

**METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS**  
**777 North Capitol Street, N.E.**  
**Washington, D.C. 20002**

**MINUTES**

**Board of Directors Meeting**  
**COG Board Room**

**June 13, 2012**

**BOARD MEMBERS, ALTERNATES, AND OTHER PARTICIPANTS**

**PRESENT AND NOT PRESENT:**

See attached chart for attendance.

**STAFF:**

David J. Robertson, Executive Director  
Sharon Pandak, General Counsel  
Nicole Hange, Government Relations Coordinator  
Barbara J. Chapman, Executive Board Secretary

**GUESTS:**

Eric C. Olson, Council Vice Chair, Prince George's County, and  
Chairman, Region Forward Coalition  
Michael J. Knapp, CEO and President, Orion BioStrategies, Inc.  
Robert Templin, President, Northern Virginia Community College  
Sarah L. Oldmixon, Director, Workforce Initiatives, The Community Foundation  
for the National Capital Region  
Bruce Gudenberg, Vice President, Partnerships and Alliance, Destination DC

**1. CALL TO ORDER AND PLEDGE OF ALLEGIANCE**

Chairman Principi called the meeting to order at 12:00 p.m. and led those present in the Pledge of Allegiance.

**2. CHAIRMAN'S ANNOUNCEMENTS**

**Foster Parent Appreciation Gala and 20th Anniversary Salute to Wednesday's Child.** The Chairman thanked Board members and other regional officials who joined him at the Gala Dinner-Dance on Saturday, June 9, to honor our outstanding Foster Parents of the Year and to salute the 20th Anniversary of the Wednesday's Child program. He said in honoring the success of Wednesday's Child, we showed the power of the partnership between Freddie Mac, COG and NBC4. The foster parents' stories were truly inspiring and again demonstrated the worth of this program for COG and its member jurisdictions. He congratulated the COG staff who planned the event, including Kamilah Bunn, Carette Rogers, Paul DesJardin and, of course, our Executive Director, Dave Robertson. It was a fabulous evening. It was noted that a video will soon be available to jurisdictions for viewing each of the families supported by the Wednesday's Child program.

**Annual Retreat.** Once again it is time for one of the Board's most important activities of the year-- the COG 2012 Leadership Planning and Work Session to be held this year on July 20 and 21. Chairman Principi remarked that while this event only lasts about a day and a half, it is designed to help Board members set the course of the coming year in terms of our policy focus and priorities. He emphasized the importance of participation in this event by all of COG's principal boards and committees. The invited speakers promise to be stimulating, and most importantly, this is an opportunity to engage fellow COG leaders in detailed discussion about what Board members want to achieve for the National Capital Region next year. He encouraged them to mark their calendars for Friday, July 20 through Saturday, July 21 and to join in the COG retreat at the Hyatt Regency Chesapeake in Cambridge, Maryland.

**Executive Director Search.** Next, the Chairman noted that there will be an Executive Session at the end of today's meeting to focus on our search for a new executive director. Jim Mercer, President of The Mercer Group, will be on hand to discuss what characteristics we should seek in a new Executive Director for COG and what issues COG is facing that the new Executive Director also will face. He believes strong input from the Board is needed in this process and that selection of a new Executive Director is one of the Board's primary responsibilities to appoint a well-qualified executive director to manage this valuable organization of over 130 employees and a budget of \$26 million.

**Recognition of an Outgoing Board Member.** The Chairman recognized Sheryl Bass (City of Manassas), who will be leaving the Board at the end of June. She is currently serving as a Vice-President of COG, and she also has served as our Secretary-Treasurer. It was his pleasure to present her with a Certificate of Appreciation for her outstanding qualities of leadership and an abiding commitment to the Council of Governments and the people of the region as shown during her term as a Member of the Board of Directors from April 2010 through June 2012. Councilmember Bass responded that it has been a privilege to serve on this Board for the last two years. She learned a great deal, made many friends, and was pleased to assist with the work of COG. A photograph was taken to mark the occasion. Board members wished her well in her new endeavors.

