

## **WHITE FLINT DOWNTOWN ADVISORY COMMITTEE**

September 9, 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, Bob Daley, Ken Hartman, Cindy Gibson.

**Visitors:** Susan Kirk (Bethesda Cares), Nkosi Yearwood (Planning), Ginanne Italiano (BCC Chamber), Aaron Kraut (BethesdaNow.com), Lindsay Hoffman (FOWF), AJ Coffee, Jay Corbalis, & Vanessa Rodriguez (FRIT), Todd Lewers (TL Consulting), Bev Haller, Dee Metz.

**8:00 am** – The WFDAC meeting was called to order by Cliff Cohen, Chair.

**MOTION:** A motion was made and seconded to approve the July 8, 2014 meeting summary. The motion passed.

### **CHAIR'S REMARKS**

Cliff Cohen, Chair, informed the Committee that the O.L.O. (Office of Legislative Oversight) presentation will be given at the October WFDAC meeting.

**UPDATES:** Updates were provided to the committee by:

Dee Metz (Implementation): Discussed the implementation of the Woodglen Drive Cycle Track, first in the county (Handout). Will be installed in October. New bike lanes /designations will be added on Marinelli & on Nebel.

Nkosi Yearwood (Planning): No Be II sketch plan has been submitted, with office building removed, and more residential units added. Additional Pike & Rose buildings have been approved.

Peggy Schwartz (North Bethesda TMD): Walk & Ride campaign began 9-8-14, with all TMDs participating.

Ken Hartman (RSC): SHA/Pike & Rose pilot project will be expedited; the Web site developer has provided a mock up; still seeking a college student to hire for help in marketing via social media; sector business directory to be updated; several

vacancies currently on the Committee; Deidre Johnson (FRIT) is stepping down from the Committee; FOWF meeting focused on pedestrian safety.

### **PRESENTATION: HOMELESS SERVICES**

Susan Kirk, Bethesda Cares Director, advised the Committee about the homeless situation in the White Flint area. She stated there are approximately 20 homeless in the area, but many panhandlers are NOT homeless. The effort to address this problem is supported by police, EMS, & the county. Shelters are an interim solution only, so the goal is to obtain permanent housing through the 100,000 Homes Campaign. Veterans who are homeless receive Federal Government paid housing. Handouts were available, which are cards with support information and Bethesda Cares phone numbers to report homeless individuals.

### **COMMITTEE UPDATES:**

- Strategic Planning - Tara Flynn discussed the goal of this Committee-- to establish an Urban District-- with recommendations due to the Council by 09-03-17. Since BUP is not a good funding model for White Flint, other options are being investigated through the Office of Legislative Oversight (OLO), which has been authorized by the county.
- Maintenance & Beautification – Deidre Johnson noted the status of the FRIT/Montgomery County/ SHA joint pilot project to maintain / beautify the medians near Pike & Rose was covered by Ken Hartman.
- Safety & Security – Paul Meyer announced next meeting will be this Thursday, 9-11-14 @ 9:30 at the Pre-Release Center.
- Communications – Tom Murphy – No update
- Municipal Impact – Bob Daley – No update

### **NEW BUSINESS**

Ken Hartman discussed the allocation of the \$95K budget for the coming year. The original \$20K continues to pay for staff support, the weekender team, and other incidental costs, such as the planning retreat held last year. The additional \$75K is to be spent on marketing, beautification /spot improvements, a streetscape plan, web site development, initial retail promotions & special events.

**8:55 MOTION:** A motion was made & seconded to adjourn. The motion passed.