## **METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS**

**777 North Capitol Street, N.E.**

**Washington, D.C. 20002**

## **MINUTES**

**Board of Directors Meeting**

**COG Board Room**

**May 9, 2012**

**BOARD MEMBERS AND ALTERNATES, PRESENT AND NOT PRESENT:**

See attached chart for attendance.

**STAFF:**

David J. Robertson, Executive Director

Sharon Pandak, General Counsel

Barbara J. Chapman, Executive Board Secretary

**GUESTS:**

James L. Mercer, President and Chief Executive Officer, The Mercer Group, Inc.

Michael Ferrell, Executive Director, D.C. Coalition for the Homeless and

Chairman, COG Homeless Services Planning and Coordinating Committee

James C. Dinegar, President and Chief Executive Officer, Metropolitan Washington Board of Trade

Mark Treadaway, Vice President, Air Service Planning and Development,

Metropolitan Washington Airports Authority

George Vradenburg, Co-Founder and Vice Chair, Chesapeake Crescent Initiative

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**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**

Chairman Principi reviewed several items coming up on the COG Events Calendar, including COG’s Commuter Connections program and the Washington Area Bicyclist Association’s “Bike to Work Day” on May 18 to promote bicycling as a transportation alternative for Washington area commuters.

The “Climate Impacts Symposium” on May 21 in the COG Board Room at 10:00 a.m. will bring together experts and members to discuss data trends and their implications for our water, land use, and transportation planning.

As part of our COG Board Economic Growth and Competitiveness initiative, a special webinar will be held on May 24 from 2:00 to 3:00 p.m. to acquire additional input from area economic development officials. The webinar features officials from a number of jurisdictions, including Fairfax, Prince George’s, Frederick, and Prince William Counties. COG is inviting all economic development directors, including the ones who joined us in April, so that the webinar can build off of our previous conversations. COG Board members are also invited to participate. Following the meeting, information on the webinar will be made available to all Board members and posted on the COG website. Please direct any questions or comments to Nicole Hange, COG Government Relations Coordinator.

The Chairman reported that the Executive Director Search Committee met earlier today with Jim Mercer, President and CEO of The Mercer Group, Inc., a management recruitment company. The consensus of the Committee members was that the Mercer Group has the experience and resources to lead this executive search. He then welcomed and introduced Mr. Mercer, who thanked the Board for this opportunity to provide some background on his company and to enumerate the steps in the process of recruiting a new executive director for COG. Mr. Mercer described the recruitment process which could take 90 to 120 days before his firm would be ready to refer qualified candidates to COG’s Human Resources Department for interviews and final selection.

**3. EXECUTIVE DIRECTOR’S REPORT**

**Outreach/Media**

The COG’s Outreach Report and Media Report, both dated May 9, 2012, were provided to Board Members along with the COG Events Calendar.

**4. AMENDMENTS TO AGENDA**

There were no amendments to the agenda.

**5. APPROVAL OF MINUTES**

The minutes of the Board of Directors Meeting held on April 11, were deferred for approval and adoption, as amended, until the next Board Meeting on June 13.

**6. ADOPTION OF CONSENT AGENDA ITEMS**

Supplemental documents: R22-2012 and R23-2012

**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 1) physical aquatic habitat, 2) water quality, and 3) 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 will be four years from 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 through 2016.

**B. RESOLUTION AUTHORIZING THE 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 Foundation to support implementation of an Anacostia storm water bioretention project.

**ACTION: Resolutions R22-2012 and R23-2012 will be presented for action at the next Board Meeting on June 13.**

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

Resolution R24-2012 was presented by George Danilovics, Chief Technology Officer. The resolution 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 five 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 committee meetings. On April 11, 2012, the COG Board of Directors authorized the release of a Request for Proposals for AMS. A Technical Selection Committee is currently scheduling interviews with the finalists. 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 AMS was included in the Board Meeting packet.

Penny Gross (Supervisor Vice Chair, Fairfax County) asked if the contract will have all “costs” spelled out and unchangeable once the contract is executed. Mr. Danilovics assured the Board Members that he will know before AMS starts the process what the costs are going to be.

