



FRIENDS OF WHITE OAK
Meeting Minutes
3-14-19 at 7pm

Members present were Fatmata, June, Ken, Rachael, Dave, Barry, Shana, Brian, Elisse, Kim and Pete (staff). Chris and Shane were necessarily absent.

- Pete welcomed everyone and did introductions for new Board Members.
- Minutes
 - Approved by email from February 5, 2019.
 - The Agenda and Minutes were made available to the public.
- From the Board
 - June noted the fence has been restored at the Lockwood Transit Center.
- Comments by Pete
 - Still waiting on a few members to partake in the Doodle Poll to determine the next 3 meetings.
 - Sharp & Co. and Pete met with Council Members Navarro and Hucker to review the [marketing assessment presentation](#). Both were enthusiastic and offered suggestions. FOWO requested Pete send a letter to the Council requesting \$100K+ in funding for marketing purposes. Barry asked if the topic of curb appeal was brought up? Yes, but briefly because the meeting was only 30 minutes.
 - Duffie Companies hosted a community meeting for their Hillandale Gateway project last week. Majority of comments were positive. Next step is Planning Board meeting.
 - Pete has requested regular attendance to the FOWO by a D2 police officer per County Council suggestion. Commander Montgomery will assign someone.
- From the Public
 - No comment
- Moving Forward – 2019 Priorities for FOWO

- Dave led the discussion. Guests from the audience were invited to participate. Started with an exercise overview and then requested everyone to note one priority:
 - Shana – transportation network; Kim – amenities; Barry – greater engagement with stakeholders to improve curb appeal; Ken – interactions with schools and FDA; Fatmata – connecting jobs and White Oak residents; Brian – building a sense of momentum; Rachel – messaging; Elisse – activities that create a sense of place; June – social issues and transportation; Jackie DeCarlo – sense of place; Jeff McNeil – schools; Lily Brown – community involvement; Ruthann Eisler - Tasha Eisler – amenities; and Clay Teunis – retail involvement.
 - Pete noted the main reason why FOWO was created is to advocate for the master plan and development; so, the Board agreed that should be number one.
 - June noted there is no Ride On service to the Rec Center. Pete will make a request with DOT.
 - Next part of the exercise was for everyone to vote on the priorities listed and rank them.
 - Shana and Barry noted all the priorities affect the master plan and maybe FOWO needs to tackle them all, but in a ranked order. Suggestion was made to create a pyramid to remind the Board of goals and direction. Pete will draft it.

- Board requested the MCPS Superintendent be a guest speaker at an upcoming meeting. Pete will ask.
- Suggestion to have potted plants/flowers at key intersections and maybe get sponsors.
- Pete is to talk to Andrew Dempster at FDA about food truck event.
- Pete is to resend the business attendance list to the Board.

- Meeting adjourned