## **METROPOLITAN WASHINGTON COUNCIL OF GOVERNMENTS**

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

**Washington, D.C. 20002-4290**

## **MINUTES**

**Board of Directors Meeting**

**COG Board Room**

**April 11, 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:**

Dominick Murray, Deputy Secretary for Business and Economic Development, Maryland

Brian Kenner, Office of the Deputy Mayor for Planning and Economic Development, D.C.

Tom Flynn, Economic Development Director, Loudoun County

Terry Holzheimer, Economic Development Director, Arlington County

Steve Silverman, Economic Development Director, Montgomery County

Gene Lauer, Economic Development Director, Charles County

Todd M. Turner, City of Bowie Council Member and Chairman, Transportation Planning Board

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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 introduced and welcomed Christopher K. Murphy, who will be attending COG Board meetings as Mayor Vincent Gray’s alternate going forward. Mr. Murphy has served as Chief of Staff in the Executive Office of the Mayor since 2011. He is an attorney and Member of the District of Columbia and Massachusetts Bar Associations. He graduated from Harvard University with a B.A. in American History with Honors and received his law degree from Georgetown University Law Center, J.D. with Honors. His work experience since 1990 includes positions held in government, corporate, and service organizations.

The Chairman reminded Board Members that Our Nation’s Capital is hosting a forum on Infrastructure Banks in Metropolitan Washington on April 17, 2012, at George Mason University’s Arlington Campus on how we can address our transportation and environmental infrastructure needs. The focus will be on infrastructure banks, which are seen by some officials as a promising way to address the funding challenge. As COG is a co-sponsor of this event, he encouraged members and their staffs to attend.

On behalf of the Chesapeake Bay and Water Resources Policy Committee, the Chairman invited Board Members to participate in a Tour of Fairfax County’s Norman M. Cole, Jr. Pollution Control Plant on May 18, 2012. The tour is to promote the work that local governments have done to benefit local water quality, the Potomac River, and the Bay. The target audience for this tour includes local government elected officials and state and federal water quality policy officials.

In a flyer provided to Board Members, COG announced a new service—complimentary wireless access—for guests while visiting COG offices.

**3. EXECUTIVE DIRECTOR’S REPORT**

Outreach/Media

The COG Outreach Report and the COG Media Report, both dated April 11, 2012, were provided to Board Members along with the COG events Calendar.

Letters Sent and Received

A letter was sent on behalf of COG to the Senate Subcommittee on Health Care, District of Columbia, Census and National Archives and the Congressional Committee on Oversight and Government Reform on March 12, 2012, to strongly urge both committees to reject the proposal to make the American Community Survey voluntary for the reasons set forth in the letter.

Information

A copy of the final version of the letter approved at the March Board Meeting, which contains the COG Board of Directors’ input on the WMATA Strategic Plan, was provided to Board Members, along with a copy of the letter to the Congressional Delegation regarding federal support for the Washington Metropolitan Area Transit Authority in 2013. We urged that Congress support the full federal share of $150 million in FY-2013 for capital and safety improvements for WMATA.

For the Board’s information, Mr. Robertson noted the letter to the Federal Housing Finance Agency (FHFA) regarding the announced wind down of the Freddie Mac Foundation. The Foundation’s future is a serious concern because of its significant local charitable investment and the profound impact it has on the people of the National Capital Region. The 8 Neighbors who signed the letter have requested to meet with Edward DeMarco, Acting Director of the FHFA, to discuss options.

**4. AMENDMENTS TO AGENDA**

There were no amendments to the agenda.

**5. APPROVAL OF MINUTES**

The minutes of the March 14, 2012, meeting were approved and adopted, as amended.

