

## LBA BOARD MEETING MINUTES – September 21, 2023, 8:30 am – Virtual

### Directors Present (16):

Peter Bota, Laura London, Elaine Furlow, Ralph Johnson, Jim Lantelme, Michelle Winters, Tom Wolfe, Jeff Joseph, Tom Korn, Lauren Harris, Paul Holland, Eric Malpeli, Matt Weinstein, Matt Rowan, Tanya Graham, and Michele Cornwell.

Directors Absent (2): Richard Price and Lauren Harris

LBA Staff and special guests: Ginger Brown, Maggie Chao, and Susan Soroko

### Welcome & Call to Order

The meeting was called to order by Jim Lantelme at 8:30 am. Jim welcomed Board Members and special guests.

Susan Soroko gave an Arlington Economic Development update.

Ginger Brown gave the Executive Director's report.

Ginger discussed the branding process for the corridor. LBA hired Fuseideas to brand the Langston Boulevard corridor. The group had started interviewing key stakeholders for the corridor to come up with a strategic platform. The strategic platform would be used by a creative team to come up with the brand.

Strategic planning committee worked with the consultant Spark Mill to kickoff the strategic planning process. They would begin interviewing key stakeholders.

Ginger Brown gave a recap of the President's Breakfast which was held in August to discuss the PLB Draft Plan.

Meeting adjourned at 9:30 am