**Clarendon Alliance**

**Board of Directors Meeting**

**August 19, 2020**

*Present:* Scott Pedowitz; Mark Fedorchak; Hillary Shure; Debbie Kaplan (by phone); Bill Trahant; Bill Gerhart; Kieran Daly; Jon Kinney; Megan Pierce; Nora Bankert; Tom Moriarity. *Also present:* Elizabeth Crocker, Executive Director and Susan Soroko, Arlington Economic Development.

*Not present:* Casey Nolan; Tom Petty

**Call to Order:**  President Scott Pedowitz called the meeting to order at 6:32 pm.

**Minutes of the July Meeting:** Minutes from the July meeting were approved unanimously.

**President’s Report:** Discussion of current conditions regarding the COVID pandemic and its effect on local businesses and events. The County’s request that Clarendon Alliancemanage the Arts Festival (rescheduled from April to September) was also discussed in light of concerns about consumer participation and risk, but that the proposed Saturday and Sunday dates could help Clarendon area restaurants with outdoor seating. It was suggested that the Arts Festival may be considered a ‘test’ of how to address future events such as Clarendon Day, and that the Clarendon Alliance could “lead by example” in managing how the event is carried out to protect public health and manage the optics of a public gathering at an outdoor event. Elizabeth has been continuously involved in coordination with the County Events Office (which approved the Festival’s application) and both the County Manager’s Office and the Events Office have asked additional questions about how to run the program. It was also noted that Elizabeth’s efforts on behalf of CA have been recognized, and that the County has a high level of confidence in CA to effectively manage the event, should it happen. Elizabeth said she is taking it one day at a time in a rapidly evolving environment. It was agreed that we should do all possible to minimize groups gathering, and Scott suggested that Forward Virginia has more detailed guidelines.

**Executive Director’s Report:** Three new businesses have opened - Kaldi’s Social House, Smokecraft Barbeque and The Pinemoor, and all were urged to patronize and support these new Clarendon businesses. The County has not yet addressed the proposed street closings for restaurant seating (could affect both Pinemoor and Smokecraft). Other restaurants such as Whitlows are exploring how to expand seating and maintain social distancing. The Lot Beer Garden has been in local news as an example of many people gathering, but Elizabeth said it is keeping its numbers within guidelines (their code capacity is 1,000, so they are allowed up to 400 persons under Virginia guidelines

Elizabeth is joining monthly coordination calls with other BID’s and partnerships on COVID, outdoor space management challenges and ‘negative optics’ resulting in news visibility. Management and enforcement boundaries are unclear -- the County is not the ‘enforcer’ of the public realm, but is trying to provide signage, spacing tape on the sidewalks, etc. Indoor safety standards are generally being met; it is the public sidewalks where the problems are being created. While most responsibilities fall on the restaurant operators, Public Health requires “reminding people to separate and maintain space”. It was noted again that management and enforcement of behaviors and standards are unclear, and poor participation by a few operators will be a negative for all operators. Several issues were discussed, including special training, involving police participation and training, creating a Clarendon COVID Task Force. CA does not have the authority or capacity to take this on, but we also want to help sustain our businesses. A call on the following Friday was intended to coordinate on these and other issues.

Due to the level of coordination on the Arts Festival and other organizational issues, Elizabeth has not had much time to work on Memberships, but said we have added 13 members so far. Discussions continued about preparations for the Arts Festival, should it happen -- provide hand sanitizers, Hillary offered stanchions needed for line management, face masks, restroom facilities, etc. Susan Soroko reminded the Board that the Arts Festival contract is with Arlington County, not the Clarendon Alliance. Our role is to be a supporting organization.

Clarendon Comes Together planning is going very well, with a number of good auction prizes and other items to be awarded as part of the virtual event. Some sponsorships have been promised. Due to COVID, Power of Pink will not be happening this year.

**Finance Report:** Casey is out tonight, so no formal report - there no questions about the records presented. The first $45,000 from the County has been received. Without Clarendon Day this year, both our revenues and costs will be less than in previous years.

**Other Business:** No questions or comments about other business; the next meeting is scheduled for September 16th.

At the conclusion of the regular meeting (approximately 7:55), an Executive Board Meeting was held, adjourned at 8:11pm.