**6. ADOPTION OF CONSENT AGENDA ITEMS**

Supplemental documents: R17-2012 through R21-2012

**A. RESOLUTION AUTHORIZING THE EXECUTIVE DIRECTOR TO SOLICIT COMPETITIVE BIDS TO IMPLEMENT NEW ASSOCIATION MANAGEMENT SOFTWARE**

The COG Board reviewed Resolution R17-2012, which authorizes the Executive Director, or his designee, to solicit competitive bids to implement new Association Management Software. This contract will be managed by COG’s Office of Information Technology and Facility Management. COG wishes to provide enhanced member services on a software platform that would be easier for staff to manage and would improve communication tools and services to COG Members and other partners. Improving Member services is included in the COG Board’s adopted 2012 COG Board Work Plan initiatives. Association Management Software (AMS) is specialized software used by membership associations to manage their committees and a large database of information and to engage members. The AMS would eliminate duplication of effort within the organization and help to insure that accurate committee information is reflected across COG. The AMS also will integrate with the new COG website. Authorization to execute a contract, including proposed project cost, revenue source, timetable and deliverables, will be submitted for approval by the COG Board at its May 9 meeting.

**B. RESOLUTION AUTHORIZING THE EXECUTIVE DIRECTOR TO SOLICIT COMPETITIVE PROPOSALS AND EXECUTE A CONTRACT FOR CONSULTANT SUPPORT FOR THE CAPITAL AREA FORECLOSURE NETWORK**

The COG Board was asked to adopt Resolution R18-2012, which authorizes the Executive Director, or his designee, to solicit competitive proposals and to execute a contract with the contractor in an amount not to exceed $75,000 to fill the position of Director of the Capital Area Foreclosure Network (CAFN). Funding to support this expense is included in COG’s FY-2012 and Fy-2013 work program and budget. This contract will be managed by the COG Department of Community Planning and Services. CAFN was established in 2010 as a partnership between COG and the nonprofit Roundtable of Greater Washington to respond to the foreclosure crisis in the metropolitan Washington area. CAFN’s current Director will again be leaving her position effective this summer, and CAFN’s leadership seeks to find a new Director by June 30 of this year. The CAFN Director will continue to be a part-time, contract position. CAFN receives funding from a variety of organizations, including Fannie Mae, Freddie Mac, the Federal Reserve Bank, NeighborWorks, the Community Foundation of the National Capital Area, and others. No matching COG funds are required.

**C. RESOLUTION AUTHORIZING COG TO CONTRACT FOR INTERIM CHIEF FINANCIAL OFFICER CONSULTANT SUPPORT**

The COG Board was asked to adopt Resolution R19-2012, authorizing the Executive Director, or his designee, to contract with Tate and Tryon to obtain consultant staff support for an Interim Chief Financial Officer (CFO), in an amount not to exceed $50,000. Funding to support this expense is included in COG’s FY-2012 indirect cost allocation plan. This contract will be managed by the Executive Director. Tate and Tryon provides senior-level accounting and financial support to nonprofit organizations and associations. An Interim CFO will be in place March through June. COG expects selection and placement of a permanent CFO by June.

**D. RESOLUTION AUTHORIZING THE EXECUTIVE DIRECTOR TO FILE A PLANNING GRANT APPLICATION AND EXECUTE A GRANT CONTRACT WITH THE FEDERAL AVIATION ADMINISTRATION FOR PHASE 27 OF THE CONTINUOUS AIRPORT SYSTEM PLANNING PROGRAM**

The Board was asked to adopt Resolution R20-2012, which authorizes the Executive Director, or his designee, to submit a planning grant application and to execute a grant contract with the Federal Aviation Administration (FAA) for Phase 27 of the Continuous Airport System Planning (CASP) program for the National Capital Region. This contract is to be managed by the COG Department of Transportation Planning. This application would be in an amount not to exceed $333,333. The FAA will provide funds for 90 percent, or $300,000, of the project total. The ten percent match, $33,333, will be provided from a combination of funds, as follows: $19,750 already approved in the FY-2013 COG work program and budget and an additional amount not to exceed $13,583 from the unallocated/contingency line item in the approved FY-2013 COG work program and budget. The recommended additional match is necessary to meet FAA local match requirements, which changed from a five percent match to a ten percent match under the new FAA reauthorization bill approved by Congress earlier this year.

