

**From:** Kathryn Papp via Call.Click.Connect. <CallClickConnect@alexandriava.gov>  
**Sent:** Monday, June 26, 2017 2:53 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #124071: Mayor, Vice Mayor, City Council Re Council discussion of BID Proposal on

Dear **Call.Click.Connect.** User

A request was just created using **Call.Click.Connect.** The request ID is 124071.

**Request Details:**

This is a "public" request. Information may be provided to anyone who requests it.

- Name: Kathryn Papp
- Approximate Address: No Address Specified
- Phone Number: No Phone
- Email: kpappva@gmail.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Re Council discussion of BID Proposal on Saturday, June 24, 2017.

IT IS HIGHLY RECOMMENDED THAT THE BID PROPOSAL BE DEFERRED UNTIL SEPTEMBER IN ORDER TO APPRISE NOT ONLY POTENTIAL BUSINESS MEMBERS (CRITICAL TO SUCCESS) BUT ALSO FULLY INFORM COUNCIL AND THE CITY OF ITS PRACTICAL APPLICATION.

NOT ALL BUSINESSES WITHIN THE CURRENT BOUNDARY ARE AWARE OF THE BID PROPOSAL, AND MANY ARE OPPOSED. AS BUSINESSES ARE THE VITAL STAKEHOLDERS IN A BID, THEY MUST BE CONSULTED BEFORE ADOPTING IT.

My summary of Council positions is attached.

Watching the video and summarizing each Council member's position produced the following:

1 - the BID concept is favored by the clear majority of Council members

2 - the current BID proposal is not adequately developed for a vote by Council members who favor it, except Councilman Wilson who did not address specific issues

3 - reluctance to vote on the current BID ordinance and by-laws was driven by a number of salient issues raised by Council:

a - there was no critical mass of support from the business community, large or small scale merchants

b - it was felt by most that there was room to build consensus and flexibility among stakeholders to achieve an improved proposal (Councilman Bailey volunteered to spearhead this effort).

Mr. Jinks stated that resources needed to re-work the current BID proposal would be made available.

c - a scaled down version, i.e. going from 10 cents to 2 cents (Lovain) was desirable

d - the Board and governance structure was confused and unclear

e - as all BID members will be automatically inducted based on boundaries, not all potential members have been apprised of their responsibilities and duties under BID rules

f - the responsibilities and role of the City of Alexandria and BID were not presented, especially overlapping activity areas such as Advertising, Public Relations, Cleanup

g - current city administrative areas such as ACVA and AEDP and Events Management could be ramped up without incurring additional administrative costs, better tax efficiencies could be achieved

Further clarification on which main elements of the current BID proposal could be changed on Tuesday's Council Work Session included both the 10 cent assessment and the 2020 sunset. Voting on changed boundaries would not be possible without advertising the changed ordinance first. This means that it would take until September to address a major element of the BID structure.

- Attachment: [BID Council summary.pdf](#)
- Expected Response Date: Monday, July 3

Please take the necessary actions in responding, handling and/or updating this request at the **Call.Click.Connect.** staff interface.

If you need assistance with handling this request, please contact [CallClickConnect@alexandriava.gov](mailto:CallClickConnect@alexandriava.gov) or call 703.746.HELP.

This is an automated email notification of a **Call.Click.Connect.** request. Please do not reply to this email.

## Gloria Sitton

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**From:** Jackie Henderson  
**Sent:** Monday, June 26, 2017 11:33 AM  
**To:** Allison Silberberg; Christine Widstrom; Del Pepper; Dorene Pickup; John Chapman; Justin Wilson; LaShawn Timmons; Mark McHugh; Nancy Lacey; Nancy Lavalle; Paul Smedberg; shelli gilliam; Timothy Lovain; Willie Bailey  
**Cc:** Gloria Sitton  
**Subject:** FW: Docket (June 24, 2017)

**From:** Joy Ann [mailto:[tescia.yonkers@gmail.com](mailto:tescia.yonkers@gmail.com)]  
**Sent:** Monday, June 26, 2017 11:31 AM  
**To:** Allison Silberberg <[allison.silberberg@alexandriava.gov](mailto:allison.silberberg@alexandriava.gov)>; justin@justin.net; Willie Bailey <[willie.bailey@alexandriava.gov](mailto:willie.bailey@alexandriava.gov)>; John Chapman <[john.taylor.chapman@alexandriava.gov](mailto:john.taylor.chapman@alexandriava.gov)>; tim@capitolstrategies.com; Del Pepper <[Del.Pepper@alexandriava.gov](mailto:Del.Pepper@alexandriava.gov)>; Paul Smedberg <[Paul.Smedberg@alexandriava.gov](mailto:Paul.Smedberg@alexandriava.gov)>; Jackie Henderson <[Jackie.Henderson@alexandriava.gov](mailto:Jackie.Henderson@alexandriava.gov)>  
**Subject:** Docket (June 24, 2017)

Thanks to all of you for listening to us this past Saturday. We feel that revisiting the Montgomery St. Conversion at a later date was the right decision. Regarding the signage at the top of the hill, it might be best that it says, "Dead End", instead of "No Thru Street", since more people are less likely to try to negotiate down a street that says "Dead End". This is just a suggestion.

After seeing you agonize over a decision regarding the BID, a thought comes to mind.....Why not call it something else, like "Renaissance", which means rebirth, or another name might be "Enrichment or Enhancement Distribution". "Bid" in this geographical area now has such a negative connotation, and inherent in the name, itself, implies a business related expense. This is just a thought for your own edification.

Hope this helps ,and thanks again,

Tescia

[tescia.yonkers@gmail.com](mailto:tescia.yonkers@gmail.com)

Tescia

## Gloria Sitton

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**From:** Jackie Henderson  
**Sent:** Monday, June 26, 2017 11:32 AM  
**To:** Gloria Sitton  
**Subject:** FW: Business support for BID

-----Original Message-----

**From:** Danielle [mailto:danielle@fibrespace.com]  
**Sent:** Saturday, June 24, 2017 4:53 PM  
**To:** City Council <CityCouncil@alexandriava.gov>  
**Subject:** Business support for BID

Every. Single. Business group. Every single one supports the bid proposal. Yet, one stirred up business owner can generate a list of 140 names (a mere 4%) and you all conclude that we don't have "support"?! At least two of those people on the list didn't consent and don't actually oppose. Five more aren't in the district or ARE OUT IF BUSINESS ALREADY. And of that list, they got 23 people to show up and speak and about half ARE RESIDENTS! what would it take for council to do this? Tell me. I'd like to actually hear an answer. You asked for a proposal so we created one. Then you said the exploratory committee wasn't democratically created so we scrapped the proposal and suggested creating the district so that an election committee could create a board that was democratically created. But that doesn't seem to matter either. So please just kill this now. Don't ask some magical unicorns of business owners that don't exist to work on something when they've never been involved in a single thing their entire time of being in business here. And then you better come up with a solution to the problems that we all admit exist. Because without additional tax money from a bid, you have a big problem on your hands. A big budget problem. So I hope you're starting to think of solutions. Because you will not stop hearing from those of us who are involved and engaged. We came up with a no-cost solution for you. And you can't seem to find the courage to pass it because 4% is all that it takes to scare you.

Sent from my iPhone



## Gloria Sitton

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**From:** Jackie Henderson  
**Sent:** Monday, June 26, 2017 11:32 AM  
**To:** Gloria Sitton  
**Subject:** FW: BiD

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**From:** Salon deZen [mailto:maria@salondezen.com]  
**Sent:** Saturday, June 24, 2017 2:35 PM  
**To:** City Council <CityCouncil@alexandriava.gov>  
**Subject:** BiD

City Council,

I own Salon DeZen, which is in its second location at 118 n fayette st. I recently joined the Old town Boutique District and have seen, first hand, the power of collaboration among businesses. I have also seen its limitations. While the Boutique District can provide a way to cross promote and share customers, we do not have the budget or staffing to reach the markets in areas around us. With 34 members, most of our work is done by volunteers. For example, I recently volunteers several hours to serve as a model for the cover of the latest guide and another member coordinated the styling for the shoot, the photographer and the trolley. While this volunteerism is inspiring, it isn't sustainable. In order for our city have long term vitality and really compete in the "experience" based business centers around the DC area, we have to do better. We can no longer depend on the backs of a very small number of businesses who pay into marketing collaborations like the Boutique District. Our public spaces lack even seating for my staff to eat their lunch. We have very little live entertainment and almost no activation on our waterfront parks, which are our biggest and most unique resource. I am also concerned with the continued cuts to the budget that impact the appearance of the city. Who will update our street banners, decorate for the holidays or see to it that the broken plants and street lamps are fixed? With a BID, we can make some attempt to address all of these issues and see a return even greater than our modest BID fee, which will be \$997 a year for me. That is \$17 less than I am paying the Boutique District and SO MUCH MORE can be accomplished.