### **3. EXECUTIVE DIRECTOR'S REPORT**

#### Outreach/Media

The COG Outreach Report and the COG Media Report, both dated June 13, 2012, were provided to Board Members along with the COG Events Calendar. Dave Robertson touched on the highlights, including the Brookings water report, the Freddie Mac Foundation's transition plan, a Region Forward initiative with the Washington Regional Association of Grantmakers, and brought the Board up to date on the D.C. Council's pending action on the 2012 Blue Plains Intermunicipal Agreement.

#### Information and Follow Up

A copy of the Brookings Institution's study on Cleaner Rivers for the National Capital Region: Sharing the Cost was provided to Board Members. The report states that "D.C. Water, formerly the D.C. Water and Sewer Authority (WASA), has embarked on a 20-year, \$2.6 billion Clean Rivers Project to nearly eliminate sewage discharged into area waterways." Funding matters for this project must be addressed and Brookings recommended that D.C. Water and COG "convene a regional coalition to discuss options to pay for the Clean Rivers Project in the context of other water quality mandates in the region."

Dave Robertson introduced COG's new Chief Financial Officer, Paul Beriault, to the Board of Directors, commenting on his extensive background in finance and accounting. Paul Beriault responded that he was pleased to be a part of COG and looking forward to learning more about the organization.

#### Letters Sent and/or Received

For the Board's information, Mr. Robertson referred to the letter sent on May 23 to Carl Levin, Chair of the Senate Armed Services Committee, urging the Committee to amend the National Defense Authorization Act of 2013 (H.R. 4310) to allow the Department of Defense to explore alternative fuel options. COG's Climate, Energy and Environment Policy Committee states its case for developing domestically produced alternative fuels.

#### **4. AMENDMENTS TO AGENDA**

There were no amendments to the agenda.

#### **5. APPROVAL OF MINUTES**

The minutes of the April 11, 2012, Board Meeting were approved and adopted, as amended, and the minutes of the May 9, 2012, Board Meeting were approved and adopted. Board Members who were absent from the meetings abstained from the vote.

#### **6. ADOPTION OF CONSENT AGENDA ITEMS**

Supplemental documents: R22-2012 through R26-2012

##### **A. RESOLUTION AUTHORIZING THE EXECUTIVE DIRECTOR TO EXECUTE A CONTRACT WITH THE DISTRICT DEPARTMENT OF THE ENVIRONMENT (DDOE) FOR THE POPE BRANCH POST-CONSTRUCTION RESTORATION MONITORING PROJECT**

Resolution R22-2012 authorizes the Executive Director, or his designee, to submit a proposal and execute a contract with DDOE to perform physical aquatic habitat, water quality, and macro invertebrate samplings in order to evaluate post-stream-restoration project success in the Pope Branch watershed and to prepare a final report summarizing results and recommendations from the monitoring effort. The project duration is 4 years from the date of contract execution. The amount of the contract shall not exceed \$150,000, \$130,000 of which is to be funded by DDOE and a total cash match of \$20,000 is to be provided by COG from budgeted and planned COG urban watershed program funds, payable \$5,000 per year for fiscal years 2013 to 2016.

Since the May 9 Board Meeting, the COG proposal was submitted to DDOE, and COG has received a contract which reflects the terms and conditions as presented at the last COG Board Meeting. The contract is now going through the COG review process prior to execution by the Executive Director.

