**Clarendon Alliance**

**Board of Directors Meeting**

**October 22, 2019**

Present: Billy Cullipher, Kieran Daly, Bill Gearhart, Debbie Kaplan, Tom Moriarity, Casey Nolan, Scott Pedowitz, Tom Petty, Natasha Ungerer, and Mike Zwolinski; also present: Executive Director Elizabeth Crocker and Susan Soroko (Arlington Economic Development).

Not present: Nora Bankert, Jon Kinney, Megan Pierce, Hillary Shure, Bill Trahant.

**Board President** Scott Pedowitz called the meeting to order at 6:35 pm in the conference area of Gallery Clarendon, 2800 Clarendon Blvd.

**Minutes approved**: The minutes of the Board meeting of September 19, 2019 as presented.

**Clarendon Day update**. Executive Director Elizabeth Crocker provided the Board with an overview of the September 22 Clarendon Day event, which went very well, with ideal weather and an exceptionally large turnout. Among other things, Ms. Crocker suggested that the event should open earlier next year, include more maps showing the location of booths, that we use a new event organizer, upsell premium spaces, that Board members be responsible for cash, that the music stage be moved to the center and include an emcee, and so forth. She noted that the event sold out of wine, that the coordination with the Marines (Troy) went exceedingly well and we should do this again next year. She suggested that we have more social media next year.

With regard to the event financials, she said that we:

* Saved money on event liability, kid zone and police fees
* Had to spend more on contract staff
* Had strong sponsorship dollars with more potential
* Rough numbers indicate $105,000 in revenue vs. $88,000 last year, and the event was the most profitable (on paper) since 2014.
* Still waiting for final financials but it seems to be a profitable event with more potential.

**Paint Clarendon Pink**

Ms. Crocker next updated the Board on the Paint Clarendon Pink event held the first weekend in October and centered in Market Common:

* She said that the event had good visibility and was a good community-building event, with 13 organizations participating and with more wanting to participate; she suggested a focus on the fitness community.
* She estimated that the event raised $1500 for the Arlington Free Clinic.

**Future Events**

With regard to future events, Ms. Crocker:

* Said she will pursue a holiday lights sponsorship;
* Would work with Board member Hillary Shure on a pop up craft holiday market;
* Proposed that we consider another Mardi Gras event;
* Proposed that another Arts Festival event be held on April 25-26, and noted that we need to review the contract in advance;
* Noted that there will likely be another Cycling Classic event in late May;
* Suggested (and the Board agreed) that we seek to hold Clarendon Day 2020 on Saturday, September 26. It was noted that the prior weekend would conflict with a Jewish holiday.

**President’s report:** Mr. Pedowitz noted that we need to submit our proposed FY21 budget and work plan due to the County by December 1. It was agreed that Ms. Crocker will prepare a draft budget and work plan for the November Board meeting. Susan Soroko said that the County Manager is requesting a one-page document with the budget request prior to December 1, and she said that it would be to our advantage to have our plan before the Manager before December 1.

A short discussion following of things the Board might do in the coming fiscal year. Discussion focused on three words, “promote, offer, and support.” Among other things suggested was that we strive to increase membership among businesses in the Alliance, and that we provide door and window stickers to member businesses to provide identity to the Alliance.

The meeting was adjourned at 8 p.m.

These minutes were prepared with the help of Debbie Kaplan.

Respectfully submitted:

Bill Gearhart

Secretary