I do hope that you will pass this ordinance, which will allow our business community to put together a board and create a plan for the future of our district.

Thanks in advance,  
Maria Elizabeth  
Sent from my iPhone

## Gloria Sitton

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**From:** Call Click Connect  
**Sent:** Monday, June 26, 2017 11:12 AM  
**To:** City Council; City Council Aides; Jackie Henderson; Gloria Sitton; mraylcsw@gmail.com  
**Subject:** Re: Call.Click.Connect. #123975: Mayor, Vice Mayor, City Council at 400 PRINCE ST  
Notes from my talk at meeting today June

Dear Mary Ray,

Thank you for contacting the City of Alexandria. The City Council has received your email and made note of your comments.

Sincerely,  
Call.Click.Connect Office Division of the  
Department of Emergency Communications  
3600 Wheeler Avenue  
Alexandria, VA 22304  
703.746-HELP (4357)  
callclickconnect@alexandriava.gov

---

**From:** Mary Ray via Call.Click.Connect. <CallClickConnect@alexandriava.gov>  
**Sent:** Saturday, June 24, 2017 2:17 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #123975: Mayor, Vice Mayor, City Council at 400 PRINCE ST Notes from my talk at meeting today June

Dear **Call.Click.Connect.** User

A request was just created using **Call.Click.Connect.** The request ID is 123975.

**Request Details:**

This is a "private" request. Information should only be provided to the original customer or those who know the full Call.Click.Connect. request number for this, which is "123975-84D243".

- Name: Mary Ray
- Approximate Address: 400 PRINCE ST (See [map below](#))
- Phone Number: 703 683 0920
- Email: mraylcsw@gmail.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Notes from my talk at meeting today June 24, 2017.

As a clinical social worker, resident, business and property owner for 27 years, the divisiveness this shape shifting BID has started and continues to perpetuate is the worst I have seen. The entire process has and continues to lack integrity. The BID is straining relationships, eroding connections, dividing our city and ending friendships. People are causing harm to one another.

What happened ?

From the restaurateur after she clearly stated "if the BID goes forward , within 6 months I will have to close my doors" - when the BID board members replied "Do not worry in 2-3 years you will have more business"

shopkeeper who had his "ban the bid" poster ripped off the inside of his shop

many of sole proprietors and small business people who had planned to keep working, if this passes, now plan to retire, thus leaving even more vacancies

small business people already feeling unappreciated and unsupported by the city, now feel socked in the gut knowing that if passed the BID will be sanctioned to take more money from them, adding "taken advantage of " to their list of grievances.

There are multitudes of stakeholders within the district who are against the BID yet, out of fear, due to having heard about the aforementioned, and other negative incidences too numerous to list, stay behind the scenes

The majority of hard working stakeholders in the BID district are not members of these organizations who require membership fees, Chamber of Commerce, Visit Alexandria, etc... they are focused on working as much as possible to feed their families and keep a roof over their head.

Let the handful of people who support the BID and those who created it, get together and do it themselves. Do not drag those who do not want and can not afford this BID into it. Stephanie Landrum herself said this morning, " we need to watch out for the outsider who does not pay into the BID benefiting from the BID". Seriously-people need to pay in to benefit? Really?

Step up, vote this BID down and stop the spread of "us vs. them".

Forcibly requiring business owners to join and/or be subjected to a BID, where those with the most property have the most votes is akin to indentured servitude of the poor to the wealthy in our community.

Passing the BID

Violates both

1. The tenets of democracy-the belief in freedom and equality between people, valuing the rights of all, one vote per one person.

AND

2. Alexandria's statement of inclusiveness:

We are a welcoming community who fosters an atmosphere of inclusiveness that respects the dignity and worth of each person-

Democracy and inclusiveness must be shown in both word AND deed.

Lastly the BID "district" is too large and diverse to be adequately served-

Listening to Parents describing old town to their children I have often overheard-

1. When walking down King Street, from the Metro to Washington st they tell their children this is called "upper king st"

2. When they get below Washington street walking towards Lee- they call this part of Alexandria

"historic old town" and add something like "the people who live and work here make sure to maintain it much like it was in 1700's as possible so we can experience what it was like then today".

3. When they pass Lee and are arriving to the water they tell their children this is called "the waterfront".

As councilman Smedberg stated this morning, there are at least 3 distinct parts of Alexandria included in the BID "service district". Clearly, the BID "service district" is too large and too varied to service all business needs within.

To be clear-the majority of stakeholders feel held captive by the "rich few". The majority of stakeholders feel marginalized, they do not want a BID in any form, they do not want more time and money wasted on discussing it; and are not interested in such an unwieldy, costly, non-representative organization period.

Vote the BID down, show with your actions that you understand the divisiveness and mistrust created by the BID needs to be mended by listening to and taking into account everyone in the district

Show by your words AND actions that you

value, respect and treat with dignity

ALL business, property owners and residents.

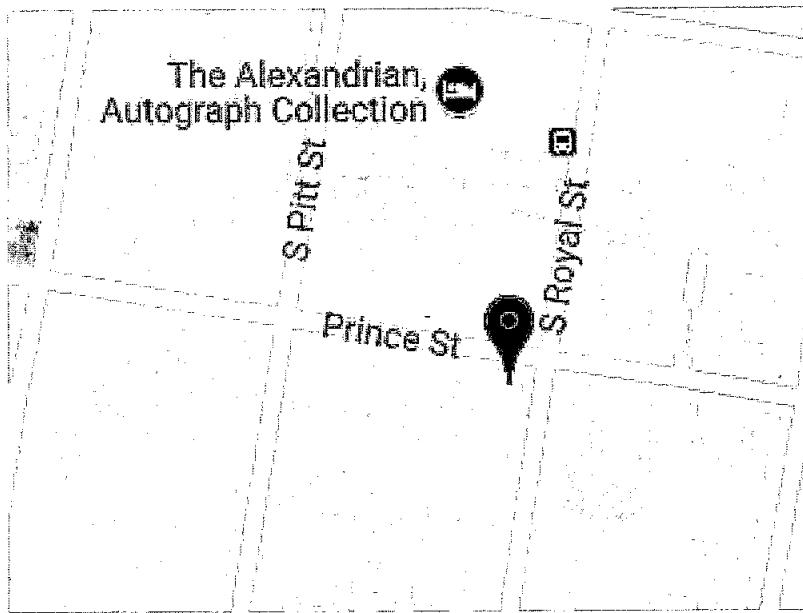
You realize we already have a brand,

You are listening to the fact we do not want more taxes.

You want Alexandrian's once again to work together of their own free will.

Vote against the BID ordinance and vote for a return to an inclusive connected Alexandria.

- Expected Response Date: Monday, July 3



Please take the necessary actions in responding, handling and/or updating this request at the **Call.Click.Connect.** staff interface.

If you need assistance with handling this request, please contact [CallClickConnect@alexandriava.gov](mailto:CallClickConnect@alexandriava.gov) or call 703.746.HELP.

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## Gloria Sitton

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**From:** Call Click Connect  
**Sent:** Monday, June 26, 2017 10:52 AM  
**To:** City Council; City Council Aides; Jackie Henderson; Gloria Sitton; adorman@meetingsandeventsofdistinction.com  
**Subject:** Re: Call.Click.Connect. #123972: Mayor, Vice Mayor, City Council Madam Mayor, members of Council, Mr. Man

Dear Ann Dorman,

Thank you for contacting the City of Alexandria. The City Council has received your email and made note of your comments.

Sincerely,  
Call.Click.Connect Office Division of the  
Department of Emergency Communications  
3600 Wheeler Avenue  
Alexandria, VA 22304  
703.746-HELP (4357)  
callclickconnect@alexandriava.gov

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**From:** Ann Dorman via Call.Click.Connect. <CallClickConnect@alexandriava.gov>  
**Sent:** Saturday, June 24, 2017 12:06 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #123972: Mayor, Vice Mayor, City Council Madam Mayor, members of Council, Mr. Man

Dear **Call.Click.Connect.** User

A request was just created using **Call.Click.Connect.** The request ID is 123972.

**Request Details:**

This is a "public" request. Information may be provided to anyone who requests it.

