**Clarendon Alliance**

**Board of Directors Meeting**

**March 18, 2020**

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

Not present: Nora Bankert, Megan Pierce, Tom Petty,

**Minutes of February meeting.** It was noted that the February meeting minutes were distributed and would be considered for approval at the April meeting.

**Board President** Scott Pedowitz called the meeting to order at 6:35 pm and the meeting was held by conference call in light of the coronavirus and closures.

In his report noted the difficulties restaurants and other businesses are having in Clarendon with the required closures and noted the County has been declared a disaster area for purposes of Federal funding. He urged Board members to try to monitor the situation and be creative in thinking of things the Alliance can do help local businesses reopen and recover.

In discussion, Susan Soroko expressed the view that creative support would be one way the Alliance could help members and increase membership. Among thoughts, once stores are allowed to reopen, try an advertising campaign announcing that “Clarendon is back.’ Hillary Shure reported that most stores in the Market Common were now closed, with Whole Foods the primary exception.

**Treasurer’s report**. Casey said that he is monitoring finances and doesn’t know what if any impact the coronavirus will have membership

**Executive Director’s report**. Elizabeth Croker said that the County Manager has recommended a $15,000 increase in our matching funding and a $10,000 one-time increase, to a total funding of $105,000 for fiscal 2021. She also noted that she had recent met with two County Board members, Christian Dorsey and Katie Crystal.

Ms. Crocker provides an update on several Alliance events, including the Urban Market. She also indicated that the Festival of Arts event had been postponed tentatively to October 10 due to likely cancellation in April due to COVID-19. She said that another possibility would be to add the event to Clarendon Day or hold it sometime in November. Mr. Pedowitz noted that Alliance receives about $2000 from the event. In further discussion, Board members noted some pros and cons of a combination with Clarendon Day and the uncertainties at this point on an event 5 months away.

**Alliance annual meeting**. Ms. Crocker noted that she has talked to Renegade about the possibility of holding the event there, but said it was hard to know at this point whether we will be able to hold an in-person meeting. In further discussion, it was noted that we are a Virginia corporation and, as such, are required to hold an annual meeting. The view was expressed that a postponement due to COVID-19 and a prohibition on holding gatherings would not likely affect our corporate status.

**Cycling event.** Ms. Crocker said that this event was still on for late May, and noted that it is entirely put together by the organizer, with no gain or loss to the Alliance.

**Clarendon Day**. Ms. Crocker said that she is still getting calls and interest remains strong. She said that she is lining up people and signing them up, but not taking money yet.

**Ways to help local businesses**. Board members discussed a number of ways that the Alliance might help local businesses. One suggestion was to hold an international wine and cheese event, to bring people to Clarendon for the event day, in the expectation they would patronize restaurants and other businesses in Clarendon at the same time. Another thought was to establish a fund to help business employees displaced by COVID-19.

The meeting was adjourned at 8:06 pm.

Respectfully submitted:

Bill Gearhart

Secretary