**ACTION: Resolution R24-2012 will be presented for action at the next Board Meeting on June 13.**

**8. FY 2012 THIRD QUARTER FINANCIAL REPORT**

The Chairman called on Mr. Robertson in the absence of the Secretary-Treasurer to brief the Board on the 2012 Third Quarter Financial Report, which covers January through March of this year. Mr. Robertson reported that significant budgetary and fiscal developments during the quarter further strengthened COG’s financial position and allowed for the completion of this year’s approved work program as well as meeting strategic goals. He commended Interim Chief Financial Officer Clara Woodall for her fine work in the few months she has been at COG, particularly in the area of aging receivables. As of April 30, 2012, the accounts receivable balance was $2,999,416, down dramatically from $7,792,740 at December 31, 2011.A copy of the FY 2012 Third Quarter Financial Report can be found on the COG website.

**9. RESULTS OF THE 2012 ANNUAL HOMELESS ENUMERATION**

Referring to the 2012 Annual Homeless Enumeration, which was conducted in January, Chairman Principi commented that the report counts the number of people found on the streets, in emergency shelters, in transitional and permanent supportive housing, or otherwise homeless and in need of a sale shelter. In addition to the regional and local numbers, the report contains in-depth analyses from each of the participating jurisdictions. He called on Mr. Michael Ferrell, Executive Director of the Coalition for the Homeless and Chairman of COG’s Homeless Services Planning and Coordinating Committee, which oversees the production of this valuable report, to go over the numbers and findings in the report.

Mr. Ferrell presented slides of this year’s twelfth annual homeless enumeration. In the Homelessness by Jurisdiction category for 2011 to 2012, the City of Alexandria, Montgomery County, Prince George’s County, and Prince William County experienced the greatest decreases in the homeless population, while the District of Columbia, Loudoun County, and Frederick County had modest increases in their homeless numbers. The region’s homeless increased by 1.1% overall in 2012 to 11,830 people in nine jurisdictions, with the homeless being comprised of unaccompanied youth, single adults, and families. Several recommendations to help reduce homelessness were reviewed and discussed.

Board Members had some concerns. Council Chair Andrea Harrison (Prince George’s County) commented on the small numbers in the report, stating that the reality is that the homeless numbers are much higher. She would like to reach out to the Department of Housing and Urban Development (HUD) to see what HUD could do to make this a more accurate report. The Chairman asked Mr. Ferrell if he would be willing to follow up with HUD on this matter. Mr. Ferrell, in his capacity as Chair of the COG Homeless Services Planning and Coordinating Committee, agreed to look into this matter. Dave Robertson volunteered staff to work with the Committee, which would report to the Board in due course about contacting HUD. Mayor Phyllis Marcuccio (Rockville) pointed out that there is no reference in the report to total population figures versus homeless figures in each jurisdiction. It would be helpful to have that information. The Chair expressed the Board’s appreciation to Mr. Ferrell for his presentation and the excellent report, “Homeless in Metropolitan Washington,” a copy of which is on the COG website.

**10.** **ECONOMIC GROWTH AND COMPETITIVENESS: LEARNING SESSION – OPPORTUNITIES TO BETTER INTEGRATE STATE AND LOCAL ECONOMIC DEVELOPMENT STRATEGIES**

For the Board’s third learning session in focusing on Economic Growth and Competitiveness in metropolitan Washington, three guests were invited to discuss the region’s competitive advantages, as well as current and future economic opportunities for the region. The guests included James Dinegar, President and Chief Executive Officer, Greater Washington Board of Trade; George Vradenberg, Co-founder and Vice Chair, Chesapeake Crescent Initiative; and Mark Treadaway, Vice President of Air Service Planning and Development, Metropolitan Washington Airports Authority (MWAA).

