

**MINUTES**  
**FAN DISTRICT ASSOCIATION BOARD OF DIRECTORS**  
**JUNE 3, 2013**  
**208 STRAWBERRY STREET**

**Presiding:** Bill Montgomery, FDA President, called the meeting to order at 7:00pm.

**Board Members Present:** Bennette Burks, Tricia Bryant, Roger Whitfield, Christina Murray, Tim Treinen, Bill Montgomery, Laura Bateman, Matthew Stanley, Ted Theofanos, Brian Baird, Colin Kelley.

**Others Present:** Barbara Hartung, Chair of Lighting Committee, Bob Steidel and Rosemary Green, City of Richmond, DPU, Jeremy Young, Marketing Director of Heartsfields at Richmond, Tom Stallings, West Avenue Association, Jeff Geiger of Hirschler Fleischer, Monica Smith-Callahan, Richmond World Cycling Championships, Michael D. Edwards, SEED Institute, Melvina Y. Goodman, Inner Zones. Jim Klaus, Acting as Secretary.

**PRESENTATIONS**

**Lighting Project**

Bob Steidel and Rosemary Green, City of Richmond - DPU, reported on the progress of the \$13MM Fan lighting project.

By the end of 2013, \$1.1MM will have been spent with 17 completed blocks of the 163 total blocks within the scope of the project. Although planned for completion in 2012, Mulberry and Grace Streets will now be finished by the end of 2013, with 83 new lights. If lighting levels are approved for public safety purposes, existing overhead box lights will be removed.

An engineer is now assigned to the project after lengthy delays due to short staffing in the department.

The next phase will be Floyd Ave. starting at Boulevard and moving east. This phase will be more difficult due to underground utilities conflicts.

\$500,000 in funding is available now plus \$350K per year through 2018. The importance of FDA support for funding each year was emphasized as there are other neighborhoods vying for engineering time and funding.

DPU will be willing to produce another newsletter to communicate to the neighborhood the blocks that will be worked on during the next 12 to 18 months.

**Richmond World Cycling Championship - 2015**

Monica Smith-Callahan, Marketing and Event Manager, reported on the preparations for this international 9-day event to take place September 19<sup>th</sup> to 27<sup>th</sup>, 2015. She is one of 9 employees working

to bring the race to Richmond, with assistance from Richmond Sports Backers and the Commonwealth of Virginia, among others.

The event will be nationally televised with Olympic caliber athletes and 450,000 expected spectators. \$21MM in private funding is required to put this race on, of which half has been raised already. The goal of the organizing committee is to leave a legacy of a more sustainable, healthy, bike-friendly city.

There are no planned routes in the Fan at this point. If that changes, the FDA will be notified.

### **HeartFields of Richmond**

Jeremy Young introduced himself as the new Marketing Director at HeartFields of Richmond. He assured the board that HeartFields wants to continue its history of strong involvement with the FDA, including serving as a ticket sales and refreshment stop for the Holiday House Tour.

A wine tasting event is planned for this Wednesday June 5<sup>th</sup> from 4:30 to 6:30pm with tours of the facility. All are welcome.

### **Treasurer's Report**

Matthew Stanley, Treasurer, reported on the 8 month financial statements from October 2012 to May 2013.

On the revenue side, membership is trending slightly below budget at close to \$8K, but an appeal mailing this week should help increase that total. Annual membership is budgeted at \$18K. It was noted that it would be helpful for board members to have a list of current FDA members to help with cultivation. Laura volunteered to email board members a listing of current FDA members.

\$15,000 in Party Patrol funding from VCU and the city was received in the month of May. Matthew has learned the correct way to bill for these payments and will update instructions for future treasurers.

Adopt-a-Tree season just started so no revenue at this point.

Fanfare income is a bit behind at almost \$9K. Marie is the advertising manager and uses a list of three years of advertisers to help with cultivation. She may require additional board support in order to meet the \$16.5K budget for advertising income in FY 2013. It is important to remember that if income from advertising exceeds the cost of the newsletter, that revenue becomes taxable. New email newsletter sponsorship income of \$200 will be included in Fanfare advertising at this point.