**ACTION: Upon motion duly made and seconded, Resolutions R17-2012 through R20-2012 were unanimously approved, as presented, and adopted by the Board of Directors.**

**7. APPROVAL OF RESOLUTION AMENDING THE COG RULES OF PROCEDURE TO INCLUDE CONFLICT OF INTEREST BUIDELINES**

The Chairman stated that last month COG’s General Counsel, Sharon Pandak, highlighted a draft Conflict of Interest policy and asked for feedback at this month’s Board meeting. As a nonprofit organization, certain actions of COG members are accountable to certain government authorities, including the Internal Revenue Service. COG staff, in coordination with the regional Attorneys Committee, worked on developing a policy for COG members and staff that, if adopted, will become part of COG’s official Rules of Procedure. The Chairman then called for any questions from Board members, and Ms. Pandak responded to several questions. The Chairman then called for the vote to amend the Rules of Procedure to add a new Section 10.00 – Conflict of Interest Guidelines, a copy of which is to be attached to and made a part of the minutes of this meeting.

**ACTION: Upon motion duly made and seconded, Resolution R21-2012 was unanimously approved, as presented, and adopted by the Board of Directors.**

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

For the Board’s second learning session in our program focusing on Economic Growth and Competitiveness in the metropolitan Washington region, state and local economic development officials were invited to discuss how different strategies can be better aligned into a focused, regional approach. Local governments will always compete with neighboring communities for jobs and economic growth, and justifiably so. However, there is growing acceptance that our biggest competitors are not found within the Washington area, but in other regions in the U.S. and overseas. Developing a plan to address this reality is essential to maintaining and capitalizing on this region’s competitive advantages.

Economic Development Directors from Loudoun (Flynn), Arlington (Holzheimer), Montgomery (Silverman) and Charles (Lauer) Counties participated on the panel, as did the Deputy Secretary for Business and Economic Development in Maryland (Murray) and the Chief of Staff for the Deputy Mayor for Planning and Economic Development in the District of Columbia (Kenner). Panelists were asked to discuss (1) their jurisdiction’s greatest assets and what strategies they have implemented to capitalize on those strengths; (2) the top industries or sectors that have not received enough attention and have promising growth potential in their jurisdictions; and (3) to identify one or two roles or actions by COG and other regional partners like the Greater Washington Board of Trade to help strengthen economic competitiveness and promote job creation.

There was consensus on the region’s significant assets: a well educated workforce and strong entrepreneurial climate. Panelists were also widely in agreement that the region can and must do more to shore up its manufacturing industry and to commercialize on the research coming out of the region’s federal and private laboratories. Individually, each of the jurisdictions has its own unique strengths and opportunities, whether it is Dulles Airport in Loudoun, bio tech in Montgomery, or start-up companies in D.C. They each commented on what their jurisdictions are doing to stimulate entrepreneurial activities, take advantage of the economic growth opportunities in their jurisdictions, and help get unemployed people back to work.

When asked what COG or other regional entities can do to help support their efforts, each stressed the need for a more robust regional marketing strategy, noting that with the demise of the Greater Washington Initiative, marketing has fallen to the wayside. Although there was consensus that metropolitan Washington would benefit from a coordinated approach to economic development, exactly what such a strategy would look like or entail was not as clear. Both Mr. Holzheimer and Mr. Silverman cautioned against viewing local competition as a negative, because in fact competition is what makes each strive to do better. A focused marketing strategy that illuminates the assets of each of the region’s jurisdictions should be the approach, not the creation of a single regional plan that discourages local competition.

Building on this discussion, the May Board meeting’s learning session will be focused on a review of the region’s assets and will include a presentation by the Board of Trade, which many feel must be a partner in our effort.

