**Clarendon Alliance Board Meeting**

Via Zoom

November 18, 2020

Present:

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

Not present:

* Bill Gearhart, Megan Pierce,

Annual Meeting Attendees:

* David Kinney, Zahra Isani, Kristen Shaw, Elise Panko, Wendy Buckley, Christina Armstrong

The meeting was called to order at 6:34pm.

Scott kicked of the Annual Meeting.

Motion made to re-elect John Kinney and electing Mark Fedorchak to the Clarendon Alliance board which was unanimously approved

Telly Tucker:

* Thanked Elizabeth for her service and engagement with Arlington Economic Development
* ¾ of businesses have reported severe disruption as a result of the pandemic (more than 6,000): primarily restaurants, shops, service industry
* AED helped restaurants shifting to online, providing public right of way for pick up, and sidewalk spaces (TOSAs)
* FY21 Budget highlights:
	+ $250,000 for small business support
	+ Developing a suite of services including
		- An e-commerce platform for businesses who don’t have an online presence
		- One:one counseling for legal, business, and marketing support
		- More marketing efforts
			* Partnering with the chamber for an Instagram takeover
			* Small business blog profiles
			* Education on how to create more pop-up spaces
			* Additional signage for parking and letting people know businesses are open
			* Highlighting special offerings on the AED website

Elizabeth’s report

* Was able to deepen relationships with local businesses
* 6 restaurants opened and lost 2 businesses
* Handed out 35 banners – open for businesses
* Social media and marketing for local businesses
* Created an online business directory
* Ability to add calendar events
* Clarendon Day turned into a predominantly virtual event
	+ Created a donation drive for local nonprofits
	+ Local contest
	+ Concerts via AIM
	+ Netted the same amount as we do in previous years
* Sadly, Elizabeth will step down at the end of the year for personal reasons

Annual Meeting ended at 7:00pm

Board Meeting started at 7:05pm

Minutes

The August and October minutes were unanimously approved

Elizabeth’s Departure

* The board thanks her for her commitment, support and accomplishments over the past two years
* Her last day will be December 18, 2020
* The board had no changes to the revised job description and agreed not to post salary history
* Will post on Idealist and Indeed, Chronicle for Philanthropy

Financial Report:

FY22 Budget

* Clarendon Alliance budget will be provided to AED in December for adoption in April
* Basic Recommendations: Qualified ED, Place to hang our shingle, programming
* Susan recommends focusing on the support we provide and our leadership role to small businesses with aligns with the county’s priorities
* No objection to the amendments Casey recommended
* Elizabeth will create a cover letter for the budget for review to going to county on December 1

P&L

* Still waiting for county match of $35,000

Membership

* New members: Spicecraft, Primrose School, Kaldi’s
* The membership value is more evident
* Courtesy memberships for sponsors over $5,000

Events

* Business Roundtable
	+ 20 participants with AFD and AED
* Food Drive
	+ December 19 at Primrose from 10am to 1pm
	+ Marketing and social media from the Alliance
* Arts Festival
* Possible spring event
* And/or a Labor Day event

Clarendon Day

* Set up in the system and ready to publish including sponsorship levels
* Date will be September 25

Meeting was adjourned at 8:15pm