- Name: Ann Dorman
- Approximate Address: No Address Specified
- Phone Number: (703) 626-1266
- Email: adorman@meetingsandeventsofdistinction.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Madam Mayor, members of Council, Mr. Manager: As you deliberate the public comments today concerning the proposed Old Town BID, I wanted to again go on the record on behalf of First Night Alexandria in support of the BID. The letter which I previously sent to you is attached here again. I hope you will keep an open mind and listen to the many people that do so much each year to spruce up the BID district who are aging and possibly not able to

continue what they are doing. If not a BID, how are we to complete with neighboring communities that are spending millions to activate and enhance their business districts.

- Attachment: BID support letter.doc
- Expected Response Date: Monday, July 3

Please take the necessary actions in responding, handling and/or updating this request at the **Call.Click.Connect.** staff interface.

If you need assistance with handling this request, please contact [CallClickConnect@alexandriava.gov](mailto:CallClickConnect@alexandriava.gov) or call 703.746.HELP.

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## Gloria Sitton

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**From:** Call Click Connect  
**Sent:** Monday, June 26, 2017 10:39 AM  
**To:** City Council; City Council Aides; Jackie Henderson; Gloria Sitton; mednovahill@gmail.com  
**Subject:** Re: Call.Click.Connect. #123969: Mayor, Vice Mayor, City Council Mayor, et. al.;Please vote No on BID i

Dear Mike Doyle,

Thank you for contacting the City of Alexandria. The City Council has received your email and made note of your comments.

Sincerely,  
Call.Click.Connect Office Division of the  
Department of Emergency Communications  
3600 Wheeler Avenue  
Alexandria, VA 22304  
703.746-HELP (4357)  
callclickconnect@alexandriava.gov

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**From:** Mike Doyle via Call.Click.Connect. <CallClickConnect@alexandriava.gov>  
**Sent:** Saturday, June 24, 2017 10:05 AM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #123969: Mayor, Vice Mayor, City Council Mayor, et. al.;Please vote No on BID i

Dear **Call.Click.Connect.** User

A request was just created using **Call.Click.Connect.** The request ID is 123969.

**Request Details:**

This is a "private" request. Information should only be provided to the original customer or those who know the full Call.Click.Connect. request number for this, which is "123969-52A68E".

- Name: Mike Doyle
- Approximate Address: No Address Specified
- Phone Number: 571 313-4480
- Email: mednovahill@gmail.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Mayor, et. al.;  
Please vote No on BID if it is going to tax residential property. Thank you

Mike Doyle  
124 Princess St

- Expected Response Date: Monday, July 3

Please take the necessary actions in responding, handling and/or updating this request at the **Call.Click.Connect.** staff interface.

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## Gloria Sitton

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**From:** Call Click Connect  
**Sent:** Monday, June 26, 2017 8:54 AM  
**To:** City Council; City Council Aides; Jackie Henderson; Gloria Sitton; virginia\_bennett@hitmail.com  
**Subject:** Re: Call.Click.Connect. #123980: Mayor, Vice Mayor, City Council Thank you for your service to this vibra

Dear Virginia Bennett,

Thank you for contacting the City of Alexandria. The City Council has received your email and made note of your comments.

Sincerely,  
Call.Click.Connect Office Division of the  
Department of Emergency Communications  
3600 Wheeler Avenue  
Alexandria, VA 22304  
703.746-HELP (4357)  
callclickconnect@alexandriava.gov

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**From:** Virginia Bennett via Call.Click.Connect. <CallClickConnect@alexandriava.gov>  
**Sent:** Saturday, June 24, 2017 5:40 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #123980: Mayor, Vice Mayor, City Council Thank you for your service to this vibra

Dear **Call.Click.Connect.** User

A request was just created using **Call.Click.Connect.** The request ID is 123980.

**Request Details:**

This is a "public" request. Information may be provided to anyone who requests it.

- Name: Virginia Bennett
- Approximate Address: No Address Specified
- Phone Number: 7033043705
- Email: virginia\_bennett@hitmail.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Thank you for your service to this vibrant community on behalf of all residents and business operators and our visitors.

My concern about the BID has deepened with its exceptionally divisive impact on this community's residents and business operators, very few of whom have either clarity about the facts or the sense that their voice is relevant. We live in this community -- and pay a premium to

do so -- because of its community nature, close contacts in a mixed use environment, and its unique, historical uniqueness.

It is unclear what this increased tax will contribute to the community. If folks want uniform planters, great. But that won't solve the burgeoning vacancy rates along King Street and the proliferation of ice cream and burger shops. At a minimum, I urge all of you to vote to defer this decision in order to more clearly formulate and articulate the benefits and structure of expenditures if you are in favor. And if you are not, vote no, or vote in favor of deferment.

Based on the information I have pieced together, I am opposed.

- Expected Response Date: Monday, July 3

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## Gloria Sitton

---

**From:** Mary Ray via Call.Click.Connect. <CallClickConnect@alexandriava.gov>  
**Sent:** Saturday, June 24, 2017 2:17 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #123975: Mayor, Vice Mayor, City Council at 400 PRINCE ST Notes from my talk at meeting today June  
**Attachments:** map.png

Dear **Call.Click.Connect.** User

A request was just created using **Call.Click.Connect.** The request ID is 123975.

### Request Details:

This is a "private" request. Information should only be provided to the original customer or those who know the full Call.Click.Connect. request number for this, which is "123975-84D243".

- Name: Mary Ray
- Approximate Address: 400 PRINCE ST (See [map below](#))
- Phone Number: 703 683 0920
- Email: mraylcs@gmail.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Notes from my talk at meeting today June 24, 2017.

As a clinical social worker, resident, business and property owner for 27 years, the divisiveness this shape shifting BID has started and continues to perpetuate is the worst I have seen. The entire process has and continues to lack integrity. The BID is straining relationships, eroding connections, dividing our city and ending friendships. People are causing harm to one another.

What happened ?

From the restaurateur after she clearly stated "if the BID goes forward , within 6 months I will have to close my doors" - when the BID board members replied  
"Do not worry in 2-3 years you will have more business"

shopkeeper who had his "ban the bid" poster ripped off the inside of his shop

many of sole proprietors and small business people who had planned to keep working, if this passes, now plan to retire, thus leaving even more vacancies

small business people already feeling unappreciated and unsupported by the city, now feel socked in the gut knowing that if passed the BID will be sanctioned to take more money from them, adding "taken advantage of " to their list of grievances.

There are multitudes of stakeholders within the district who are against the BID yet, out of fear, due to having heard about the aforementioned, and other negative incidences too numerous to list, stay behind the scenes

The majority of hard working stakeholders in the BID district are not members of these organizations who require membership fees, Chamber of Commerce, Visit Alexandria, etc... they are focused on working as much as possible to feed their families and keep a roof over their head.

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Step up, vote this BID down and stop the spread of "us vs. them".

Forcibly requiring business owners to join and/or be subjected to a BID, where those with the most property have the most votes is akin to indentured servitude of the poor to the wealthy in our community.

Passing the BID

Violates both

1. The tenets of democracy-the belief in freedom and equality between people, valuing the rights of all, one vote per one person.

AND

2. Alexandria's statement of inclusiveness:

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Democracy and inclusiveness must be shown in both word AND deed.

Lastly the BID "district" is too large and diverse to be adequately served-

Listening to Parents describing old town to their children I have often overheard-

1. When walking down King Street, from the Metro to Washington st they tell their children this is called "upper king st"

2. When they get below Washington street walking towards Lee- they call this part of Alexandria "historic old town" and add something like "the people who live and work here make sure to maintain it much like it was in 1700's as possible so we can experience what it was like then today".

3. When they pass Lee and are arriving to the water they tell their children this is called "the waterfront".

As councilman Smedberg stated this morning, there are at least 3 distinct parts of Alexandria included in the BID "service district". Clearly, the BID "service district" is too large and too varied to service all business needs within.

To be clear-the majority of stakeholders feel held captive by the "rich few". The majority of stakeholders feel marginalized, they do not want a BID in any form, they do not want more time and money wasted on discussing it; and are not interested in such an unwieldy, costly, non-representative organization period.

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Show by your words AND actions that you

value, respect and treat with dignity

ALL business, property owners and residents.