**B. RESOLUTION AUTHORIZING EXECUTIVE DIRECTOR TO ACCEPT AND EXPEND GRANT FUNDS FROM THE NATIONAL FISH AND WILDLIFE FOUNDATION TO SUPPORT IMPLEMENTATION OF AN ANACOSTIA STORM WATER BIORETENTION PROJECT.**

Resolution R23-2012 authorizes the Executive Director, or his designee, to accept and expend grant funding in an amount not to exceed \$175,000 from the National Fish and Wildlife Federation for the purpose of developing and implementing a storm water bioretention facility and associated educational signage at the Langston Golf Course/National Park Service Kenilworth Gardens in the Anacostia watershed. Duration of the grant is through September 2013. No matching COG funds are required. This will expand upon an existing successful partnership between COG, the Anacostia Watershed Restoration Partnership, and the National Park Service in their efforts to manage storm water, a major factor in the Anacostia River's water quality.

Since May 9, COG's Executive Director has accepted and received grant funds not exceeding \$175,000 from the National Fish and Wildlife Federation.

**C. RESOLUTION AUTHORIZING THE EXECUTIVE DIRECTOR TO ENTER INTO A CONTRACT TO PROCURE AND IMPLEMENT NEW ASSOCIATION MANAGEMENT SOFTWARE**

Resolution R24-2012 authorizes the Executive Director, or his designee, to enter into a contract not to exceed \$230,000 with the selected vendor, Association Management Software (AMS), for software procurement and implementation services. Additionally, the Executive Director, or his designee, is authorized to enter into hosting and support agreements with the vendor for an initial contract period not to exceed 5 years. This is specialized software used by membership associations to manage their membership contact information and membership engagement. COG wishes to provide enhanced member services on a software platform that improves the frequency and ease of member communication, reduces duplicate systems records management, streamlines committee support tasks, and allows for new cost-recovery event hosting. The software will also provide information to the COG website and integrate video recordings of board and committee meetings. On April 11, 2012, the COG Board of Directors authorized the release of a Request for Proposals from companies that sell and service AMS. A Technical Selection Committee conducted interviews with several companies and selected the finalist. The approved COG Work Program and Budget for fiscal years 2012 and 2013 includes \$320,000 in the Capital Repair and Replacement Plan to fund the AMS project. A more detailed memorandum on the benefits and funding of the Association Management Software was included in the Board Meeting packet.

**D. RESOLUTION AUTHORIZING COG TO ISSUE A CONTRACT TO DEVELOP A BUSINESS INTEGRATION IMPLEMENTATION PLAN FOR THE DISTRICT OF COLUMBIA**

Resolution R25-2012 authorizes the Executive Director, or his designee, to receive and expend up to \$120,000 to develop and write a Business Integration Implementation Plan that will assist the DC Homeland Security and Emergency Management Agency to leverage products and support of the Washington Regional Threat and Analysis Center (WRTAC) and the District of Columbia City-Wide All-Hazards Fusion Center, with funding for this effort to be provided through a subgrant from the State Administrative Agent (SAA). No COG matching funds are required.

**ACTION: Upon motion duly made and seconded, Resolutions R22-2012 through R25-2012 were unanimously approved and adopted by the COG Board of Directors.**

## 7. APPROVE “REGION FORWARD 2012 BASELINE REPORT”

The Board was asked to review and approve the Region Forward Coalition’s *Region Forward 2012 Baseline Report* for action by the COG and TPB policy and technical committees and other stakeholder organizations. Eric C. Olson, Vice Chair, Prince George’s County, and Chairman, Region Forward Coalition, reported that during April the Coalition members approved the first *Region Forward 2012 Baseline Report*, which measures our region’s success in attaining the 28 goals, targets, and indicators of Region Forward.

Olson recommended that area leaders on the COG Board reexamine relevant policies, programs, and leadership structures and consider innovative solutions to the major challenges identified in the report. In addition to the progress report, the Region Forward Coalition will soon complete the first comprehensive update to COG’s [regional activity centers map](#) in a decade. The data from the progress report and new activity centers map will be used by local governments, COG, Transportation Planning Board, WMATA, the National Capital Planning Commission, and other groups to shape local and regional planning actions.

