



Executive Committee Meeting
Wednesday, January 8, 2020
8:30 a.m.
Odin, Feldman, Pittleman, P.C.
1775 Wiehle Avenue, Suite 400, Reston, VA 20190

Present: J. Martin*, R. Paradkar, N. Klein, D. Pickford, J. Fairfield
Staff: K. Woodward, E. Darak

K. Woodward and E. Darak joined the meeting at 9:20 a.m. following the Executive Session.

D. Pickford raised the subject of whether DATA needed a protocol for approving potential Board of Directors members as Jatinder Khosla (Fairfax county EDA) was interested in serving on the Board. D. Pickford felt the head of the organization should be the member with the option of appointing a staff member to serve as "proxy." J. Fairfield felt a specific protocol was unnecessary and that appointments should be handled on a case-by-case basis. He felt DATA could just appoint J. Khosla after clearing with FCEDA President Victor Hoskins first. D. Pickford will send both a letter and an e-mail.

There was a presentation of proposed dates for 2020 events and meetings, with J. Fairfield feeling the Executive Committee should meet monthly, alternating in-person and virtual meetings using the ZOOM app, at 8:30 on the second Wednesday of the month. February's meeting will be a virtual one on February 12 hosted by J. Fairfield. The March meeting will be in person; N. Klein once again volunteered to host it at Odin, Feldman & Pittleman, the April meeting virtual, etc.

J. Fairfield also felt one Board of Directors Meeting per quarter was sufficient and that fewer meetings could have a positive effect on participation/attendance.

The March Board of Directors meeting will feature a legislative update. K. Woodward to approach Oracle for meeting space. The meeting will be 3/17 or 3/25 depending upon the availability of Oracle and schedule for Eileen Filler-Corn.

The second quarter meeting will be DATA's annual Transportation Roundtable and will be held June 17, 2020. At the September meeting (date TBD), DATA will invite FCEDA President Victor Hoskins to speak. The final Board of Directors meeting will be held in conjunction with

the Annual Membership Meeting & Holiday Reception on December 3, location TBD.

A speaker was also discussed for the Anniversary Celebration and Awards Ceremony. J. Fairfield felt legislators might be more willing to commit as 2020 is an election year.

He also commented that DATA needs to make better use of social media, improve the branding of DATA on @livemore, and vigorously pursue DATA membership for Prince William County.

E. Darak presented some suggested new logos and the new DATA tagline (“Promoting sustainable mobility choices”). (PDF attached)

D. Pickford liked #5. R. Paradkar liked #7 with the italicized tagline and all mode icons included in just 2 colors. He also felt the logo needed a more distinctive font for DATA so it would stand out. J. Fairfield likes the font Book Antiqua. Reordering the mode icons was also suggested – transit (subway), bus, van, walk, bike, telework.

The one-pager for employers was also reviewed. R. Paradkar pointed out it should include that DATA is a 501(c)(3).

J. Fairfield also suggested moving the paragraph about 31,000 trips reduced to the beginning and emphasizing employers should be part of the solution and area commutes would be much more challenging without DATA’s efforts.

R. Paradkar offered to help get Microsoft as a member. There was a discussion of how Amazon and other large companies expanding in the DATA service area should have membership built into their budget. It was also suggested including a list of current DATA members and encouraging potential members to “join the group.”

J. Fairfield stressed the emphasis should be on completing the employer handout, which is really a membership promotion piece. K. Woodward to follow up with J. Martin on the gratis website design; J. Fairfield mentioned it should match the look of the employer promotional piece.

K. Woodward was also asked to send a calendar to all members.

At 10:09, R. Paradkar moved the meeting be adjourned; J. Fairfield seconded and all approved.