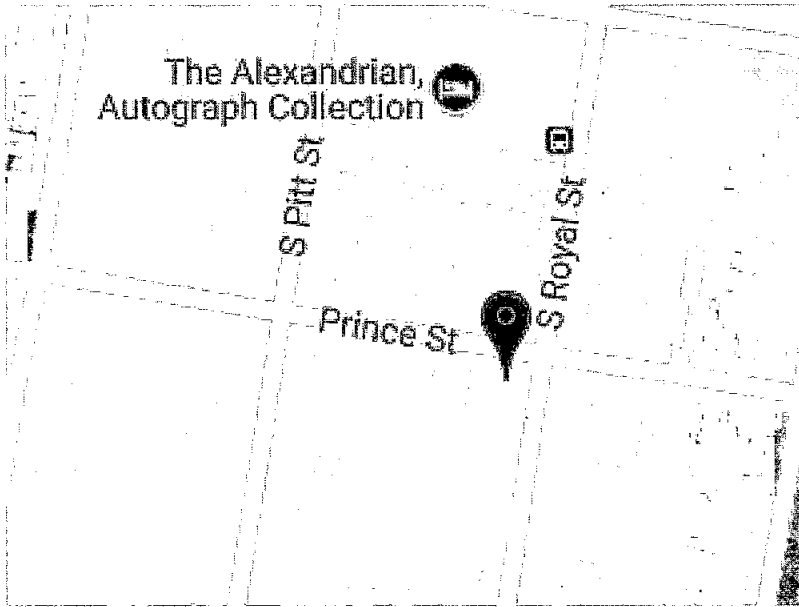
You realize we already have a brand,

You are listening to the fact we do not want more taxes.

You want Alexandrian's once again to work together of their own free will.

Vote against the BID ordinance and vote for a return to an inclusive connected Alexandria.

- Expected Response Date: Monday, July 3



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## Gloria Sitton

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**From:** Justin Wilson  
**Sent:** Saturday, June 24, 2017 9:47 AM  
**To:** Yon Lambert  
**Cc:** Karl Moritz; Gloria Sitton; Robert Kerns; Debra Collins; Nathan Randall; Maya Contreras; Lisa Jaatinen; Joanna Anderson  
**Subject:** Re: 5130/5140 Fillmore

Thank you. Will do.

----

Justin M. Wilson, Vice Mayor  
Alexandria City Council  
Office: 703.746.4500  
Home: 703.299.1576  
[justin.wilson@alexandriava.gov](mailto:justin.wilson@alexandriava.gov)

On Jun 24, 2017, at 9:38 AM, Yon Lambert <[Yon.Lambert@alexandriava.gov](mailto:Yon.Lambert@alexandriava.gov)> wrote:

Vice Mayor Wilson,

As the street is private, the intent and understanding has been that the planned HOA would provide private trash collection. Therefore, we would propose submitting a new condition #51 to address this and then combine the existing #51 into a two-part #52 as the following:

### **J. Solid Waste**

**51. A registered Homeowners Association will be formed for the townhouses. If private collection is desired, the HOA shall request approval from the Director of Transportation and Environmental Services to opt-out of the City approved trash and recycling collection to allow for privately contracted collection. The point of collection shall be as agreed upon between the owner and the private collector duly licensed, provided that such point shall not be in a public right-of-way and shall not hinder or interfere with parking, traffic or pedestrians. All trash collectors for the project site are required to take their collected trash to the Alexandria/Arlington waste-to-energy facility (T&ES)"**

~~51.~~ **52.** Provide \$896 per receptacle to the Director of T&ES for purchase and installation of one (1) Victor Stanley Ironsites Series model SD-42 receptacle with Dome Lid dedicated to trash collection. The receptacle(s) shall be placed in the public right of way to serve open space and park sites. Receptacles shall be generally located along the property frontage and at strategic locations in the vicinity of the site as approved by the Director of T&ES. Payment required prior to release of Final Site Plan.\* (T&ES)

**52(a):** Provide \$996 per receptacle to the Director of T&ES for the purchase and installation of one (1) Victor Stanley Ironsites Series Model SD-42 blue receptacle with Dome Lid dedicated to recycling collection. The receptacle(s) shall be placed in the public right of way to serve open space and park sites. Receptacles shall be generally located along the property frontage and at strategic locations in the vicinity of the site as approved by the Director of T&ES. Payment required prior to release of Final Site Plan. (T&ES)

If you have any questions, please let me know.

Thanks,  
Yon

**Yon Lambert, AICP** | Director, Dept. of Transportation & Environmental Services  
City of Alexandria | 301 King Street, Alexandria Va. 22314 | Room 4100  
t. 703.746.4025 | m. 571.220.0842

---

**From:** Justin Wilson  
**Sent:** Saturday, June 24, 2017 9:17 AM  
**To:** Yon Lambert  
**Cc:** Karl Moritz  
**Subject:** Re: 5130/5140 Fillmore

Thanks.

-----  
Justin M. Wilson, Vice Mayor  
Alexandria City Council  
Office: 703.746.4500  
Home: 703.299.1576  
[justin.wilson@alexandriava.gov](mailto:justin.wilson@alexandriava.gov)

On Jun 24, 2017, at 9:14 AM, Yon Lambert <[Yon.Lambert@alexandriava.gov](mailto:Yon.Lambert@alexandriava.gov)> wrote:

Justin, we have this and anticipate having you an answer shortly...  
Thanks,  
Yon

---

**From:** Justin Wilson  
**Sent:** Saturday, June 24, 2017 12:13 AM  
**To:** Karl Moritz; Yon Lambert  
**Subject:** 5130/5140 Fillmore

Karl/Yon,

Sorry for the late request on this one.

In the past, we've used a set of conditions relating to solid waste collection. Here are the conditions from DSUP-2014-0014:

"65. In order for the City to provide solid waste collection service, the development must meet all the minimum street standards. The trash truck must be able to pick up solid waste from private streets without backing up. The containers must be placed inside the units or within an enclosure that completely screens them from view. The developer must purchase the standard containers from the City or provide containers that are compatible with City collection system and approved by the Director of T&ES. Payment shall be made

to the City or proof of payment for approved containers provided, prior to issuance of the Certificate of Occupancy for each unit or building. (T&ES)

66. A registered Homeowners Association will be formed for the townhouses. If private collection is desired, the HOA shall request approval from the Director of Transportation and Environmental Services to opt-out of the City approved trash and recycling collection to allow for privately contracted collection. The point of collection shall be as agreed upon between the owner and the private collector duly licensed, provided that such point shall not be in a public right-of-way and shall not hinder or interfere with parking, traffic or pedestrians. All trash collectors for the project site are required to take their collected trash to the Alexandria/Arlington waste-to-energy facility (T&ES)"

We seem to be silent on the issue in this staff report. Condition 88 appears to address the fact that the street is private, but nothing beyond.

Will these townhouses be eligible for City trash collection? Thanks.

-----  
Justin M. Wilson, Vice Mayor  
Alexandria City Council  
Office: 703.746.4500  
Home: 703.299.1576  
[justin.wilson@alexandriava.gov](mailto:justin.wilson@alexandriava.gov)

## Gloria Sitton

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**From:** Lucia deCordre via Call.Click.Connect. <CallClickConnect@alexandriava.gov>  
**Sent:** Friday, June 23, 2017 11:05 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #123958: Mayor, Vice Mayor, City Council Alexandria City Council300 King Street

Dear **Call.Click.Connect.** User

A request was just created using **Call.Click.Connect.** The request ID is 123958.

### Request Details:

This is a "private" request. Information should only be provided to the original customer or those who know the full Call.Click.Connect. request number for this, which is "123958-6B4D2G".

- Name: Lucia deCordre
- Approximate Address: No Address Specified
- Phone Number: 4802131639
- Email: lvdc@usa.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Alexandria City Council  
300 King Street  
Alexandria, VA 22314

June 22, 2017

RE: Service District Ordinance, June 24, 2017, Docket Item# 11

Honorable Mayor Silberberg and City Council Members:

I write to you as an Old Town resident, an Alexandria City property owner, a small business owner and as the recent Urban Design Director of a Business Improvement District (BID) for over 10 years. From each capacity, I urge you to pass the Service District Ordinance in order to allow further exploration of the interest and feasibility in a BID for Old Town Alexandria.

As you may be aware, unquestionable economic and social benefits, as well as physical improvements are realized through BID organizations in our region and across the country. These benefits are reaped mutually by the jurisdiction, property owner, businesses and the community. Our neighbors and competitors in Arlington have three very successful BID entities and have recently approved a fourth, and a fifth is in the works. Washington DC has also discovered the virtues and the necessity of these organizations which are multiplying as we speak because they make prudent sense. BIDs reduce the financial and labor burdens on the city, while focusing strategic resources where and how they are needed in their key asset - the business community. City Hall cannot focus solely on the growing and multifaceted demands of Old Town's highly visible commercial district and the lack of needed attention shows.

