

From: Andrew Vanhorn <avanhorn@jbgsmith.com>
Sent: Tuesday, November 27, 2018 5:30 PM EST
To: Tracy Gabriel <gabriel@crystalcity.org>
CC: Katie Cristol <kcristol@arlingtonva.us>
Subject: Re: Thursday at CCCA

Thanks Tracy.

Andrew VanHorn
Work 240.333.3815
Cell 202.257.1014

On Nov 27, 2018, at 5:14 PM, Tracy Gabriel <gabriel@crystalcity.org> wrote:

FYI, re: input for Thursday

----- Forwarded message -----

From: **Christer Ahl** <Christer.Ahl@comcast.net>
Date: Mon, Nov 26, 2018 at 12:49 PM
Subject: Thursday at CCCA
To: Tracy Gabriel <gabriel@crystalcity.org>
Cc: Rob Mandle <RMandle@crystalcity.org>

Hi Tracy,

People in the neighborhood are looking forward to our Civic Association meeting on Thursday; what started out as a 'BID show' has now taken on an added dimension and importance; but I find it really important that they key/emerging role of the BID comes across clearly;

I suspect that you need no help (other than perhaps from Rob...) in knowing how to convey that; but as, unfortunately, I will be absent on Thursday due to a longstanding commitment out of town, I cannot refrain from feeling guilty and thus ready to offer some reflections....

From my listening post, I sense that with the emergence of Amazon and the obvious role of JBGS, people are even more inclined than before to assume that the BID is mainly the organizer of events and activities; and this is of course now increasingly far from the picture that needs to be conveyed;

Also, without 'making it too boring', people need to appreciate how the BID fits in with the County and the land/business owners in CC; they know very little about the relationships, the funding, and the role the BID can play in educating and coordinating individual entities;

Some folks will have heard about potential expansion plans; and now they have heard about National Landing (so far more confusing than helpful); so it would naturally make more sense than ever to follow through on a matching BID expansion; but people would then want to understand what this means in practice and when it might happen;

Residents understand that JBGS and other land owners handle the issues around new development of office and residential buildings; but they may wonder who focuses on the public realm and the transportation aspects; so it would be great if the BID's influence on the public realm and the tradition of being 'the thorn in the side' of the County regarding lagging transportation action could be emphasized; also some mention of what the BID might be able to do as 'an honest broker' when it comes to ensuring that action/resources needed in support of development projects does not fall through the cracks;

Finally, it would be great if you could offer your take on how the BID and the Civic Association might be able to cooperate and supplement each other, at least in some limited areas/respects;

Enjoy it on Thursday! (I will be itching to hear about the membership reactions...)

Best.

Christer

--

Tracy Gabriel

President and Executive Director

Crystal City Business Improvement District

[2001 Jefferson Davis Hwy, Suite 505](#)

[Arlington, VA 22202](#)

[703.412.9434](#)

gabriel@crystalcity.org | crystalcity.org | [@crystalcityVA](https://twitter.com/crystalcityVA) | #crystalcity | facebook.com/crystalcityVA

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