

# ARLINGTON ECONOMIC DEVELOPMENT COMMISSION

## Minutes Regular Meeting Tuesday, November 8, 2022

<u>Member Name</u>	<u>Present</u>	<u>Absent</u>
Bates, Kate	X	
Blenkle, Andy	X	
Boyd, Ryaan	X	
Brewer, Janetta	X	
Cooper, Steve	X	
Denning, Tim	X	
Dunn, Bill	X	
Lynch, Catherine		X
Manlove, Steve	X	(virtual from home)
Mansur, Sid	X	
Mason, Brad	X	
Masresha, Daniel		X
Ninassi, Carlo		X
Pedowitz, Scott	X	
Sampaio, Flavia		X
Schoenfeld, Mary Margaret	X	
Singh, JJ	X	
Sisk, Avril Ussery	X	
Smith, Larry		X
Virasingh, Vicky	X	
Yam, Kevin	X	

### 1. WELCOME AND CALL TO ORDER

The regular meeting of the Arlington Economic Development Commission was called to order by Chair Sisk at 8:05 AM. She reminded members that the December meeting will be in person and informed the Commission that Commissioner Carlo Ninassi has withdrawn from the EDC.

### 2. DIRECTOR'S REPORT

Interim AED Director Shannon Flanagan-Watson started with the announcement of Ryan Touhill as the new Director of AED who will begin at AED November 28. Interim Director Flanagan-Watson then provided an update on several business events including BizLaunch's Brunch and Business and the inaugural REV (Revenue, Employment, Venture Capital) Awards. She also announced the County Board will consider an RTA for five new or amended commercial uses in the zoning ordinance (indoor recreation, audio visual production, flex spaces, ghost and shared commercial kitchens, and food delivery entities) as part of the commercial resiliency efforts for economic recovery.

### 3. APPROVAL OF MINUTES

*Motion made by Commissioner Sampaio and seconded by Commissioner Cooper to approve the minutes of the October 11, 2022, meeting. Motion carried unanimously.*

#### **4. CHAIR'S REPORT**

Chair Sisk provided an update on the Framework for Prosperity 2.0 – Equity Update and noted that it will be brought forward for a vote to approve at the December meeting. The Commission will receive the report for review prior to the meeting.

#### **5. WORKING GROUPS:**

Vice Chair Dunn reported the small business working group has not met since the previous meeting but will meet in December. He also mentioned that the commercial vacancy working group is still in formation and encouraged participation in the working groups.

#### **6. Information and Discussion: "Arlington Tourism Update" presented by Emily Cassell (Director, Arlington Convention and Visitor Services, AED), hosted by Commissioner Singh.**

Emily Cassell shared highlights from the annual Tourism Summit held in late September. This is a time of tremendous change and reinvention for the industry. Arlington occupancy numbers are beginning to look more “normal” in terms of seasonality and there has been a significant increase in group activity and student travel. Business transient travel continues to lag. Arlington’s mix is 60% business (including meeting and group travel), and as business travel improves so will our tourism occupancy numbers. Emily also provided an update on the VTC ARPA Tourism Recovery Program and how ACVS is investing the funds for recovery. Efforts include new branding and messaging efforts, a website overhaul, creative campaign development and a media campaign to run Feb 2023-June 2024 with the key themes of Diversity, Accessibility and Sustainability.

#### **7. UPDATE ON PLAN LANGSTON BOULEVARD**

Commissioners Dunn and Yam provided an update on Plan Langston Boulevard, citing the tremendous investment of staff resources into the planning to date and the need expressed by LBA (via letter to the County Board) for an implementation framework, in order to move things forward. Commissioners Dunn and Yam drafted a letter of support for the implementation framework to be sent to the County Board on behalf of the EDC. Following a question by Commissioner Singh and further discussion, there was a motion to approve the letter (motion made by Commissioner Pedowitz and seconded by Commissioner Mason with abstention by Chair Sisk).

#### **8. OLD BUSINESS**

No old business.

#### **9. NEW BUSINESS**

No new business.

#### **10. ADJOURNMENT**

*The meeting was adjourned at 9:36 a.m. by Chair Sisk.*

The next meeting of the Economic Development Commission will be held 8:00 AM, December 13, 2022.