

LHA BOARD MEETING MINUTES – JULY 22, 2021, 8:30am (ZOOM MEETING)

Directors Present: Amelia Frenkel, Sandi Chesrown, Michele Cornwell, Elaine Furlow, Pamela Gillen, Ralph Johnson, Jeff Joseph, Lauren Harris, Tom Korn, Jim Lantelme, Richard Price, Desiree Stolar, Matt Weinstein, Michelle Winters, Tom Wolfe

Directors Absent: Peter Bota

LBA Staff Present: Ginger Brown, Maia Potok-Holmes

Welcome & Call to Order

Meeting was called to order by Pamela Gillen, President, at 8:30am. Pamela welcomed Board Members and motioned to accept the minutes from the May board meeting. Tom Wolfe moved to accept, seconded by Jim Lantelme, and passed. Tom Korn was not at the May meeting so abstained from the vote.

AED Update

Susan thanked LBA for coordinating and working with ACVS and for continuing to promote getting the COVID-19 vaccine. She encouraged all to continue to communicate with businesses about safe practices and vaccination. She shared that the funding request for the first half of LHA's allocation has been submitted. Ginger confirmed that the funds have already arrived in LHA's banking accounts.

Communications Update

Maia shared that LHA will be moving to change its name to Langston Boulevard now that Lee Highway has officially been renamed Langston Boulevard. Once LHA's name has been changed, the web domain name and social media handles will also have to be changed – the website, business cards, letterhead, logo, and email addresses will also have to be updated. LHA has already secured a handful of domain names out of caution. LHA's social media following continues to grow. LHA worked with the County last month to reach out to businesses utilizing PUDO spots to see if they are helpful and whether or not they should stay. LHA has joined CPRO's Buy A Nurse Lunch program – the lunch date is August 13 and Sushi Zen is providing the food. Last month, Ginger and Maia attended an event with Gov. Northam celebrating the growth and achievements of Fresh Impact Farms and the grant they received from the State during COVID. LHA has been meeting monthly with AED and ACVS to provide them with updates on what's happening within the corridor and specifically regarding the October renaming celebration and mural. ACVS and AED will be helping to promote LHA's work and the corridor to locals and tourists. Maia is also working with ACVS on their Eat, Drink, Love campaign – geared towards introducing tourists and locals to the exceptional food scene in Arlington. The campaign is set to launch in September.

Finance Committee Report

Michele Cornwell shared that she sent the financial report to everyone via email on Tuesday – it reflects through June 30. As of the end of June/the fiscal year, there was a total of \$24,000 in

the LHA accounts. First half of FY22 grant has been deposited since so that number is now higher. LHA's net income is over budget for the revised pandemic budget because the Vision 2050 luncheon fundraiser in April was very successful. It gave LHA the cushion they needed this year. The next job for LHA is to recast the budget that was provided to the County because it was based on things like going back to the office that are not happening – at least for the next 6 months. She anticipates presenting a re-casted budget in the next two board meetings.

Housing Committee Report

Michelle Winters shared that there has been a lot going on with housing lately. The 5-year-old affordable housing master plan for the County is undergoing a 5-year review. This has been going on for the last 6 months, and a survey was sent out to the community. There is seemingly a much bigger feedback on the geographic distribution of affordable housing – more support for putting affordable housing up on Langston Boulevard – and there has been supportive feedback on putting up housing in other areas of North Arlington (not along the Boulevard). It will be interesting to see if that is reflected in the updated report. The Missing Middle Study is moving forward. The County has gone through their community surveying of housing types. They will be moving into the phase of studying specific housing types in the fall. She has not yet heard which housing types the County intends to study. There have been some intersections in the discussion between Missing Middle and Plan Langston Boulevard. There has been feedback that community members are confused regarding the differences and similarities Missing Middle and PLB and the County is planning to improve their communication around the two studies. LHA and AHS' Missing Middle partnership/grant from VA Housing is coming to a close. The grant was received in August 2020 for a one year long project. That allowed them to create the missingmiddlearlington.net website. AHS just released four videos about missing middle on their social media. They hope to do a larger social media campaign in the fall. The multi-family reinvestment study is happening but Michelle has not received any updates on it yet. The study is a replacement for the housing conservation work the County was conducting a few years ago.

Transportation Committee Report

Richard shared that the County Board approved a bus only lane during peak hours in both east and west bound directions. The east bound bus lane will be very helpful during rush hours.

President's Report

Pamela kicked off the President's report by proposing the motion that the Lee Highway Alliance officially changes its name to Langston Boulevard Alliance, to reflect the name change of Lee Highway. Jim Lantelme seconded, Tom Korn's thirded, and the motion passed unanimously. Pamela shared that there are quite a few administrative things to do now that LHA has been renamed LBA, but Ginger and Maia are already working on them. LBA's bylaws need to be updated with the new name, which would need a Board vote. Pamela proposed that the bylaws would be sent out via email this week and that Board Members would vote via email in August. Maia showed a list of things that need to be changed now that the Alliance has been renamed, including their social media, website domain, emails, business cards, letterhead, newsletter, logo, etc. Langstonboulevard.com has already been taken but Maia has already secured langstonblvdalliance.com and langstonboulevardalliance.com. Ginger shared that the Alliance is

working with the County and residents of “Old” Lee Highway to begin a process to rename the roadway. The first meeting is expected to take place in September, and a recommendation will be made to the County Board in October, which will then go to the Commonwealth Transportation Board in December. LBA has also been approached by a group who wants to rename the Lee Arts Center. It is unclear when that conversation with the County might take place, but Ginger expects that conversation will take place during the Plan Langston Boulevard process. Pamela mentioned that community members have expressed concern about potential costs small businesses will incur with the name change and LBA is looking at possible ways to support those businesses. Desiree and Tom Kornis volunteered to be a part of that process. Elaine mentioned that individual residents/condos might need support with a name change as well. Desiree suggested creating a Q&A or checklist for businesses and residents. Michelle shared that Plan Lee Highway staff are already planning to change everything over to Langston Boulevard.

Events Committee Report

Tom Wolfe shared that the Bike to Work event in May was a big success. It was LBA’s first time participating in the event and hosted their pit stop in the afternoon in the Lyon Village Shopping Center parking lot. Many bikers expressed that they loved the afternoon time slot and requested LBA use that time slot again next year. Sun & Moon Yoga and Lebanese Taverna donated items/yoga classes as well. Ginger shared that the Events Committee has begun planning a renaming celebration event to take place in October. LBA received a \$5,000 grant from Arlington Arts for a new mural on the Boulevard and LBA will be hiring local muralist KaliQ Crosby to paint said mural. The mural will be on the side wall of Sport Fair, right next to Calloway Church. The mural will be completed in early October. There will be a big happy hour celebratory event at Dominion Lighting (across the street from the mural) in early October as well to celebrate the mural and the renaming. There will also be a gallery of work by Black artists on display at Dominion Lighting throughout October. LBA is also working with Wilma Jones to hold a Walking Tour of the corridor’s racial history the day after the Dominion event.

Land Use Scenarios Discussion

Pamela shared that she, Ginger, and Michelle Winters had a meeting with Natasha earlier this week. County Staff is planning on updating the maps so that the text and terminology used is clearer to viewers. The County has heard from community members that they want to maintain green buffer strip along Harvard Street right by the Lyon Village Apartments and want the existing buffer strip to be shown on the planning maps moving forward. "The County is moving into the next phase of planning this fall and will be releasing new proposed plans soon.