fani-Gonzalez from Wheaton.

19:07:14 From wheatonwonders to Everyone:

I don't see a hand on my screen. I wanted to give a quick update on Wheaton Arts Parade'

19:09:12 From wheatonwonders to Everyone:

found it

19:12:30 From Rob Fox to Everyone:

Wheaton Wonders - can you put your contact info for folks to reach out to participate?

19:14:41 From wheatonwonders to Everyone:

Dan Thompson, www.WheatonArtsParade.org, danthompson@wheatonartsparade.org, 301-949-3727

19:15:05 From Rob Fox to Everyone:

thanks, and saved!

19:18:20 From stuart.amos to Everyone:
stuart.amos@urw.com

19:18:41 From Rob Fox to Everyone:
all great news!

19:23:59 From Rob Fox to Everyone:
and can you share the budget forum date/details?

19:24:02 From Luisa Cardona to Everyone:
Parking Day | <https://www.wheatonmd.org/do/parking-day> Sept 16th noon- 6pm
Wheaton Arts Parade | <https://www.wheatonartsparade.org/> sept 25th
Baila4Life | Latin dance Fest Series (details coming)

19:24:50 From Rob Fox to gigi(Direct Message):
FYI, your hand is still up

19:31:57 From Luisa Cardona to Everyone:
Please also note that this is a more detailed and updated budget then what you can find on the website:
<https://apps.montgomerycountymd.gov/basisoperating/Common/BudgetFundSnapshot.aspx?ID=C05&TYPE=L3FUND&Ftype=1>

19:42:14 From Natali Fani-González to Everyone:
noted.

19:45:44 From Rob Fox to Everyone:
the thing I wanted to ask about for funding/budget is what the county folks' experience with hiring people has been - I've been reading coverage that governments across the country is struggling with finding/keeping people due to pay and staff availability

19:47:02 From Luisa Cardona to Everyone:
Hi Rob, it is a very competitive market and we have a large amount of opening but the County did just hire a new recruitment director in HR who is amazing

19:50:36 From Wheaton Arts Parade to Everyone:
Why can't WUDAC hold public meetings on topics like this, with panels, outside of official WUDAC meetings. Then the entire meeting could be devoted to one topic and no WUDAC business.

20:10:09 From Wheaton Arts Parade to Everyone:
Nothing prevents the Co Exec and Council from creating an Advisory Board for the A&E District. The purpose of A&E is economic development. A board of business leaders and artists could devote more energy and time to strategic planning, outreach, networking that WUDAC. WUDAC is currently the advisory body for the A&E District. It is giving 30 min to the topic today and that's about it for the last 6 months. Create and A&E Advisory Board!

20:10:41 From Wheaton Arts Parade to Everyone:
an A&E Board

20:14:53 From Wheaton Arts Parade to Everyone:
Stuart, that kind of activity requires people to drive it. We have to use the multiplier effect of involving more people. When it's run by govt employees their work is done at the close of the work day, but an activated public keeps working after hours.

20:14:59 From James Mensah to Everyone:

What you all are talking about is exactly what FAsMarketPlace does successfully: use the arts as a tool for economic growth and community development.

20:19:10 From Natali Fani-González to Everyone:

we need MORE HOUSING for ALL.

20:19:12 From Natali Fani-González to Everyone:

had to say it

20:19:24 From Luisa Cardona to Everyone:

Chip asked I share this with everyone today since he could join: Ed Murtaugh, a frequent NextDoor poster, made this short video about all of the art we have in Wheaton.

<https://youtu.be/yQZdVpvFbco>

20:21:28 From Elizabeth Gallauresi to Everyone:

Yes, the cost of rents and leases has come up several times in our visits with the arts orgs and creative enterprises.

20:28:21 From Luisa Cardona to Everyone:

They are fully funded parking lot district funds no general funds. Wheaton is almost fully funded by general funds.

20:29:43 From Wheaton Arts Parade to Everyone:

We empower them by helping them reach their goals. not just money, yes

20:30:14 From Luisa Cardona to Everyone:

Thank you panelist - this is the start of a very important conversation

20:30:22 From jim e to Everyone:

its all the same taxpayer money

20:31:51 From Steven Skerritt-Davis, MSAC to Everyone:

<https://www.msac.org/programs/arts-entertainment-districts/network-organizational-development-grant>

20:32:10 From Wheaton Arts Parade to Everyone:

thank you WUDAC for this discussion