On the expense side, Fanfare expenses are trending below budget for the year, but do not include the most recent issue. The FDA paid out approximately \$9.5K in grants in May bringing total YTD to \$20,225, and still has \$12K available in the grants budget to spend. Annual meeting costs were under budget of \$4K at \$2.8K.

Party Patrol was discontinued for the summer period at the end of May and will resume when the students return in August. The program was supposed to conclude when school ended at the middle of the month, but that did not happen. This should be rectified next year. Also, the Party Patrol phone number has been changed and should be tested weekly or monthly to ensure it is working when the program is active. The FDA has spent \$17.5K of its \$23K budget for Party Patrol as of the end of May. The FDA Safety Committee needs to better monitor usage of Party Patrol by the neighborhood next year, as this is one of the FDA's largest budget items.

Vehicle usage charges for Party Patrol have been proposed by the city at \$35 per night, but have not yet been implemented.

Credit card fees are above budget at \$758, as the FDA is promoting the renewal of memberships online. It currently totals about 10% of membership due to high fixed costs to accept credit cards. Matthew hopes that with increased volume the cost per transaction will decline.

Matthew is looking into a new option for FDA voicemail to reduce costs as GoogleVoice is being discontinued. The FDA is required to have a phone number in order to accept credit card payment

Administration expenses are under budget, due to the fact that Directors and Officers Insurance payment has not been made yet. Maintenance expenses are over budget at \$4K due to considerable work done on the building this year.

### **Zoning Committee Report**

Bennette Burks summarized issues discussed at the May 28<sup>th</sup> Zoning committee meeting -

1927 Stuart Avenue. Allison and Bob Lauterberg are renovating this property and propose replacing an 11-foot wooden fence with an 8-foot masonry wall. The Zoning committee recommends supporting this variance request as it will improve the current architecture and is in keeping with a common wall height in the Fan. The motion was brought to the board, seconded and passed unanimously on a voice vote.

Landmark Theatre. Zoning was informed that since this location is zoned residential, every time they make changes or improvements to the theatre they need to get a Special Permit. The committee recommended that the FDA inform the BZA that there were no objections to the current interior renovations. The motion was brought to the board, seconded and passed unanimously on a voice vote.

Chesterfield Building - 900 West Franklin. Jeffrey P. Geiger, attorney at Hirschler and Fleischer, represents the owner of the building. The Chesterfield is zoned multifamily with approved usage for a bookstore and restaurant. The building is required to have 10 spaces for the restaurant. The building has an agreement with VCU to use the spaces on the side of the building, but some are not available 24 hours a day so they don't count towards the 10 space requirement. Current surface parking spaces were lost with the new dorms going up on Grace St., so new spaces have been set aside in the West Broad parking deck, which is 500 feet from the restaurant. The regulations state that the spaces need to be within 300 feet. As a result, they are asking for a variance from the 300 foot requirement. In addition, they are asking for permission to put new signage up at the restaurant and the bookstore.

Tom Lisk has indicated to the zoning committee that the Parking Committee would like to review this request. As a result, discussion was tabled until the Parking Committee has time to review the request.

A complaint has been filed with the FDA by Main St. residential property owners about a proposed change at Sidewalk Café, perhaps to add outdoor seating. Neighbors are worried that the city will approve a SUP, overruling the restriction that no outdoor seating can be within 100 feet of a residence. Currently the outdoor space at Sidewalk Café is just a smoking area. No request for outdoor seating is yet on file at the city. Zoning will continue to monitor this situation.

### **Code Enforcement**

Tricia Bryant reported that James Henry is going to chair this committee. The first meeting will be held in July.

### **Communications**

Brian Baird indicated that he would welcome more reporters for the news to be included in FanFare and the email blasts. Please contact Brian with suggestions.

Brian has purchased a WiFi hotspot for the FDA for less than \$100. Instructions will be sent to board members for usage instructions and password.

