

**Clarendon Alliance – Board Meeting**

**Wednesday, November 20, 2019**  / **6:30pm-8:00pm**

**MakeOffice (3100 Clarendon Blvd, Suite 200), Conf Room 2A**

Attendance:

Elizabeth Crocker

Scott Pedowitz,

Casey Nolan,

Megan Pierce,

Nora Bankert

Bill Trahant

Tom Petty

Bill C.

Susan Soroko (Arlington County)

**Agenda:**

1. Approval of October Minutes
   1. No approval of the meeting minutes as we did not have quorum.
2. Financials
   1. Updated Strategic Plan
   2. FY21 Work Plan
   3. Submission of Draft Budget to AED
      1. Big highlights -> $140,000 ask with an overall increase $60K.

Presidents notes:

Let’s try not to bite off more than we can chew

VP notes:

Ask Susan (AC) County – what the temperature is for this type of ask.

Tom Petty suggested: Offering education forums as we did in the past

**Moving forward with the Plan**: Elizabeth to send the draft by Friday to the Board via Box.com or Google Docs

Board to send comments by Tuesday morning

Wednesday submission

Susan suggested doing an event to show earnest.

1. President’s Report
   1. December Board Meeting – Buena Vida for a holiday meeting
   2. Misc.
2. Executive Director’s Report
   1. Draft November Report to Arlington County Board
      1. EC will send out on December 4th to community
   2. Membership Strategies

-Event Series

-Membership Subcommittee

-Early Bird Reg – vendors who are members of the Alliance can select their spot on Clarendon Day

* 1. Select Concierge Services
  2. Website Updates
  3. Interviews with Membership Software Companies – ROM
  4. Office Remodel
  5. ZogSports – programming in the plaza.

1. Upcoming Events
   1. Small Business Saturday & Thanksgiving Social Media/Promotions
   2. TBD Holiday Event?
   3. TBD New “Big Easy” Festival (1st Weekend of May)
   4. Annual Meeting (Location/Speakers) - SKIPPED
   5. Arlington Festival for the Arts – we are adding more food.
   6. Cycling Classic (Goats!) - Joe from the Goat brought baby goats for a race. For charity. It could be fund raiser. Add press to the cycling event.
   7. Clarendon Day 2020 (Date) – Pacers has already put in their permit for September. Question: are all the runners coming to Clarendon Day? Seems like no. Clarendon day will be September 26 aside from
2. Other Reports
   1. N/A
3. Old or New Business
4. Adjourn