

BLUEMONT CIVIC ASSOCIATION
Executive Board Meeting
Tuesday, June 8, 2010, 7:30 p.m.
Arlington Traditional School

Call to Order and Attendance

President Judah dal Cais called the meeting to order at approximately 7:38 p.m. In attendance were President Judah dal Cais, Newsletter/Website Designer Sam Ferro, Newsletter Editor Suzanne Sundburg, Neighborhood Conservation Representative Carl Drummond, NC Update Committee Chair David Van Wagner, 2nd VP and Ballston Partnership Representative Talmadge Williams, Webmaster Dave Leichtman, and Treasurer Judy Collins. In Secretary Mary Thorne's absence, Sundburg took the meeting minutes.

Approval of Minutes for 5/11/2010

The Executive Board voted unanimously to approve the May 11, 2010, Executive Board meeting minutes. Thorne will forward the approved minutes for posting to the Bluemont Civic Association (BCA) Website.

June Newsletter

The Executive Board approved the newsletter text for June with some changes. Sundburg will forward final newsletter copy to Sam Ferro for layout. Candidates were identified for all BCA officer positions except 1st Vice President. There are still open/unconfirmed slots for Civic Federation delegates and alternates. If candidates for the open slots are not identified prior to the newsletter's publication on or about 6/15/10, then nominations will be sought from the floor at the Annual Meeting on 6/23/10. Dal Cais agreed to serve again as president with the understanding that another officer (as yet unidentified) would take over as president in 2011–2012. The newsletter should be ready for David Van Wagner to pick up by Thursday, 6/17/10, with the goal of mailing the newsletter on Friday, 6/18/10.

Reports from Officers and Representatives

Judy Collins confirmed that BCA has approximately 270 current members.

David Van Wagner reported that there were eight or nine participants [there were nine participants present, including Van Wagner] at the first Bluemont Neighborhood Conservation (NC) Plan update meeting on 5/30/10. As of 6/1/10, the closing date for the neighborhood-wide NC survey, there were over 300 respondents (including both online and paper survey results). These results have now been distributed to the committee members. At the 5/30 meeting, the NC Plan was separated into sections, and at least two members of the update committee volunteered to work on each section. The individual section subcommittees plan to meet and revise their sections in June. The entire update committee will meet again in mid-July. The goal will be to have

a draft ready for the general membership to review at the September 2010 meeting. Once the membership has approved the text, then the document will be ready for layout. It was suggested that the county would do the layout, as it has done for past versions of the NC Plan.

Sundburg noted that there were a number of resident comments captured by the NC survey but noted that they were hard to read and to print out in the current Excel spreadsheet format. She noted that the Executive Board might want to review these comments and address some of the topics or issues in the newsletter or at general membership meetings. Dal Cais said that he would contact someone to determine whether the comment data could be downloaded to a more manageable format. Otherwise, the data would have to be copied and pasted by hand into another format.

NC Representative Carl Drummond stated that BCA's current first-priority NC project, the 1000 block of N. Edison Street, has accrued 10 NC points and will accrue another 35 points once the Bluemont NC Plan has been updated. Drummond expects that the Edison Street project will be funded in the spring 2011 NC funding round provided that the county allocates bond money for NC projects. The next priority project will be N. Kensington Street between 8th Road North and Wilson Boulevard once the membership approves it in the fall. There is no need to have the project formally listed in BCA's NC funding queue until the Edison Street project has been funded.

Drummond also reported that the county has repainted the Balls Crossing neighborhood sign on N. George Mason Drive, as promised. He said that the formerly rusty sign now looks much better.

Williams reported on Ballston-Va. Square Partnership meetings. He noted that work at the Peck-Staples site is progressing. However, developer JBG is having trouble locating tenants for the ground-floor retail space, particularly in the 12-story spec office building. He noted that the head of the Ballston-Va. Square Partnership, who is also connected to JBG, is urging all partnership members to help identify prospects for the retail space. Williams also noted that JBG is very interested in redeveloping the Safeway property on Wilson Boulevard. Dal Cais provided Williams with a copy of the urban planning student Jane Kim's report on the Commercial Village Center and the NC survey results, both of which will be used to formulate BCA's vision for the commercial strip along Wilson Boulevard in the updated NC Plan. Dal Cais also suggested that Williams invite the head of the Ballston-Va. Square partnership to meet with BCA's Executive Board to discuss the Safeway site. Dal Cais also asked Williams to provide him with copies of or access to the Ballston-Va. Square Partnership's meeting minutes.

Old Business

Dal Cais and Ferro discussed the upcoming fall fundraiser. Once the date for the September general meeting is confirmed with Arlington Traditional School, Dal Cais will finalize the date for the fall fundraiser (in mid to late September). Dal Cais will ask the membership at the June Annual Meeting to approve a budget for advertising the fundraiser. Dal Cais will work with Sam Ferro to develop the advertising, and the

Executive Board will finalize plans for the fundraiser at the July 2010 Executive Board meeting.

Webmaster Dave Leichtman reviewed the progress being made on the redesign/revamping of BCA's Website. Ferro created the new design, and Leichtman is implementing a new content management system that will automate and simplify the previously labor-intensive task of keeping the Website up to date. Leichtman plans to have the site completely renovated by the end of June. He has linked the site to Flickr in order to encourage members to share photos, and he also has set up a related BCA Facebook page. The idea is to use social networking in coordination with the Website to encourage residents to join and become active in the civic association. The new site will be advertised in the September neighborhood-wide newsletter. Ferro is looking at options to add the BCA URL (www.bluemontcivic.org) to the Bluemont neighborhood signs. Dal Cais asked Leichtman to submit a plan/budget for advertising BCA/Bluemont on Google, which the membership can review and approve in September.

Sundburg noted that one of the comments in the NC survey was about the listserv and a suggestion to increase the number of participants in order to boost attendance at general membership meetings. Leichtman reported that there were 106 participants in the Google announcement-only list and 41 participants in the Google discussion list. So roughly half the current membership has signed up for the listserv. The group noted that the membership form does have an optional blank to include an e-mail address for BCA notification purposes only. Collins reported that her membership spreadsheet does list the e-mail addresses of those who chose to provide that information, but she said that the addresses might not be current. Leichtman suggested sending current members who are not on the list a one-time-only notification/invitation with instructions for how to sign up for the listserv.

New Business

There was no new business discussed.

Judah dal Cais adjourned the meeting at approximately 8:40 pm.