

LBA BOARD ANNUAL MEETING MINUTES – April 11, 2024, 8:30 am – Virtual

Directors Present (10): Jim Lantelme, Michelle Winters, Michele Cornwell, Laura London, Tom Wolfe, Jeff Joseph, Eric Malpeli, Elaine Furlow, Zachary Newkirk, Michael Foster, Matt Weinstein.

Directors Absent (4): Peter Bota, Tanya Graham, Matt Rowan, Lauren Harris, Paul Holland

Staff Present (2): Ginger Brown and Maggie Chao.

Welcome & Call to Order

Mr. Lantelme called the meeting to order at 8:30 am.

Remarks by AED Partnerships Liaison Susan Soroko

Ms. Soroko noted that the adoption of the budget is likely to occur in the next week. As part of that process, some on the County Board made inquiries about partnership structures and LBA's response was very helpful. She also thanked LBA for its support at the recent Dominion Electric event.

President's Report

The LBA approved the minutes of the February 7, 2024, Board meeting.

Executive Director's Report

Ms. Brown updated the Board on recent work. LBA's Earth Day Festival is on April 21, and she thanked all who had already agreed to volunteer. Volunteers are most needed for set up and breakdown at the event. She noted that LBA is moving forward with branding efforts and will share more of that at the June Board Meeting. Regarding the possible transition of the LBA from 501c4 status to 501c3 status, it has been very time consuming, but progress is being made. The process/application could affect the language in the draft Strategic Plan; more on that at the next meeting. The Historic Consultant is in town interviewing Legacy Businesses, and there's a second round planned for June.

Most of the staff's time and energy recently has been directed toward the 2024-2027 Strategic Plan draft, which will be discussed in broad terms today.

Discussion of Strategic Planning High Level Overview

Following the Strategic Planning Board Retreat in January, and subsequent online meetings with the Strategic Planning Committee, Spark Mill has completed a draft report. Ginger distributed the draft Plan prior to the Board meeting via email.

Additional collaboration with Spark Mill and the Committee is anticipated before the full report is ready for Board review.

At this meeting, LBA asked the Board to generally approve of the "High Level Framework" as presented, so that details can be fleshed out before the June Board meeting. The Consultant can be here on June 18 if that works for the next Board meeting. The Board noted that the Strategic Plan is based on LBA's long-standing Guiding Principles. Ginger reviewed the listed Strategies and Outcomes in detail. The link between each Strategy and Outcome is the Work Plans (programming, etc). Work plans will be fleshed

out once the Board has commented on the larger framework completed thus far. It was the consensus of the Board to move forward with this Framework for the Strategic Plan.

Board comments included adding additional references to Affordable Housing; language about Environmental Sustainability, and Livability (using South Arlington's Livability 22202 as an example); to ensure that strategies are changeable enough to avoid unintended consequences; and to better define business development. Jim encouraged the Board to continue to mull over the Plan and send him and Ginger further comments, edits and thoughts.

Adjournment

The meeting adjourned at 9:10 am.