**Clarendon Alliance**

**Board of Directors Meeting**

**February 20, 2019**

Present: Bill Gearhart, Debbie Kaplan, Tom Moriarity, Casey Nolan, Scott Pedowitz, Tom Petty, Megan Pierce, Hillary Shure, Natasha Ungerer, and Jennifer Weiss,; and also Executive Director Elizabeth Crocker, and Susan Soroko (Arlington Economic Development).

Not present: Billy Cullipher, Jon Kinney, and Bill Trahant.

Board President Scott Pedowitz called the meeting to order at 6:36 pm in a conference call do the snow storm.

**Minutes**: Minutes of the December 18, 2018, and January 16, 2019 meetings were considered and approved as modified.

**Executive Director’s report**: New Executive Director Elizabeth Crocker noted that this was her first board meeting as executive director and updated the board on several administrative matters – she has obtained new business cards, compiled a list of paid members, set up meetings with the Alliance accountant, met with several business owners, discussed the possibility of an art show with local business owners, met with former Executive Director Matt Hussmann, scheduled coffee meetings with executive directors of other BIDs and partnerships, met with the art festival group proposing a Clarendon event this spring, had lunch with Arlington artists group, and so forth. Ms. Crocker said that still plans to schedule meetings with the County Board members, and that she will be updating the Alliance’s website.

**President’s report**. Mr. Pedowitz noted that the County Board will hold a budget work session on March 14 between 4 and 6:30 pm, and that the Alliance will make a short presentation at that meeting.

**Treasurer’s report.** Casey Nolan noted that the Alliance sent its budget proposal to Susan Soroko by the December due date. He also said that now that Ms. Crocker was on board, he hoped to bring our accounting up to date on several outstanding matters, including Clarendon Day fees still payable by the Alliance to ensure that our exposure is presented accurately when reporting to the County Board. Ms. Soroko agreed this would also be a good opportunity to track down unpaid invoices. In discussion Ms. Crocker noted that former executive director Matt Hussmann had told her that some outstanding payments should be coming in.

**Upcoming events**. Ms. Crocker advised the Board that plans for an art festival were well underway, with the festival to be held April 13-14. In related matters, she also noted that Northside Social is still considering its own event, and that in talking with people she had heard differing views on prior art festival events, including concerns about closed streets and the absence of art by local artists.

**Annual meeting**. Mr. Pedowitz said that the time for our 2019 annual meeting is approaching and that we will soon need to decide on a date. He noted that we held our annual meeting in early May last year and that the meeting had included a short business meeting, speaker, and opportunity for socializing.

**Clarendon Day 2019.** Ms. Crocker said that she has already received a number of inquiries, including about the date for this year’s event. In discussion it was noted that we normally hold the event the second or third Saturday after Labor Day weekend, and it was agreed we should aim for Saturday, September 21, with the Saturday before or after as fallback dates. Ms. Crocker agreed to look into the fees charged for booths and whether fees should be adjusted to take into account rising costs for the event. There was brief discussion about whether fees should be reduced for participants who are Alliance members but no decision.

In another event matter, Ms. Crocker said that she had received a number of calls about whether the Alliance would be holding a Mardi Gras event this year. It was noted that we would not, and in brief discussion it was noted that the event last year was less successful than in prior years due to competition from a better funded event in Southwest Washington. It was also noted that weather problems in the past have made it difficult to pull off financially successful events.

In other event-related discussion, Ms. Crocker suggested that we consider some other possible events such as promotion of an Arlington charity group or possibly a holiday sales event. Debbie Kaplan suggested a small business day event on the Saturday after Thanksgiving.

**Strategic planning**. Mr. Pedowitz noted Board efforts in this regard last summer and suggested that with a new executive director this might be good time to consider continuing our planning. Ms. Crocker said she would like to do a board retreat on a Saturday, perhaps between 8 am and 12 noon. Another suggestion was to begin later in the morning and continue during a working lunch. Mr. Pedowitz suggested that we do a Doodle and include different times and dates in April and May, with Saturday and Sunday options. Note was made that having a moderator might help to provide structure. Ms. Crocker said that she has helped plan such events in the past for groups she has worked with.

Other reports. None.

Old or new business. None.

It was agreed to hold our March meeting on March 20, 2019.

Adjourned: 7:55 pm.

Respectfully submitted:

Bill Gearhart

Secretary

**Minutes approved: [date]**

Meeting agenda as circulated by the President:

1. Approval of minutes: Meetings of 19 December and 16 January
2. Executive Director’s Report
   1. Onboarding experience
   2. Outstanding administrative issues
   3. Community connections
3. Treasurer’s Report
4. Upcoming Clarendon Alliance Events
   1. Art Festival (13-14 April)
   2. Annual Meeting (May)
   3. Clarendon Day (September)
5. Clarendon Alliance Strategic Planning
6. Other Reports, not listed on the agenda
7. Old or new business
8. Adjourn