**Clarendon Alliance Board Meeting (**Via Zoom)

April 15, 2020

**Present:** Elizabeth, Scott, Casey, Debbie, Tom, Michael, Kieran, Bill, Nora, Susan Tom Megan, Natasha, Jon, Hillary

Meeting was called to order at 6:40pm.

**Approval of Minutes**

October, November and December 2019 plus January and March 2020 minutes were approved unanimously.

PRESIDENT’s REPORT

**Budget from Arlington County**

* Due to COVID-19, the proposal is to now keep our budget flat with no increase

FINANCIAL REPORT

**Office Space**

* We save $1100 per month if we give up our space at Make Office
	+ 50% rent reduction for April offered so far
	+ Open Desk is $300 per month
	+ There is also a mail option (although we could forward mail)
	+ Hillary may have some space available
	+ Elizabeth will get back to us with a recommendation
* The only major expense we’ve had over the last two months is the new software

EXECUTIVE DIRECTOR’s REPROT

* CA is promoting COVID-19 resources on social media
* Elizabeth is working with other BIDs and Partnerships, BizLaunch, and Arlington Chamber
* How to promote local businesses carry out
	+ Proposal is to offer local businesses a free banner to promote pick up/carry out services
		- Potential for free signage
		- If we pay, it would be a maximum of about $500
		- Kieran offered to help price out production and support creative
	+ Kieran recommended Facebook ads to support the local businesses
	+ Could promote online shopping from our local businesses
* Christian Dorsey is our new board liaison
* Focused on getting GrowthZone operational
	+ Goal of creating a newsletter in May

EVENTS

* Arts Festival rescheduled for Labor Day Weekend
* Cycling Classic is refusing to cancel (currently scheduled for May 30)
* Clarendon Day,
	+ If we can’t hold it we will need to have back up plans
	+ Online auction is a possibility
	+ Will need to make a decision by July
* Bark in the Park is cancelled
* Paint Clarendon Pink
	+ Mobile mammogram van parked in Clarendon Market every week throughout October
	+ About 20 businesses are interested
	+ Scavenger hunt
* International Festival is still in discussion

Annual Meeting

* Board positions
	+ Jon Kinney’s position is up for renewal
	+ Billy Cullipher will be resigning from the board (one business slot open)
* Propose a June date when we can meet in person
	+ Will revisit in May – perhaps virtual

Meeting was adjourned at 7:40pm.