Paul DesJardin, Director, Department of Community Planning and Services, presented an overview of the Report, providing a copy of slides that detailed the assessment of COG’s progress to date, thus establishing a baseline for progress in future reports. DesJardin reported that this Baseline Report will be updated every three to four years, and it is a tool for residents and leaders to understand where progress has or has not been made to meet regional goals. With 28 targets divided into four categories, i.e., accessibility, sustainability, prosperity, and livability, and four challenge levels that are based on the extent of changes to existing policies, programs, or processes to reverse trends and/or achieve each target, the targets and data in the report covered the region as a whole. Region Forward is designed to foster regional cooperation for identifying and solving the National Capital Region’s most pressing challenges. Of the 28 targets in Region Forward, the report classifies seven as major challenges—smart growth development, transportation infrastructure, housing in the region’s activity centers, waterway health, greenhouse gas reductions, agricultural land preservation, and affordable housing. Following are the goals set to meet these challenges:

Beginning in 2012, the goal in *Smart Growth* was set to capture 75% of the square footage of new commercial construction and 50% of new households in Regional Activity Centers.

*Transportation System Management and Performance* requires additional funding to meet the management, performance, maintenance, and safety needs of the system. A majority of CLRP funding is dedicated to operation and maintenance, but additional funding will be necessary to meet management, performance, and safety needs of the system.

*Housing in Activity Centers* stands at 18% of the region’s subsidized housing units, and beginning in 2012, the goal will be to have at least 80% of new or preserved units located in Regional Activity Centers.

The goal to reduce regional *Greenhouse Gas* emissions by 20% in 2020 and 80% by 2050 will position the region as a contributor to reducing global greenhouse gas emissions.

*Waterway Health.* Only 8% of watersheds are in good or excellent condition in the region. The goal is to have 50% of all sentinel watersheds in good or excellent condition by 2050.

*Agricultural Land.* Beginning in 2012, the region will maintain more than 450,000 acres of agricultural land in farms. The region currently has more than 450,000 acres of agricultural land, but thousands of acres are lost every year.

*Affordable Housing Base.* Beginning in 2012, the region will maintain a minimum of 10% of affordable housing stock for households earning less than 80% of the regional median income. Currently, about 5% of the region's housing is subsidized affordable. Meeting the target as the region grows, however, will require significant housing production, as well as aggressive efforts to preserve existing subsidized housing.

A copy of Mr. Olson's Memorandum to the Board of Directors and copies of the full *Region Forward 2012 Baseline Report*, the presentation slides, and a two-page FAQs sheet are available on the COG website.

Council Member Drzyzgula (City of Gaithersburg) commented that *Region Forward* is a regional effort, but actual implementation will be done by each jurisdiction. It might be helpful to include a list of the jurisdictions and contact persons in the report.

Board Member Chris Zimmerman (Arlington County) commented that Bike to Work Day on May 18 in the metropolitan Washington region was quite a success. The event, sponsored by COG's Commuter Connections Program, was well covered by the media, and the program broke its all-time record with 12,700 participants at 58 pit stops throughout the region. With approximately 15% of the population here biking to work, he thought that was probably a better showing than many other places in the country.

Chris Zimmerman expressed an interest in hearing more about the Region Forward Activity Centers. Referring to the Activity Map in the *Region Forward* report, Dave Robertson added that there will be a session at the COG Annual Retreat on July 20 and 21 on this topic to make sure the plan is sound. Then Members can go back to their governing councils to get everyone on board with this program. Federal and state buy-in of this program is needed as well, and that will be addressed.

**ACTION: Upon motion duly made and seconded, the COG Board of Directors unanimously approved and adopted Resolution R26-2012, accepting the "*Region Forward 2012 Baseline Report*."**

## **8. ECONOMIC GROWTH AND COMPETITIVENESS: LEARNING SESSION – INDUSTRY LEADERS**

The Board's fourth learning session in its Economic Growth and Competitiveness initiative featured a panel of industry leaders from across the National Capital Region who discussed opportunities for growth in their respective industries as well as better preparing area residents for jobs in popular and emerging fields. The panelists were Michael Knapp, CEO and President of Orion BioStrategies, Inc., Robert Templin, President of Northern Virginia Community College (NOVA), Bruce Gudenberg, Vice President of Partnerships and Alliance, Destination DC, and Sarah Oldmixon, Director of Workforce Initiatives for The Community Foundation for the National Capital Region.

