

Isiah Leggett

*County Executive*

**NIGHTTIME ECONOMY TASK FORCE**

**AGENDA**

Monday, October 21st, 2013; 5:00-7:00 pm

Executive Office Building, Lobby Auditorium, 101 Monroe Street

Rockville, Maryland

5:00 p.m. Call to Order and Introductory Remarks

* Heather Dlhopolsky, Chair

5:02 p.m. Acceptance of Agenda, Approval of September Meeting Minutes

5:05 p.m. Remarks from the County Executive

* Isiah Leggett, County Executive

5:15 p.m. Consent Agenda – Recommendations

Department of Economic Development

* Create a concierge service that promotes positive customer service, assists with streamlining the planning and permitting process, and facilitates working relationships with multiple departments for the business consumer.
* Develop a targeted strategic plan for attracting new companies to the County, fostering entrepreneurship, and growing our existing businesses based upon the target markets.
* Create, develop, and implement a marketing program for the County.
* Charge the Department of Economic Development with making information and resources available to property owners and artists in Arts & Entertainment Districts.
* Develop and implement a program to publicly recognize and promote venues that pay musicians to perform, and create a sunsetting tax credit to encourage small venues to support musicians by paying them a reasonable wage and becoming part of this program.

Department of Housing and Community Affairs

* Encourage more housing options.

Department of Liquor Control

* Develop an educational Patron Responsibility Program.
* Utilize the Alcohol Beverage Advisory Board (ABAB) to study and make recommendations regarding special orders, product placement, and customer service for the Department of Liquor Control.
* Formalize the Department of Liquor Control Early Assistance Team and County Safety Alliance.
* Restructure the Department of Liquor Control governance to better respond to the needs of the business community (and County citizens) to more accurately reflect its role as an enterprise fund agency similar to the Revenue Authority.

Department of Permitting Services

* Simplify and streamline the process businesses must go through in order to open an arts and entertainment venue or hold an arts and entertainment event.

Department of Transportation

* Allow food trucks to operate in designated areas beginning at 10:00 pm until bars close for the evening.
* Improve awareness of parking options.
* Increase the number of taxi stands.
* Improve/expand the circulator service in focus areas.
* Expand the frequency and reach of late-night transit service.
* Enhance pedestrian and bicycle access.

Office of Management and Budget

* Support dedicated public safety resources for the nighttime economy in high density urban centers.

Parks Department

* Create Urban Parks Guidelines to activate public space through design elements, enhance the greater community, and foster multiple uses to appeal to a range of demographics at different times.

Planning Department

* Explore alternative, more attractive incentives for developers to include suitable, affordable performance spaces for small and emerging arts groups.
* Amend zoning standards to provide flexibility in meeting public use space and open space requirements.
* Allow significantly more density in the County’s urban areas.

Police Department

* Reduce opportunity for crime in urban areas by incorporating Crime Prevent through Environmental Design (CPTED) techniques.
* To address concerns about possible increases in drunk driving incidents, expand the “Safe Ride” program to all weekends (Friday evening through early Sunday morning).

Urban Districts

* Professionally manage and maintain public spaces through the private sector or through public-private partnerships (similar to the Bethesda Urban Partnership).
* Build capacity with a dedicated revenue stream to effectively manage marketing and execution of large-scale, public, free, hospitality zone-wide events and initiatives.
* Develop and implement a busker program to provide entertainment in urban areas.
* Increase funding for Business Improvement Districts and Urban Districts.

5:25 p.m. Discussion Agenda – Recommendations

Department of Environmental Protection

* Amend the County’s noise ordinance to allow for the establishment of Urban Noise Areas around appropriate locations (e.g., Rockville’s Town Square, Silver Spring’s Veterans Plaza and downtown); increase the allowable noise levels for qualifying arts and entertainment activities in these areas to 85 dBA (measured at 100 feet from stage, PA, or other center of the performance); increase the time allowed for these levels to midnight; and ensure that nearby residents are informed prior to moving in of the possibility of event-related noise.

Department of Liquor Control

* Extend the hours of operation for venues with beer/wine/liquor licenses to 3 am on Fridays, Saturdays, and the Sundays before Monday federal holidays.
* Modify the current alcohol to food ratio from 50/50 to 60/40 to reflect the change in increased demand for higher quality, higher priced alcoholic beverages and to encourage establishment and operation of venues that host live music and other events.
* Create a social venue license.

6:45 p.m. Next Steps for the Task Force

7:00 p.m. Adjourn

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