All of the speakers acknowledged that the region, whose economy performed relatively well during the recession, was not able to take this success for granted. However, despite the changes that are confronting metropolitan Washington with likely reduced federal employment and spending in the future, new industry sectors are emerging in the region that can provide new sources of economic growth. The region should proactively plan to ensure that we have the necessary workforce, infrastructure, and policies in place to help these new industries, as well as established industries in metropolitan Washington, be successful and for the region to remain competitive.

Each speaker highlighted metropolitan Washington’s highly educated workforce as a clear advantage for the region. At the same time, while many of the sectors that are forecasted for growth in metropolitan Washington – such as information technology, biotechnology, and life sciences – require advanced education, many other growth sectors – such as services, shipping, and tourism – do not. Attracting and retaining the correct balance of workers that corresponds with the region’s future economy is an essential element to growth and competitiveness.

After noting that metropolitan Washington has recently captured a third of all major corporate headquarters relocations in the country, Dinegar outlined several geographic areas in or near the region that are poised for major growth in the near future:

* Fort Meade (Anne Arundel County, MD). Situated halfway between Washington, D.C., and Baltimore, this growing “cyber command” center for the country is likely to spur the development of an innovation cluster.
* Burnham Place (Union Station/H Street, D.C.). With 14 acres of retail and residential development potential in the heart of the city, this major project will also allow for Amtrak and commuter rail expansion at Union Station.
* Rosslyn (Arlington County, VA). With one of the lowest office vacancy rates in the region and no building height limits, this area is expected to continue its rapid rate of development.
* Port of Baltimore (Baltimore, MD).With the expansion of the Panama Canal, the increased cargo traffic this expansion will bring, and the Port of Baltimore’s ability to handle the megaships that other ports such as Philadelphia and New York cannot handle, the economic activity of the Port is expected to increase significantly.

Dinegar had three major recommendations for the Board in pursuing its Economic Growth and Competitiveness initiative:

* Increase coordination with the Baltimore region.
* Push for regional commuter rail (VRE and MARC stop in the middle of the region).
* Push for streamlined business and building permitting in the region.

Vradenburg echoed many of the same recommendations as Dinegar, focusing again on the need to think about the region as greater than its current footprint by including Baltimore and points further south into Virginia. Additionally, he recommended the COG Board involve the state governments and the federal government more directly in this effort. Vradenburg argued that state and local economic development plans need to align and that the federal government, our “anchor tenant,” has a vested interest in improving our region’s transportation system and increasing the supply of affordable housing. Both areas are vital for metropolitan Washington’s continued growth and competitiveness.

Vradenburg also noted two key points that previous speakers in this series have discussed. The first is the need to better commercialize the research coming out of the region’s many universities. He noted that a major gap exist between our research and development funding and the commercial potential of that research and development. The second point is the need to redefine and rebrand the region. This has been heard at several points throughout these learning sessions. Despite all the changes in metropolitan Washington in the past decade, it’s still largely thought of as a government town and does not equate to “innovation” in many peoples’ minds.

Treadaway concluded the learning session by discussing the role of two of the region’s three airports on metropolitan Washington’s economy. Last year, the two airports under the control of MWAA, Dulles International and Reagan National, broke all previous records in terms of passengers. Treadaway noted that 10 percent of all the jobs in the region are derived from these two airports. Furthermore, Dulles is the only airport on the East Coast that is undergoing major expansion. Dulles is also experiencing growth in international traffic, with one in four passengers last year being international. Treadaway closed with recommendations that the COG Board advocate for increased transit and roadway access to the region’s airports and reiterated the need to rebrand the region as more than just a government town as a means of boosting tourism.

**11. OTHER BUSINESS.**

Due to the absence of a quorum at this meeting, Board Members agreed that agenda items 5, 6, and 7 shall be presented at the next Board meeting for approval. Any actions required to be taken on items 6 and 7 prior to June 13 may be ratified retroactive to May 9 and approved.

There was no further business to come before the meeting. Upon motion duly made and seconded, the meeting was adjourned at 2:15 p.m.

**THE NEXT BOARD MEETING WILL BE HELD ON WEDNESDAY, JUNE 13, 2012.**