

WHITE FLINT DOWNTOWN ADVISORY COMMITTEE

July 8, 2014

Location: Bethesda North Conference Center, Cabin John Board Room

Present: Cliff Cohen, Francine Waters, Paul Meyer, Brian Downie, Tom Murphy, Deirdre Johnson, Bernie Meyers, Peggy Schwartz, Tara Flynn, Andy Shulman.

Visitors: Holly Sullivan (MBDC), Jeff Burton (BUP), Nkosi Yearwood (Planning), Ginanne Italiano (BCC Chamber), Aaron Kraut (BethesdaNow.com), Andrew Metcalf (Bethesda Magazine) Rob Eisinger (Promark), Lindsay Hoffman (FOWF), Jay Corbalis, Evan Goldman & Vanessa Rodriguez (FRIT), Elizabeth Waibel (The Gazette), Christina Ginsberg (Twinbrook Citizens Assoc.), Dave Brown & Marcia Weinberg (The Wisconsin) Bev Haller, Gwen Haney, Cindy Gibson, Dee Metz.

8:02 am – The WFDAC meeting was called to order by Cliff Cohen, Chair.

MOTION: A motion was made and seconded to approve the June 10, 2014 meeting summary. The motion passed.

UPDATES: Updates were provided to the committee by:

Dee Metz: Discussed 2 phases of the Western workaround; Chapman Avenue timeframe is 2015-Summer 2016; & Woodglen Bike Path is in process.

Peggy Schwartz: Announced upcoming Walk & Ride campaign; noted renewed interest in van pools; & presented a North Bethesda Transportation Center Certificate of Appreciation to the WFDAC for sponsoring 'Bike to Work Day 2014'.

CHAIR'S VISION STATEMENT

Cliff Cohen, Chair, presented his vision for the 2nd year of the WFDAC. He read the Council Resolution that established the Committee's existence, which directs the Committee to advise county departments on public services; coordinate community activities; & advise the County Executive & County Council on the eventual establishment of an urban district. He listed his goals for the coming year: beautification projects; hiring of a consultant for a streetscape plan for the Pike; continuing to press for one zip code in the district; establish a web site; address safety & security issues; and consider the structure & funding for the Sector.

PRESENTATION: MBDC (Montgomery Business Development Corporation)

Holly Sears Sullivan, President, MBDC discussed the business focus of MBDC and their partnership with the University of Maryland to provide quarterly economic data for the White Flint area, which is helpful in employment & traffic analysis.

PRESENTATION: BUP (Bethesda Urban Partnership)

Jeff Burton, BUP Deputy Executive Director, provided background on the formation of this organization. With its focus on residents, businesses, and development, it could be a model for the future White Flint district.

COMMITTEE UPDATES:

- Maintenance & Beautification – Deirdre Johnson discussed the status of the FRIT/Montgomery County/ SHA joint pilot project to maintain / beautify the medians near Pike & Rose
- Safety & Security – Paul Meyer attended “Coffee with a Cop”
- Strategic Planning – Cliff Cohen is waiting for a work plan study about the potential management district.

NEW BUSINESS

- Cliff Cohen discussed the Committee’s \$95K budget & requested feedback from Committee members regarding the best use of the funds.
- There was a general discussion of the potential use of the Conference & Visitors Bureau and the ongoing development of WFDAC web site.
- Cliff Cohen, Chair, reiterated the Committee’s mission statement, which does not include the responsibility of branding or changing the size of the future district area. Evan Goldman, FRIT, stated his intention to coordinate a public charrette with the other stakeholders, which would include businesses & residents within the sector, to discuss both these issues.

9:08 am MOTION: A motion was made & seconded to adjourn. The motion passed.