By passing the ordinance, the City is not creating a BID, only providing an opportunity to explore the possibility further and weigh the options. Since there is both support and concern regarding a BID and some of these concerns are voiced by those who may or may not have a horse in the race. I urge you not to close the door for the many that see the possibilities, but rather open the option to allow the subject further assessment and consideration in fairness to all those that are affected.

The Council's vote on Tuesday will have a repercussion on the future of Old Town in one direction or another. A visionary decision to pass this ordinance will encourage strides toward progress by allowing thorough and due consideration of a BID entity in Old Town.

Respectfully,

Lucia Vasak deCordre  
401 Holland Lane  
Alexandria, VA 22314

- Attachment: City Council Docket item 11.pdf
- Expected Response Date: Friday, June 30

Please take the necessary actions in responding, handling and/or updating this request at the **Call.Click.Connect.** staff interface.

If you need assistance with handling this request, please contact CallClickConnect@alexandriava.gov or call 703.746.HELP.

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## Gloria Sitton

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**From:** Thomas Wise via Call.Click.Connect. <CallClickConnect@alexandriava.gov>  
**Sent:** Friday, June 23, 2017 1:38 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #123920: Mayor, Vice Mayor, City Council Thomas Wise 513 ½ N Columbus St Alexan

**Follow Up Flag:** Follow up  
**Flag Status:** Flagged

Dear **Call.Click.Connect.** User

A request was just created using **Call.Click.Connect.** The request ID is 123920.

### Request Details:

This is a "public" request. Information may be provided to anyone who requests it.

- Name: Thomas Wise
- Approximate Address: No Address Specified
- Phone Number: 2409259837
- Email: tdw20634@yahoo.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Thomas Wise  
513 ½ N Columbus St  
Alexandria, VA 22314

June 23, 2017  
Alexandria City Hall  
301 King St  
Alexandria, VA 22314

Dear Mayor Silberberg and Members of City Council:

As a concerned resident and property owner in Old Town, I urge you to vote AGAINST the proposed ordinance to create the Old Town Business Improvement District (BID) for the following reasons:

(1) Businesses (and their local patrons) are already reeling from an unprecedented property tax increase and are now being told they need to pay for a BID. To pay for the BID, businesses will need to trim their capital improvement plans or raise prices, both of which are detrimental to investing in their businesses and drumming up new business. Will the BID make better investment decisions with this money than the business owners themselves?

(2) The BID is certain to exact a cost for its operations (as outlined in great detail in the proposed ordinance), yet the benefits of the BID are only presumed to exist. They have not been convincingly articulated, nor quantified or monetized as would typically be required to justify any new public or private investment. Hope is not a strategy and cannot be considered an alternative to critical thinking. If the return on investment in a BID is so certain, why isn't the city making it a priority to invest current tax revenue in the proposed BID activities in order to reap the purported windfalls (presumably increased tax revenue from greater business activity)?

(3) The historic charm of the old buildings is what attracts people to Old Town, yet that is also the part of Old Town that has been cited as increasingly in disrepair and decay (that is certainly what gave me some pause in buying my property in Old Town ~ 1 year ago). Reallocating private investment that would otherwise be used, in part, to maintain these buildings, to pay more for street and sidewalk cleaning among other yet-to-be determined activities, seems like a misallocation of scarce financial resources.

(4) Many of the stated benefits like street/sidewalk cleaning, snow removal, and dressing-up tree wells are basic city services, or can be addressed by business owners themselves. If businesses feel that dressing-up their tree wells and keeping their storefront clean will improve business, why not allow them to retain more of their earnings to make that investment on their own?

All things considered, the proposed BID ordinance is ill-conceived and needs to be more thoughtfully considered before becoming law and imposing additional burdens on business owners and patrons of Old Town. It has high potential to do more harm than good. For this reason I urge you to vote AGAINST the ordinance to create a BID at this time.

Sincerely,  
Thomas Wise

- Attachment: [BID letter to city council.doc](#)
- Expected Response Date: Friday, June 30

Please take the necessary actions in responding, handling and/or updating this request at the **Call.Click.Connect. staff interface.**

If you need assistance with handling this request, please contact [CallClickConnect@alexandriava.gov](mailto:CallClickConnect@alexandriava.gov) or call 703.746.HELP.

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## Gloria Sitton

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**From:** Call Click Connect  
**Sent:** Wednesday, June 21, 2017 3:36 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Gloria Sitton; info@sacredcirclebooks.com  
**Subject:** Re: Call.Click.Connect. #123733: Mayor, Vice Mayor, City Council Vote NO on the BID ordinance this Saturd

Dear Mr. Singer,

Thank you for contacting the City of Alexandria. The City Council has received your email and made note of your comments.

Sincerely,  
Call.Click.Connect Office Division of the  
Department of Emergency Communications  
3600 Wheeler Avenue  
Alexandria, VA 22304  
703.746-HELP (4357)  
callclickconnect@alexandriava.gov

---

**From:** Thomas Singer via Call.Click.Connect. <CallClickConnect@alexandriava.gov>  
**Sent:** Wednesday, June 21, 2017 3:31 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #123733: Mayor, Vice Mayor, City Council Vote NO on the BID ordinance this Saturd

Dear **Call.Click.Connect.** User

A request was just created using **Call.Click.Connect.** The request ID is 123733.

**Request Details:**

This is a "public" request. Information may be provided to anyone who requests it.

- Name: Thomas Singer
- Approximate Address: No Address Specified
- Phone Number: 703-299-9309
- Email: info@sacredcirclebooks.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Vote NO on the BID ordinance this Saturday, June 24.

The Old Town BID committee says it is trying to address the empty store fronts and stagnant retail sales in Old Town. The empty store fronts are caused by the high rents. Soon, the only businesses that can afford the rents will be national chains which would ruin Old Town's famous unique

character and make us no different than any other shopping district in the country. The stagnant retail sales are caused by expensive parking rates chasing customers to other areas. The rate increase was to match Arlington's rates but actually exceed Arlington which is only \$1.50 per hour. The meter enforcement was extended to 9:00 PM while Arlington ends enforcement at 6:00 PM.

The BID does not address these problems at all. It wants to make "improvements" in superficial ways because the city won't address the problems really impacting the business district. The BID would just drain more of the business's time and money, even to the point of forcing some businesses to close, and be detrimental to Old Town. The notion that the business community is requesting the BID is a falsehood. Most businesses are against the BID and many property owners and business owners do not even know about the BID. Please do not wreck what we already have.

Thomas Singer - Sacred Circle co-owner  
919 King St

- Expected Response Date: Wednesday, June 28

Please take the necessary actions in responding, handling and/or updating this request at the **Call.Click.Connect.** staff interface.

If you need assistance with handling this request, please contact [CallClickConnect@alexandriava.gov](mailto:CallClickConnect@alexandriava.gov) or call 703.746.HELP.

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**Jackie Henderson**

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**From:** laraine healy <lmhealy@msn.com>  
**Sent:** Tuesday, June 20, 2017 11:52 AM  
**To:** City Council  
**Subject:** BID

Dear Council,

Once again I am writing to voice my opposition to the BID. Please vote NO.

You have received letters listing the numerous small businesses which are opposed, yet you continue to say that this is something small business wants. Why are you not hearing us?

I do not agree this will bring small business together. This is just another source of revenue for the city.

Rest assured a vote for the BID will certainly be a vote against your reelection.

Laraine and Todd Healy

Sent from my iPad

## Jackie Henderson

---

**From:** Jesse O'Connell via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Tuesday, June 20, 2017 11:41 AM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click  
Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #123612: Mayor, Vice Mayor, City Council I'm  
writing to express my support for ad

Dear **Call.Click.Connect.** User

A request was just created using **Call.Click.Connect.** The request ID is 123612.

### Request Details:

This is a "private" request. Information should only be provided to the original customer or those who know the full Call.Click.Connect. request number for this, which is "123612-47BC64".

- Name: Jesse O'Connell
- Approximate Address: No Address Specified
- Phone Number: 3174601513
- Email: oconnellj@gmail.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: I'm writing to express my support for advancing the consideration of the Old Town BID. I encourage you to vote yes to the creation of the formal body that will develop a proposal and funding structure for an organization that numerous successful businesses in Old Town think is crucial to the vibrancy and long-term health of our business and tourism district. I urge you to look to the future needs of this small business corridor and give them this tool that will attract new business and ensure we remain competitive within the region. I know this has been a fraught discussion and I'm truly appreciative that you've allowed for a process that has lifted up a number of voices and perspectives. The BID is what we need right now, and the BID should move forward. I hope you to vote to support it.

Warm regards,

Jesse O'Connell

- Expected Response Date: Tuesday, June 27

Please take the necessary actions in responding, handling and/or updating this request at the **Call.Click.Connect.** staff interface.

