**Clarendon Alliance Board Meeting**

Via Zoom

July 15, 2020

**Present:**

* Board Members: Nora Bankert, Kieran Daly, Bill Gearhart, Debbie Kaplan, Jon Kinney, Tom Moriarity, Casey Nolan, Scott Pedowitz, Tom Petty, Hillary Shure, Bill Trahant, Natasha Ungerer,
* Executive Director: Elizabeth Crocker
* Arlington Economic Development Liaison: Susan Soroko

Not present:

* Megan Pierce, Mike Zwolinski

Meeting was called to order at 6:35pm.

APPROVAL OF MINUTES

* June 2020 minutes were approved unanimously

PRESIDENT’S REPORT

* Continue to be aware of the impact of COVID on the Clarendon retail businesses and reach out to Elizabeth if we see an opportunity to help

COUNTY REPORT

* The grant program is at the tail end of fulfillment and most awards have been handed out – may be future opportunities
* The Country Manager has appointed a new Racial Equity Manager, Samia Byrd and Susan recommends we invite her to a future meeting
* Susan also recommends we reach out to the new Economic Development Director, Telly Tucker, as the FY22 budget process will start soon – December 1 is when the partnerships will submit proposed budgets

EXECUTIVE DIRECTOR’S REPORT

* Positive feedback from new website – adding new community partners
* Clarendon Comes Together (Clarendon Day)
	+ Sponsorship page is up
	+ Long and Foster and AECOM may be new sponsors (Elizabeth will forward an update)
	+ Sponsorship Levels are established: $500, $1000, $2500 levels are proposed
* Membership Renewals will be sent out plus outreach for potential new members
* Covid-19 Response – she continues to engage with businesses
* **Action: Board Members: Please take photos of doing business in Clarendon and send to Elizabeth**

FINANCIAL REPORT

* Invoice has been submitted to the country
* We have a balanced budget since we didn’t have to spend money on typical Clarendon Day expenses and savings on rent
* Need to focus on revenue on membership and Clarendon Comes Together
* Hopefully we can demonstrate to the Country that we have fiscally managed our budget with the hope we can get back to the previous funding commitment
* The revised budget was approved unanimously

CLARENDON COMES TOGETHER

* AIM will do a virtual concert in their studio that night live streamed
* Scavenger Hunt for Kids + Chalk Art Contest through the month of September
* Hilary offered to create a logo
* Raffle items in process:
	+ Fitness: Bash Box year-long membership, Trex, Bikes
	+ Food: Private rooftop event at Buena Vida/Lyon Hall Chef’s Table
	+ Car from Brown’s Honda, Radley Acura, or Jack Taylor’s Toyota
	+ Spa Package
	+ Hotel Stay
	+ Vacation home
	+ Wine: Private wine tasting with a sommelier, Delaplaine Tour with Bus
	+ **ACTION: Board to recommend other items – Elizabeth will send the sponsor package**

PAINT CLARENDON PINK (Month of October)

* Outside workout in pink on Metro Plaza
* Mobile mammogram unit

Meeting was adjourned at 7:55pm