### **Education**

Ted Theofanos reported that the School Board has decided to close three schools. Most relevant for the Fan is the closing of Clark Springs Elementary, with students sent to John B. Cary Elementary. Children from the Museum District that used to go to Cary will be moved to Fox. There is a worry at Fox that this will result in overcrowding. There are a range of estimates of new students moving to Fox from 110 on the high side which would result in overcapacity, to 40 or 50 on the low side, which would be within capacity.

The FDA has notified our members that Mamie Taylor, the fifth district School Board member, voted to close Fox at a previous Council Meeting. FDA Members were also informed of the public input forums regarding school closings and rezoning.

### **Grants**

Laura Bateman will be meeting with the committee and new chair Jenna Mosman next week to go over new grant requests to bring to the board for approval. The Grants Committee is working towards making grants an annual process with all awards given out at the annual meeting in May.

### **Holiday House Tour**

Tricia Bryant reported that all co-chairs are in place. The next phase is looking for homeowners.

Matthew Stanley is the publicity chair. An RFP is being prepared for a publicity company to help with the tour this year.

### **Membership**

Laura Bateman reported that the committee is making progress on the “Fan Rewards” program.

### **Parking**

Tim Treinen reported on the pilot parking program on West Ave., Birch and Boyd Sts. Based on five observations by the city, there has been a significant reduction in occupancy of the streets by non-permit parkers - from 14% to 8% on weekday evenings and from 27% to 10% on Sundays. The greatest concern about the pilot regarded overflow parkers moving to Park Ave., but that has not happened. City will continue to observe through the fall. The committee recommends that the FDA continue the test through the end of the year.

The committee’s consideration of making Park Ave. one way from Lombardy to Harrison will be deferred until the end of the West Avenue parking pilot.

Two condo projects at 1400 Grove Ave. and 1723 Hanover Ave. have asked for ability to get parking permits. Surrounding neighbors surveyed do not support this change. This issue will be deferred until a case is prepared by the condo associations.

Parking decal sale will be held on June 12<sup>th</sup> at Michaux House at St. James Church. Decals and guest passes issued by the city in the last 12 months total 2,662, down 14% from the prior year, maybe due to stricter limits on passes per address and better checking of restricted addresses.

The Committee is asking residents to report obsolete handicap spaces that are no longer required.

VCU has increased parking fees to \$300 per semester.

Jennifer Mullen is new chair of the committee with the next meeting scheduled for July 31<sup>st</sup>.

### **Programs**

Christina Murray reported that the next concert is July 14<sup>th</sup>.

### **Safety and Crime**

Roger Whitfield reported on the continued theft from cars. The committee is working on a Memorandum of Understanding for the Party Patrol. The committee’s view is that the FDA should continue the Party Patrol, and perhaps expand its scope to the restaurants on Main and Robinson Sts.

National Night Out will be August 6<sup>th</sup>. Roger will be out of town and will need volunteers to handle set up, etc. Christina and Bill have volunteered to help out with this.

### **Trees and Parks**

Colin Kelly reported that Paradise Park is looking for a new park steward. A tree replacement is needed for that park.

With the help of the FDA the Friends of Lombardy Park has raised approximately \$500 for a replacement tree. Additional monies raised above the \$600 required will go towards buying a larger tree. The committee has invited John Sydnor from Enrichmond Foundation to talk to the board next month.

Friends of Allen Avenue Park have applied for a grant from the FDA for \$10K for the landscape architecture fees. The board discussed that the FDA does not usually fund design to avoid sinking money into projects that are not completed.

### **VCU**

Ted gave an update on a recent meeting between the FDA and Brian Ohlinger of VCU regarding the former Ukrops Site. 2 residential buildings for student housing (400 beds) is the first phase to be completed in 2015. Residents will be eligible to buy parking passes at the Bow Street deck. The next phase would be a performance space, retail, parking and academic buildings.

The Main Street parking garage by the Landmark Theatre is going to be expanded by 250 spaces building out into green space around the current structure.

### **Officer Slate**

A motion was made to approve Laura Bateman as FDA Vice President, Matthew Stanley as Treasurer, and Sally Holzgreffe as secretary . The motion was seconded passed unanimously on a voice vote.

The meeting was adjourned at 9:30 PM.

Next meeting is July 1st at 7 PM.