If you need assistance with handling this request, please contact [CallClickConnect@alexandriava.gov](mailto:CallClickConnect@alexandriava.gov) or call 703.746.HELP.

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## Jackie Henderson

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**From:** Kyong Yi via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Tuesday, June 20, 2017 11:40 AM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click  
Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #123610: Mayor, Vice Mayor, City Council Dear  
Mayor , Vice Mayor, and City Council

Dear **Call.Click.Connect.** User

A request was just created using **Call.Click.Connect.** The request ID is 123610.

### Request Details:

This is a "public" request. Information may be provided to anyone who requests it.

- Name: Kyong Yi
- Approximate Address: No Address Specified
- Phone Number: 7035358151
- Email: kyong@fontainecaffe.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Dear Mayor , Vice Mayor, and City Council members,

With the Bid issue coming up to city council this Saturday, June 24, I, as a small business owner and a residents of Old Town for 10 years, am voicing my Vote against Old town BID in any form. Unfortunately, I am not able to attend the June 24th hearing to speak against the BID because I am working at my restaurant to make money for the city's tax revenue.

I hope this city council hearing is not just a charade the city and the city council is putting forth. I like to think not. As you replied to my previous emails and in public that you are only thinking about the Old Town Bid because the "Business community" brought to your attention and requested it and if there is a big opposition from the rest of the business community, you'll not support it.

I like to have a good faith that you'll will ALL go by your words when it comes to you for a vote this Saturday. And not do let's just pass it and see what happens.  
Old town bid is not for small businesses!

Thank you for your time.

Kyong Yi  
Fontaine Caffe and Creperie  
&  
Local resident

- Attachment: [oldtownbid.pdf](#)
- Expected Response Date: Tuesday, June 27

Please take the necessary actions in responding, handling and/or updating this request at [the \*\*Call.Click.Connect.\*\* staff interface.](#)

If you need assistance with handling this request, please contact [CallClickConnect@alexandriava.gov](mailto:CallClickConnect@alexandriava.gov) or call 703.746.HELP.

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## Jackie Henderson

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**From:** Mary Ray via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Monday, June 19, 2017 6:28 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click Connect; Gloria Sittton  
**Subject:** Call.Click.Connect. #123546; Mayor, Vice Mayor, City Council at 400 PRINCE ST Passing this BID ordinance knowing the h

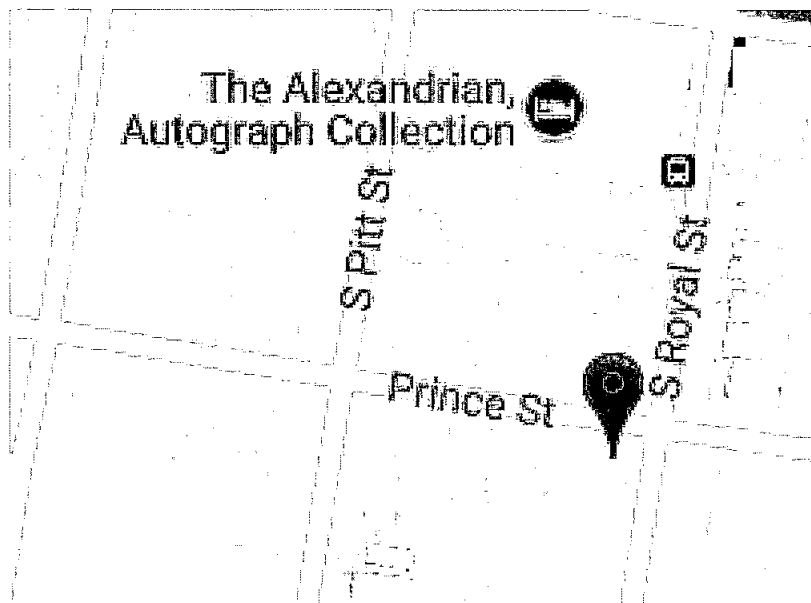
Dear **Call.Click.Connect.** User

A request was just created using **Call.Click.Connect.** The request ID is 123546.

### Request Details:

This is a "private" request. Information should only be provided to the original customer or those who know the full Call.Click.Connect. request number for this, which is "123546-6GGEH4".

- Name: Mary Ray
- Approximate Address: 400 PRINCE ST (See [map below](#))
- Phone Number: 7036830920
- Email: MRayLCSW@gmail.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Passing this BID ordinance knowing the huge amount of opposition and lack of clear objectives is a mistake. The business community at large does not want this BID.  
If you pass this BID it will divide businesses and pit them against one another.  
As defined by this BID ordinance, the service district is too large and arbitrary. The last thing we need is another ill defined 501c-6 in the city of Alexandria. The business community does not want this BID. The residents of Alexandria do not want this BID. Vote it down.
- Expected Response Date: Monday, June 26





Please take the necessary actions in responding, handling and/or updating this request at the **Call.Click.Connect.** staff interface.

If you need assistance with handling this request, please contact [CallClickConnect@alexandriava.gov](mailto:CallClickConnect@alexandriava.gov) or call 703.746.HELP.

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## Jackie Henderson

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**From:** Layla Masri via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Monday, June 19, 2017 9:05 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click  
Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #123557: Mayor, Vice Mayor, City Council I am a  
City if Alexandria business owner

Dear **Call.Click.Connect.** User

A request was just created using **Call.Click.Connect.** The request ID is 123557.

**Request Details:**

This is a "public" request. Information may be provided to anyone who requests it.

- Name: Layla Masri
- Approximate Address: No Address Specified
- Phone Number: 7036845945
- Email: lmasri@beancreative.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: I am a City if Alexandria business owner and commercial landowner very much in favor of the BID. BID is a smart move or we risk more shuttered Old Town businesses. It creates a great pool of marketing funds, and most businesses will pay less than \$500 a year for huge promotional benefits. Being able to leverage these funds independent of city government is another big plus.
- Expected Response Date: Monday, June 26

Please take the necessary actions in responding, handling and/or updating this request at the **Call.Click.Connect.** staff interface.

If you need assistance with handling this request, please contact [CallClickConnect@alexandriava.gov](mailto:CallClickConnect@alexandriava.gov) or call 703.746.HELP.

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## Jackie Henderson

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**From:** Dan Hazelwood via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Monday, June 19, 2017 3:02 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click  
Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #123526: Mayor, Vice Mayor, City Council BID  
Tax. June 24, Item 11.I have sta

Dear **Call.Click.Connect.** User

A request was just created using **Call.Click.Connect.** The request ID is 123526.

### Request Details:

This is a "public" request. Information may be provided to anyone who requests it.

- Name: Dan Hazelwood
- Approximate Address: No Address Specified
- Phone Number: 703-684-1987
- Email: [danh@targetedcreative.com](mailto:danh@targetedcreative.com)
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: BID Tax. June 24, Item 11.

I have stated my opposition before and frequently. I note the docket says there is no cost for implementation. This is incorrect based on Ms Landrum's testimony at the mark-up session. At the session she stated an outside firm specializing in running an election would be hired to manage the process. This clearly will cost tax money.

This is especially important because AEDP is not a bystander in this process. AEDP's board has formerly endorsed the creation of the BID and AEDP staff have been aggressively attempting to pass the BID Tax ordinance. AEDP is in fact a partisan (not in the party sense, but in the advocacy sense) supporter of the BID. AEDP's on-going involvement after any creation of the ordinance would clearly bring a taint to the entire integrity of the BID election.

This BID Tax and everything about its process moving toward a vote has been done in the face of massive opposition of the business community. Ms. Landrum stated at the public mark-up session that 3/4 of the business community opposes this BID creation.

- Expected Response Date: Monday, June 26

Please take the necessary actions in responding, handling and/or updating this request at [the Call.Click.Connect. staff interface.](#)

If you need assistance with handling this request, please contact [CallClickConnect@alexandriava.gov](mailto:CallClickConnect@alexandriava.gov) or call 703.746.HELP.

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## Jackie Henderson

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**From:** Jody Manor via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Monday, June 19, 2017 7:32 AM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #123465: Mayor, Vice Mayor, City Council Madam Mayor and Members of Council -

Dear **Call.Click.Connect.** User

A request was just created using **Call.Click.Connect.** The request ID is 123465.

**Request Details:**

This is a "public" request. Information may be provided to anyone who requests it.