Following comments from Board members, Chairman Principi expressed the Board’s appreciation to the panelists for their excellent contributions to the discussion on opportunities to integrate state and local economic development strategies in the metropolitan Washington region. A video copy of the presentation and links to additional information about COG’s ongoing focus on growth and economic development can be found at www.mwcog.org/about/econ\_plan/econ\_growth\_competitiveness.asp.

**9. PRESENTATION ON REGIONAL TRANSPORTATION PLANNING AND LINKAGE WITH REGION FORWARD AND COG BOARD FOCUS ON ECONOMIC GROWTH AND COMPETITIVENESS**

Transportation planning at the regional level is coordinated in the Washington area by the National Capital Region Transportation Planning Board (TPB), which became associated with the Metropolitan Washington Council of Governments in 1966, serving as COG’s transportation policy committee. When it comes to transportation, our region of five million people faces several major challenges—significant traffic congestion, the maintenance of our aging road and transit infrastructure, and the need to accommodate an additional 1.6 million new people by 2040. This makes transportation planning a top regional priority in Region Forward and for area residents and businesses.

The successful achievement of many Region Forward goals will depend on actions by the TPB and transportation implementation partners. In addition, the region’s economic growth is linked to regional mobility and investments in transportation infrastructure. In order for us to reach our goals in Region Forward and further strengthen our region’s economy, transportation planning by the TPB and its partners will play a key role.

Chairman Principi welcomed TPB Chairman Todd M. Turner, City of Bowie Council Member, and COG’s Transportation Planning Director, Ron Kirby. Mr. Turner expressed his appreciation for the opportunity to address the Board, and he gave an overview of the TPB’s federally mandated role as the entity responsible for coordination of planning and funding for the region’s transportation system. The TPB’s activities include administration of the Financially Constrained Long-Range Plan (CLRP)/Transportation Improvement Program, oversight of air quality conformity, technical modeling and forecasting, and technical assistance to Member agencies. The TPB’s Annual United Planning Work Program (UPWP) is a document incorporating all federally assisted state, regional, and local planning activities to be undertaken in the region. It is required as a basis and condition for all federal funding for transportation planning. The UPWP is integrated into COG’s fiscal year budget; COG membership dues provide a 10 percent match to federal and state funds. For FY-2012 and FY-2013, the total funding level is $12.1 million, of which 80% is federal, 10% state, and 10% local (from COG dues).

Mr. Kirby presented COG’s TPB vision statement, which promotes a comprehensive range of transportation options, ensures adequate maintenance, preservation, and safety of the existing system, and supports international and interregional travel and commerce, among other goals. The CLRP is developed cooperatively by government bodies and agencies represented on the TPB and contains all regionally significant transportation projects and programs. It contains over 750 projects, including major highway and transit investments such as Dulles Rail, Metro Purple Line, DC Streetcar, and I-95 HOT Lanes. CLRP is updated every four years, amended annually, and funding must be “reasonably expected to be available” for projects. He reviewed other planned projects for the region, including those that support Region Forward. Future prospects and challenges included: 1) uncertain federal reauthorization, which means maintaining current funding levels may be the best we can hope for; 2) continued state funding challenges; 3) increased focus on tolls, development districts, public/private partnerships, such as Dulles Rail and Beltway HOT Lanes; 4) maintaining safe and reliable operations; and 5) new transportation initiatives which are likely to require advocacy and, ideally, new funding sources.

On behalf of the Board, the Chairman thanked Mr. Kirby and Mr. Turner for their informative briefing. The tools are in place to manage the current and planned transportation infrastructure in accordance with Region Forward and economic growth and competitiveness initiatives affecting the metropolitan Washington region.

**10. OTHER BUSINESS.**

There was no further business to come before the meeting. Upon motion duly made and seconded, the meeting was adjourned at 2:05 p.m.

**THE NEXT BOARD MEETING WILL BE ON WEDNESDAY, MAY 9, 2012.**