



Executive Committee Meeting

Thursday, July 9 2020

9:00 a.m.

Via Zoom

Present: J. Fairfield, N. Klein, R. Paradkar, D. Pickford, K. Thompson, F. Padilla

Staff: E. Darak, K. Woodward, S. McGowan

J. Fairfield called the meeting to order at 9:04 a.m. and called for review of the minutes from the previous meeting and approval of the Agenda. J. Fairfield moved to accept the minutes as written; D. Pickford seconded the motion. K. Thompson joined the meeting with R. Paradkar, N. Klein and F. Padilla. Approval was unanimous.

President's Report: D. Pickford gave an overview of existing Fairfax County proffers. D. Pickford met with T. Biesiadny, Anna Nissinen, and the Land Services Division to discuss DATA's role in proffer process. The packet from Jeff Hermann detailed more proffer agreements than D. Pickford had found. There are currently 37 properties with 29 proffers containing language that the development should be member of a TMA; 14 specifically mentioned DATA. Only 8 have filed 2019 annual reports; multiple problems are coming to light with the County proffer program.

DATA will participate in the September 15 Advisory Commission Meeting; the TDM program will be number one topic. J. Fairfield asked what action would be taken prior to the September meeting. D. Pickford replied the Deputy County Executive will be speaking to County Attorney for legal opinion about responsibility of enforcing proffers; DATA should pursue those that specifically mention being member of DATA

Two "properties" reported they would be DATA members in 2020 but are not yet members.

D. Pickford noted 95% of County proffer management is handled by Wells & Associated

D. Pickford noted the filed annual reports noted SOV reductions had meet/exceeded County requirements; the 60% reduction usage does not seem believable. Independent verification should be part of the process.

D. Pickford questioned whether the County (J. Hermann) is verifying TMA membership; J. Hermann replied positively. D. Pickford thinks the process is going to change.

J. Fairfield is pursuing Woodland Park East to get NVR to join DATA, but no success thus far.

L. Frazza has tracked down legal counsel for those that should be DATA members and a letter has been sent.

The issue when reaching out to these companies has been finding the best point of contact. Associates, so this should yield better results.

There was a general discussion of current and pending grants. D. Pickford mentioned that in order to receive federal monies – like the FTA grant in FY2021 – DATA must re-register in the SAM system, which would not accept DATA’s virtual address. He will try using his home address and also redo the DUNS registration. K. Thompson requested D. Pickford advise the Executive Committee if DATA needs to do anything additional to satisfy state and federal requirements and J. Fairfield cautioned DATA should notify State Corporation Commission of DATA’s new address.

D. Pickford also gave a “shout out” to S. McGowan and the DATA team for the excellent webinar with McKinsey & Company on business recovery.

He also mentioned the Fairfax County Sustainability Grant that was awarded to DATA (\$25,000) to assist in promoting safe commuting for underserved population..

D. Pickford also congratulate the DATA team for the good work on the DATA webinar “Business Recovery.”

K. Woodward mentioned the great responses she had on the last webinar hosted by DATA and the Multicultural Chamber Alliance.

Financial: DATA applied for and received SBA loan of \$150,000. DATA also received an 8-week PPP loan through Sandy Spring Bank of \$72,500 repayable over a 2-year period; \$64,000 will be forgiven but Sandy Springs not accepting forgiveness applications yet.

J. Fairfield commented for once, the “wolf was not at the door” as DATA was showing assets of \$40,000.

Executive Committee retroactively ratified the \$150,000 SBA disaster relief loan, with J. Fairfield moving to ratify and D. Pickford seconding. Approval was unanimous (5-0).

D. Pickford commented on DATA’s positive cash flow, but cautioned DATA is still carrying the \$50,000 Line Of Credit from Sandy Spring Bank and cannot use the disaster relief funds to pay that off. Unfortunately, the Launders Trust \$100,000 loan – which could have been used to repay the Line of Credit - was deferred until a later date. Depending on DATA’s financial situation, J. Fairfield may propose the loan to the Trust again next year.

DRPT: D. Pickford noted DRPT-funded employer outreach activities have been put on hold except those involving the promotion of telework programs. DATA filed extension requests for SchoolPool and Vanpool!VA grants. DATA is hoping for a relaxation of programs it can work on as essential workers are still reliant on transit.

DATA did receive a \$25,000 Sustainability from Fairfax County to work with the underserved population promoting safe ways to use transit; currently that information from the County is primarily available at the “point of contact” as commuters are boarding the bus or Metro. DATA will disseminate information through its network of community and faith-based organizations to make sure commuters are aware of/prepared for regulations and restrictions.

D. Pickford also pointed out, with Covid reduced tax revenues, DRPT budget has been greatly reduced. DATA will receive 30% less than expected – approximately \$26,000 for Q1 – with allocations from the Transportation Planning Board hopefully revisited and revised in September for Q2.

D. Pickford discussed the Membership Committee and a focus on gaining new members as well as maintaining current membership. He also noted proffer information is low-hanging fruit. Ancillary events like the Golf Tournament and Anniversary Celebration that boost revenue have been impacted by the pandemic. The Golf Tournament is scheduled for October 8; no decision has been made on the Anniversary Celebration.

DATA will develop new membership materials taking into account how Covid is impacting the budgets of potential members.

D. Pickford stressed the importance of simplifying the dues structure; most members fall in the \$800 range. He recommended \$1700 minimum for developers and deleting the complicated employee-based structure for others, with an \$800-\$1000 minimum.

J. Fairfield suggested a 2-tiered dues structure with a \$1700 minimum up to \$3400 based on annual revenue for 1 million square feet and below.

K. Thompson wondered about DATA’s reliance on dues. D. Pickford noted all grants have a 20% local match and membership contributes less than half of that depending on the number and amount of grants awarded. The remainder comes from Arrowbrook Centre, ancillary events like Golf and the Anniversary Celebration and contributory amounts from Fairfax and Loudoun Counties.

K. Thompson pointed out transportation in Virginia is funded multiple different ways; DATA needs to investigate other revenue sources.

J. Fairfield, D. Pickford, and Staff need to develop new dues structure and bring this process to some resolution.

K. Thompson moved the President and the Board need to restructure dues and report back to the Executive Committee for ratification. D. Pickford seconded the motion; approval was unanimous.

K. Woodward will do a status report on the Pacesetters. How many companies are currently Pacesetters? How much do they pay per year? Which companies still owe their dues? (D. Pickford actually compiled the report as part of developing the new dues structure.)

The Annual Transportation Roundtable – which will be held virtually – will be scheduled for the first week in August.

Old Business: None

D. Pickford suggested Michael Champness of the Fairfax Transportation Advisory Commission be nominated to replace Jeff Parnes on the DATA Board of Directors.

K. Thompson moved to adjourn at 10:06. The motion was seconded by F. Padilla.