- Name: Jody Manor
- Approximate Address: No Address Specified
- Phone Number: 7039264767
- Email: jmanor@mac.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Madam Mayor and Members of Council -

I imagine you'll hear a great deal about the BID this week. Regrettably, and as often happens in Alexandria, a lack of strong advocacy for a positive idea has left a void that has been filled w. some misinformation and frankly, hysteria (think the Waterfront Plan). Let's be clear - the proposal before you is not a request for an additional tax. It is solely calling for the next step in what has been a multi-year process. It is also not a de facto authorization of the BID. A democratically elected BID Board can choose to recommend to you anything from a tax to doing nothing. The proposal only seeks to continue the process and conversation.

I thought this might be helpful in your deliberations should you not have read it -a recent piece from the Washington City Paper on struggling retail -

<http://www.washingtoncitypaper.com/news/article/20861085/independent-retailers-are-struggling-to-survive-in-dc>

Thank you for your public service and consideration.

Jody Manor

- Expected Response Date: Monday, June 26

Please take the necessary actions in responding, handling and/or updating this request at the **Call.Click.Connect. staff interface.**

If you need assistance with handling this request, please contact [CallClickConnect@alexandriava.gov](mailto:CallClickConnect@alexandriava.gov) or call 703.746.HELP.

This is an automated email notification of a **Call.Click.Connect.** request. Please do not reply to this email.

**Jackie Henderson**

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**From:** David Speck <dgspeck@gmail.com>  
**Sent:** Sunday, June 18, 2017 9:24 PM  
**To:** Jackie Henderson  
**Cc:** Mark Jinks  
**Subject:** Letter to the Mayor and City Council regarding the BID.  
**Attachments:** BID letter to City Council.docx

Jackie,

I will not be in town for the public hearing regarding the BID proposal. Would you please make sure the attached letter is sent to the Mayor and City Council?

Thank you.

David

***David G. Speck***

601 N. Fairfax Street, #603  
Alexandria, VA 22314  
703-370-1666 (h)  
703-819-9962 (c)

David G. Speck

June 18, 2017

To the Honorable Mayor and Members of City Council

Dear All,

With the exception of my brief relapse in 2012, I have attended only one Council public hearing since I retired from elected office in 2003. That hearing was the debate on the waterfront and I said at the time that being there was a reflection of how important I felt that decision to be. I will not be in town for your hearing on the BID, but if I were, that would get me there a second time. So, I am writing to encourage you to move forward with the BID proposal and I wanted to share with you my perspective and understanding of the proposal in three areas: process, value and costs (i.e., taxes).

My involvement began when I was asked to participate in a subcommittee of the Waterfront Commission regarding the governance of the "new" waterfront. I will tell you, as I am sure others on that subcommittee have or will, that none of us began this year-long process with any preconceived notion of where we would end up. The stated objective was to examine the best way to manage (and govern) the waterfront. We considered and studied all the possibilities from simply continuing to operate the waterfront as an on-going part of the city's management and operation to forming an independent, self-supporting authority, and everything in between. Part of our analysis was to meet with representatives from existing BID's, especially those in Washington with a waterfront component, and examine their history and functions to thoroughly understand how they worked. Obviously, BID's are not new, but with the exception of an ill-fated and somewhat poorly conceived effort for a downtown BID a few years ago, the idea has never been seriously considered in our city since...until now.

What became apparent, though, as the subcommittee was working on this review was that the governance part of our task was critically dependent on the funding part; and the city's ability to commit more resources to the safety, operation, programming and appearance of the waterfront was even more limited than when the waterfront plan was first approved. In other words, how do you govern if you do not have the funds to pay for it...and with no likelihood that it will get better in the years ahead? I am not sure I would characterize the previous sentence as an epiphany, but it took the subcommittee many months and many meetings to realize that we would need to consider alternatives to the traditional approaches if the waterfront was to be a success; and almost by attrition, as all the other models demonstrated their limitations, the BID approach emerged as the best idea. And not "best" idea because it was the only one left; it became obvious that a BID, properly developed and implemented, is the best idea...for both the waterfront and the business corridor from the river to (or almost to) the Masonic Memorial.

In the original Subcommittee report, the boundaries of the BID were mostly along the waterfront. As the study progressed by the committee that you all funded and staffed by AEDP, the boundaries were extended for two big reasons: (1) A strengthened business corridor along King Street and a strengthened waterfront are not pristine entities, but linked together in many ways. Combined, they define the Old Town District and the success of the trolley service, alone, is an example of ways the two can support each other; (2) A larger BID creates a larger tax base, which is another way of saying that the burden on individual BID participants is lessened, and the benefit is spread to more.

This BID is not perfect (few things are) and you are hearing from those who have identified specific issues or problems that concern them, but the one criticism to which I strongly object is the suggestion that the work done to review models and ultimately recommend a BID was done in darkness and sprung on the community without debate. Every meeting of the Waterfront Commission subcommittee was publicized, open, and always conducted with the opportunity for any member of the public who attended to speak and ask questions, as was every meeting of the full Commission when the deliberations of the subcommittee were discussed. In fact, some who have criticized the BID proposal were in attendance at most, if not all, of the meetings. Complaints from the community about decisions being made without full citizen participation are not new and often reflect a disagreement with the results, rather than a lack of participation, but in this instance, to be blunt, that complaint is demonstrably not correct.

I did not participate in the second part of the BID study, but as a member of the board of directors of AEDP (my term ends this month), I did follow the process closely and I am well aware of the pros and cons expressed by residents, prospective stakeholders and the general business community. I have talked with many who find aspects of a BID worrisome and I genuinely respect the concerns that some have conveyed. Change—big change—can be unsettling. There is also, though, an old political saying, *"A gaffe in Washington is saying the truth out loud."* When I read the comment from one of the opponents at your work session a few days ago that a big concern about a BID was that it could be successful, I doubt that the speaker would categorize that as a gaffe, but it certainly reflects one of the underlying fears we have heard before. When I was the Council representative on ACVA (now Visit Alexandria), we often talked about *"fear of success"*—that things the city did—events, promotions, marketing, etc.—could result in that which worries some in the community. Namely, that success could result in too many people, vehicles, noise, and so forth. And that is an absolutely valid concern. An unmanaged, unlimited, uncontrolled waterfront would be disastrous. *On a purely personal note, my "backyard" is Oronoco Bay Park. It is an active public park. I love to see the races that end there and the various events take place...but not every day. Well-established rules prevent that.*

You all know that for some in our community, especially in Old Town, there will never be acceptance of the waterfront plan, and there is nothing you or anyone else can say or do that will change that. As the plan is implemented, we all hope that decisions made now will not be regretted down the road, but I have to say, respectfully, to all of you, please do not allow the debate on the BID to be a proxy to relitigate the waterfront. We have a waterfront plan, a good one in my opinion. I just finished serving on the Old Town North Advisory Group, and exciting things are happening there, as well; but whatever takes place cannot exist in a vacuum of limited management, governance and control, and that is where a BID can help. Most of you have heard the story from a few years ago when Fairfax County built a new library, but failed to budget for books. That is what worries me about not approving a BID—that the resource of the waterfront, so critically important to the entire city, is under-managed.

My final point is about the costs of a BID and where the money comes from. Taxes. There are two things about taxes that most people object to: How much they are and what they are used for. *I am sure this is not a revelation!* I would guess that you are no happier about raising them last month than I am about paying them, but when real estate taxes are the primary source of revenue that the city controls, options are limited. I emphasized "control" in the previous sentence, because I would argue that even more than the amount we pay is the fact that as taxpayers, we do not have any direct influence in how it is spent. Yes, we can write letters, send emails, and speak at Council meetings, but the fact is that we have virtually no direct say in how tax revenue is spent. And that is not unique to the

City of Alexandria. Periodically, we have elections and maybe there will be debate about taxes—amount and usage—but that is a dramatic contrast to what a BID can offer. The most important thing I can say to you about supporting a BID is this: It is the only tax in the City where those who are paying it have a direct and immediate control over how it used. That is a very big deal in my opinion.

I suspect that as you decide whether to adopt this proposal you will also consider making some changes, but delaying the decision to adopt this first step is a request we have heard before on big ideas—a tactic to allow more time for opposition to mount. Make the decision now; then use the summer to make further refinements and to listen in detail to some of the concerns that have been expressed. In response to feedback, the process has been divided into multiple phases, giving both the stakeholder community and you a second bite at the apple later this year, but an initial approval now sends a clear message: **You recognize the seriousness of the need to manage and govern the waterfront and King Street corridor; the city does not have the resources to do this on its own; and a BID gives us the only realistic path to do so.** The creation of the BID has a five year renewal (or non-renewal) option that provides everyone adequate time to see its value demonstrated. The question of whether it can be applied to residential property owners must be made as clear as possible that it does not and will not, but for all the arguments that have been made not to approve the adoption of a BID, the better arguments are to establish a BID—it is the best way forward.

