**Clarendon Alliance**

**Board of Directors Meeting**

**May 15, 2019**

Present: Billy Cullipher, Bill Gearhart, Debbie Kaplan, Tom Moriarity, Casey Nolan, Scott Pedowitz, Tom Petty, Megan Pierce, Bill Trahant, and Natasha Ungerer (by phone); and also present: Executive Director Elizabeth Crocker, and Susan Soroko (Arlington Economic Development).

Not present: Jon Kinney and Hillary Shure.

Board President Scott Pedowitz called the meeting to order at 7:05 pm in conference room 2F at MakeOffices, 3100 Clarendon Boulevard with a quorum present.

**Minutes**: Minutes of the April 17, 2019 meeting, previously circulated, were approved as presented.

**President’s report**. Mr. Pedowitz noted the upcoming annual meeting and that several Board positions in the business and property owner classes were open. He said that Billy Cullipher and Natasha Ungerer in the business class had indicated a willingness to remain on the Board, and that Hillary Shure had expressed a willingness to move to the property class (with Jon Kinney and Casey Nolan willing to remain members in that class). He noted that this potentially would leave one vacancy in the property class and two in the business class. With the understanding that Alliance members in a class elected the Board members for that class, the Board considered several possible candidates for those positions, and it was agreed that Executive Director Elizabeth Crocker would reach out to them to confirm that they were interested in being candidates for the respective positions.

**Executive Director’s report.** Ms. Crocker updated the Board on several matters, including that she had made a brief presentation at the Lyon Village Citizens Association meeting on May 13; noted several other meetings with Clarendon business owners, the other partnership executive directors, and also that she was working with Mark xxxx of JBG, who has expressed a willingness to take over the farmer’s market at Courthouse as well as pay the license fee. Ms. Crocker also updated the Board on progress on Clarendon Day, and noted she had received a significant number of requests to participate.

Ms. Crocker next described several potential membership/sponsorship models for the Board to consider that covered membership fees and sponsorship options. After discussion the Board unanimously approved a motion to adopt a membership fee schedule and sponsorship model (see attached). Ms. Crocker said that she would have materials at the annual meeting on May 20 to accept dues. She also presented a new revenue model showing what the Alliance would need to reach certain revenue goals. Ms. Crocker then updated the Board on several financial matters, including the invoice recently received for police coverage at Clarendon Day 2018.

Ms. Crocker next provided an update on social media. She said that she was working on Instagram, twitter, and facebook links. Board member Megan Pierce presented a supplemental report. The Board then discussed what the Alliance policy should be on posting, and Susan Soroko of Arlington Economic Development noted that the County has a policy and it was agreed that we should look at it.

Ms. Crocker then updated the Board on the annual meeting, scheduled for May 20 at [name of restaurant]. She noted that the meeting would begin at 5:30 with cocktails, with the meeting and remarks from County Board member Erik Gutshall to follow [we should probably mention the woman from Economic Development, who gave a nice presentation]. She then updated the Board on the Bark in the Park event (with food trucks and music) and the cycling event, both on June 2. She noted that the banner over Wilson Blvd. announcing the cycling event was now up. She also noted that she was working on the permitting for Clarendon Day, and on a Paint Clarendon Pink event in the fall, and said that Hillary Shure had expressed support for that event.

The meeting was adjourned at 8:00 pm.

Respectfully submitted:

Bill Gearhart

Secretary