From the biotech industry perspective, Michael Knapp highlighted the region's assets: billions annually invested in federal research, the most educated regional workforce in the U.S., and the home of some of the world's largest private equity and venture capital firms. He noted, similar to speakers in previous COG sessions, the region's need to better commercialize the research coming out of area universities and federal research facilities.

Knapp said the region needs to create an economic environment that leverages its research assets by increasing entrepreneurship and early stage investment. To achieve this, he recommended greater public and private sector cooperation. He urged area governments to coordinate with the private sector to develop three regional projects in D.C., Maryland, and Virginia so that each jurisdiction would strengthen its position as a leader in a distinct industry. For a more ambitious goal, Knapp recommended the development of public/private models to encourage early stage new business investment.

According to NOVA President Robert Templin, community colleges are focused on understanding where economic growth will be and making sure the workforce is educated and trained for key job fields. He said the fastest growing sector is comprised of science, technical, and professional services jobs. Upcoming retirements will create half of the region's future job vacancies, while the other half will be generated by modest economic growth.

Templin noted that frontline, tech-savvy workers are in great demand. He said as many as five technicians are needed to support the work of every scientist or engineer. Templin stressed the value of partnership between colleges and industries in order to teach students essential skills in a real world environment and counsel students interested in math and science.

Bruce Gudenberg discussed tourism's impact on the D.C.—and regional—economy. He said in 2011, D.C. welcomed 17.9 million tourists, which topped the pre-9/11 record number. Gudenberg noted that the share of international tourists has been increasing and now makes up 10% of all tourists. He said these tourists tend to stay longer and spend more money than domestic tourists. Gudenberg also pointed out that the hospitality industry is the second largest regional employer, accounting for over 76,000 jobs in restaurants, hotels, and other tourism-related merchants.

Sarah Oldmixon said workforce development systems throughout metropolitan Washington need more consistent quality and would benefit from greater regional coordination. She stressed the importance of employer engagement, data-driven investments, and the creation of career pathways for workers to gain skills and move up within an organization. She said it was essential for workforce development programs to target growing industries and create partnerships with employers who could provide mentors and real world experience for workers. Oldmixon noted some workers will need more than technical skills to succeed in the workplace. She said effective programs combine technical job training with literacy training and other skills.

Board members asked the panelists a variety of questions on how the region can support tourism, cultivate more PhD programs, and prepare its young people for jobs in technology and science. Gudenberg said area tourism organizations work together to promote D.C. and the region as a whole and agreed to meet with officials from suburban communities to strengthen this partnership. Knapp said in Maryland the university system was beginning to realign itself to improve its statewide presence. Universities are planning to establish more programs near major research facilities and will use technology to enable virtual learning.

To better equip young people—especially low-income youth—with job skills and experience, Oldmixon emphasized the importance of mentoring and internship programs, such as YearUp, which provides students with hands-on skill development, college credits, and corporate internships. Templin noted the Pathway to the Baccalaureate Program at NOVA has improved college access, success, and completion for at-risk students. He noted that through their support of the program, area businesses are investing in the development of their own future, highly skilled workforce.

Following comments from Board members, Chairman Principi expressed the Board’s appreciation to the panelists for their informative contributions to the discussion on opportunities for economic growth and competitiveness in their respective industries and their comments on the role for an organization like COG to help promote economic growth and competitiveness in the region.

A video of the presentation and links to additional information about COG’s ongoing focus on growth and economic development can be found at [http://www.mwcog.org/about/econ\\_plan/econ\\_growth\\_competitiveness.asp](http://www.mwcog.org/about/econ_plan/econ_growth_competitiveness.asp).

