**Clarendon Alliance**

**Board of Directors Meeting**

**February 19, 2020**

Present: Kieran Daly, Bill Gearhart (by phone), Debbie Kaplan, Jon Kinney, Casey Nolan, Scott Pedowitz, Tom Petty, Hillary Shure, Natasha Ungerer, and Mike Zwolinski; also present: Executive Director Elizabeth Crocker and Susan Soroko (Arlington Economic Development).

Not present: Nora Bankert, Billy Cullipher, Megan Pierce, Tom Moriarity, Bill Trahant.

**Board President** Scott Pedowitz called the meeting to order at 6:35 pm in suite 200, MakeOffice, 3100 Clarendon Blvd.

**Minutes**: The minutes of the January Board meeting will be considered at the March meeting.

**President’s report**. In a short report, Mr. Pedowitz noted several dates for County events related to our budget for fiscal 2021, including that the County Manager will announce his budget proposal on February 20, and that the County Board will have a budget work session on March 17 between 3 and 6 pm.

**Treasurer’s report.** Treasurer Casey Nolan noted that he had circulated his monthly report. He indicated that he focused this month on comparing our budgeted amounts with actual receipts and expenditures to date. He noted that his comparison reflected the fact that all bills were paid, except for trash removal on Clarendon Day. He also noted that our revenue figure for this fiscal year understates revenue to a small extent, as certain Clarendon Day 2019 revenues were received in the last month or two of fiscal 2019.

**Clarendon Day donation**. To satisfy the requirement that the Board designate a non-profit beneficiary of certain proceeds from Clarendon Day, a motion was made to donate $500 to Aspire and $500 to Bridges to Independence House. The motion was seconded and approved unanimously, with one abstention (by a Board member with a conflict of interest).

**Membership software proposal.** Discussion next turned to the issue of membership software (which the Alliance does not have). In discussion it was noted that other partnerships and the Arlington Chamber of Commerce have such software and find in helpful in keeping track of member information and dues payments. The Board proceeded to discuss the advantages of such software, the cost, and the software packages that the Chamber and other partnerships and BIDs use. Discussion focused on the software Growth Zone, and it was noted that the software has map capability, accepts credit cards, and includes various templates, including for newsletters. The cost of the software was also discussed and it was noted that there were certain upfront costs and then continuing costs. A motion was made to acquire the software; the vote to approve was unanimous.

**Community engagement**. Note was made that the other partnerships are member of the Arlington Chamber of Commerce and that it would be in the Alliance’s interest to join the Chamber. A motion was made to join the Chamber and it was approved unanimously by Board members present in the room and on the call; Mr. Pedowitz, who is employed by the Chamber, was not in the room either for the discussion or the vote.

**Executive Director’s report.** Elizabeth Crocker brought the Board up to date on persons and organizations she had met with since the last Board meeting, and noted in particular meetings she has had relating to this year’s Clarendon Day.

**Events**. The Board next turned to Alliance and Clarendon-related events. It was suggested that the Alliance hold its annual meeting on or about May 13, and several possible locations were discussed, and Ms. Crocker agreed to contact several business owners about a location. Ms. Crocker noted that the Festival of Art would again be held in Clarendon, likely on April 25-26. She also noted that the cycling event would again be held in Clarendon, likely on Sunday, May 31, and the Bark-in-the-Park event likely on the first Saturday in June. With regard to Clarendon Day, Ms. Crocker said she was working on new maps and new stage sites.

The meeting was adjourned at 7:56 p.m.

Respectfully submitted:

Bill Gearhart

Secretary