**9. OTHER BUSINESS**

There was no further business to come before the meeting.

**10. EXECUTIVE SESSION FOR BOARD FOCUS GROUP WITH EXECUTIVE DIRECTOR SEARCH CONSULTANT**

On motion duly made and seconded, the Board of Directors closed the public meeting and convened in Executive Session for Board Members to meet with Jim Mercer concerning Executive Director recruitment.

**11. RECONVENE PUBLIC SESSION**

The Board then reconvened the meeting in Public Session.

**12. ADJOURNMENT**

Upon motion duly made and seconded, the meeting was adjourned at approximately 3:00 p.m.

**THE NEXT BOARD MEETING WILL BE ON WEDNESDAY, JULY 11, 2012.**



**BOARD OF DIRECTORS MEETING ATTENDANCE – June 13, 2012**

<u>Jurisdiction</u>	<u>Member</u>	<u>Y/N</u>	<u>Alternate</u>	<u>Y/N</u>
<b><i>District of Columbia</i></b>				
<b>Executive</b>	Hon. Vincent Gray	N	Christopher Murphy	N
	Mr. Allen Lew	N	Warren Graves	Y
<b>Council</b>	Hon. Phil Mendelson ( <b>Vice Chair</b> )	Y		
	Hon. Michael Brown	N		
<b><i>Maryland</i></b>				
Bowie	Hon. G. Frederick Robinson	N	Hon. Dennis Brady	N
Charles County	Candice Quinn Kelly	Y		
City of Frederick	Hon. Karen Young ( <b>Vice Chair</b> )	Y	Hon. Randy McClement	N
College Park	Hon. Andrews Fellows	N	Hon. Robert Catlin	Y
Frederick County	Hon. David Gray	Y	Hon. Blaine Young	N
Gaithersburg	Hon. Sidney Katz	N	Hon. Cathy Drzyzgula	Y
Greenbelt	Hon. Judith “J” F. Davis	N	Hon. Emmett Jordan	Y
Montgomery County				
<b>Executive Council</b>	Hon. Isiah Leggett	N	Mr. Tim Firestine	N
	Hon. Roger Berliner	Y		
	Hon. Valerie Ervin	N		
Prince George’s County				
<b>Executive Council</b>	Hon. Rushern Baker	N	Mr. Bradford Seamon	N
	Hon. Karen Toles	Y		
	Hon. Andrea Harrison	Y		
Rockville	Hon. Phyllis Marcuccio	N		
Takoma Park	Hon. Bruce Williams	Y	Hon. Terry Seamens	N
Maryland General Assembly	Hon. Galen Clagett	N		
<b><i>Virginia</i></b>				
Alexandria	Hon. William Euille	Y	Hon. Redella Pepper	N
Arlington County	Hon. Walter Tejada	N*	Hon. Chris Zimmerman, Alt.	Y
City of Fairfax	Hon. Dan Drummond	Y	Hon. Jeffrey Greenfield	N
Fairfax County	Hon. Sharon Bulova	Y	Hon. Catherine Hudgins (for P.Gross)	Y
	Hon. Penelope A. Gross	N*	Hon. Patrick Herrity	N
	Hon. John Foust	Y	Hon. Michael Frey	N
Falls Church	Hon. Nader Baroukh	N	Hon. David Snyder	Y
Loudoun County	Hon. Matt Letourneau	Y		
Loudoun County	Hon. Scott York	N		
Manassas	Hon. Sheryl Bass	Y		
Manassas Park	Hon. Suhas Naddoni	N	Hon. Frank Jones	N
Prince William County	Hon. Frank Principi ( <b>Chair</b> )	Y		
	Hon. Pete Candland	N		
Virginia General Assembly	Hon. James M. Scott	N		

As of 6/13/12-12:00 PM AM (Present: **22**)