I apologize for the length of this letter, and I know you feel as badly as I do that I cannot spend the whole day with you at the public hearing, but thank you for your consideration and your service.

Very truly yours,

David G. Speck



**Jackie Henderson**

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**From:** Margaret Janowsky <margarettjanowsky@gmail.com>  
**Sent:** Sunday, June 18, 2017 6:49 PM  
**To:** City Council  
**Cc:** Allison Silberberg; Justin Wilson; Paul Smedberg; Del Pepper; Timothy Lovain; John Chapman; Willie Bailey; Laurent Janowsky  
**Subject:** Proposed Old Town BID  
**Attachments:** BID City Council letter.docx; BID Flyer-1.pdf; BID Overview.pdf; BID cons.docx; BID questions.docx; What's Next Alexandria Principles.pdf

Please find attached our letter and its attachments addressing the currently proposed Old Town Business Improvement Service District.  
Thank you, Margaret Janowsky

June 16, 2017

TO: Alexandria, VA Mayor and City Council

RE: Proposed Old Town Business Improvement (Service) District "BID"

**Dear Mayor Silberberg, Vice-Mayor Wilson, Council Members Smedberg, Pepper, Lovain, Chapman and Bailey,**

After a great deal of reading, listening and contemplation about the proposed ordinance to establish a BID in Old Town, we are firmly opposed to the currently proposed Ordinance, including its boundaries, tax rate, and non-specific purpose. We are also opposed to the BID By-Laws as drafted.

### Background

When we first heard about the BID back in the fall, at the time, we thought it was being proposed for King Street. Even before we knew the district was to include 329 N. Washington St., our initial reaction was to be against the imposition of an additional Real Estate Tax on commercial properties. *In fact, we thought the exact opposite should be proposed by the City – a tax credit to landlords who lease to small businesses and small business property owner/occupants – as an incentive to retain and enhance the unique charm and character of Old Town by encouraging affordable rents for creative entrepreneurs.* To learn more about the proposed BID we attempted to gather as much information as possible.

### Awareness Timeline

- 10/25/16 Old Town Business & Professional Association ("OTBPA") Notice of "Shop Talk"  
11/4/2016 re: Old Town BID *We were not able to attend*
- 11/17/16 Article in The Alexandria Times outlining the proposed BID as described at  
11/15/16 meeting of the Waterfront Commission
- 11/18/16 Jody Manor emails the attached **Old Town BID Flyer**
- 11/29/16 Meeting with Jody Manor to hear more about the BID first-hand. One of many questions we asked was how they came up with the \$2.2 million budget. *Mr. Manor said that they were told by other BIDs that it wasn't worth doing a BID with less than \$2 million.* As an accountant and a business owner, I was shocked by this response. Budgets should be developed from the ground up, not top down!
- 12/2016 Holidays/closing La Bergerie – No time for inquiry on BID

- 1/2-3/17 Outreach to Vice Mayor Wilson to understand timing of City Council action on BID, suggested I contact Stephanie Landrum as leader of BID exploration
- 1/17/17 Attempted to find information about the BID on Alexandria Economic Development Partnership ("AEDP") website - *website down*; emailed Ms. Landrum directly requesting information – *no response*
- 1/20/17 re-sent 1/17/17 email requesting information from Exploratory Committee's meetings – minutes, working papers, analysis, supporting documentation – in order to make an educated decision on the proposal, or at least to be able to ask educated questions at requested follow-up meeting. *Ms. Landrum responded that they would love to share all the background materials and said she would have her colleague, Dave (Remington), contact me upon his return the following Monday.*
- 1/24/17 Ran into Christopher Campagna at a funeral, mentioned my request for Exploratory Committee meeting minutes and suggested the process slow down some so more people could learn about the BID. *Mr. Campagna declared that the Committee wasn't a City organization and, therefore, wasn't required to keep minutes and then had an outburst that there was no need to slow the process down and yelled his infamous line, "The BID is good for BID-ness!"*
- 1/25/17 Mr. Remington emailed the attached **BID Overview** document
- 1/26/17 Sent Mr. Remington a request for additional information on development of the district boundaries, tax rate, and pros/cons discussions – requested copies of meeting minutes and documents. *No response.*
- 1/30/17 Re-sent 1/26/17 request for information. *He responded that this was not a city process or commission so there are no documents; I should wait for the draft full business plan which was "almost complete".*  
Somewhere between Ms. Landrum's 1/20/17 email when she said they'd "love to share all the background materials" and Mr. Remington's 1/30/17 response above, someone decided we shouldn't get the background materials.
- 2/9/17 emailed Mr. Remington stating we were looking forward to receiving his final report *and underlying research*, suggested several dates to get together to discuss the draft full business plan.
- 2/10/17 Mr. Remington responded confirming meeting on Friday, February 17<sup>th</sup> at 9am

- 2/10/17 City of Alexandria mails 2017 assessments. In its discussion of Market Conditions for The Commercial Market, it is announced that "Commercial assessment increases were primarily improvements in the general commercial and hotel sectors. On a year-over-year basis, these two sectors increased 10.27% and 12.58%, respectively." It's hard to reconcile these statistics with the Committee's claim that the OT business district is dying.
- 2/12/17 Attended an activism meeting that Ms. Landrum was also attending. I handed out my bullet points of initial reaction to what little BID information we had so far (copy attached). I suggested that the timeline be slowed down so more businesses could learn about the proposal and noted the timing of their presentation at the OTBPA meeting on Valentine's Day at 5pm was unfortunate for any hope of significant attendance.
- Ms. Landrum announced to the assembled group that the Visit Alexandria Board had voted to support the BID and the Chamber had indicated support by having it on their legislative agenda. I stated how frustrating it was to not be able to get any supporting documentation of the Exploratory Committee's or David's work. I was confused how Visit Alexandria Board could have voted when there wasn't even a document to consider yet, and how they voted without going out to their membership with any info.*
- Ms. Landrum also stated the N. Washington St. terminus at Wythe St. was based on the desire not to overlap with the work of the Old Town North Small Area Planning that was ongoing. However, the 500 & 600 blocks of N. Washington St. are in the OTN SAP, as well as Oronoco Bay Park (and why exactly is the non-taxable Oronoco Bay Park included in the BID?)*
- 2/14/17 Attended OTBPA meeting (about 10 people in attendance), received a copy of the Draft BID Proposal, learned public meeting would be March 6<sup>th</sup> or 7<sup>th</sup>
- 2/15/17 Old Town BID Facebook page and website 'go live'. Signed up to receive email updates – *never got any.*
- 2/17/17 Met with Mr. Remington along with 5 other interested business owners; received a copy of the Final BID Proposal (same as draft), but no supporting documents/information; discussed details in the proposal including the proposed budget; learned public meeting would be at 4pm on March 15<sup>th</sup>, not 6<sup>th</sup> or 7<sup>th</sup>, and a mailer would be sent to affected businesses in the proposed district

- 3/10/17 Requested a copy of the mailer sent to businesses to notify them of the upcoming public meeting and asked when it was sent
- 3/11/17 Mr. Remington sent a copy of the postcard that was prepared and sent to property owners but said it was not mailed to businesses because they didn't have a good database of business addresses
- 3/15/17 Attended the entire first Public Meeting at the Lyceum; given limited opportunity to discuss as a group, Committee insisted the attendees break up into small "information sessions" to discuss various aspects of the proposed BID. *No elected officials in attendance. No record of who attended taken by AEDP.*
- 4/24/17 Posted on the OT BID Facebook page that the website was still showing the second public meeting for April as TBD. Received a response that website had been updated (it was – to *May: TBD*) and that it wouldn't be docketed in May, would likely be introduced at June 13<sup>th</sup> City Council Legislative meeting
- 4/30/17 Received an email from Jody Manor with 2 links – the City's combined sewer repair (CSS) plan dated 1/12/16 and a Washington Post article about lengthy disruptions to residents in DC during their CSS work. The former is where I discovered the City's own "*What's Next Alexandria Principles of Engagement*" (diagram attached) which clearly has NOT been applied to the entire BID process
- 5/19/17 OT BID website and Facebook page updated to announce second public meeting on June 1<sup>st</sup> at 8am (only 5 days before the scheduled City Council Work Session).
- 6/1/17 Attended the entire Second Public Meeting, distributed to interested parties attached 'Questions you may want to ask' I had prepared (unbeknownst to me, the proposed BID By-Laws had addressed my question #5)
- 6/1/17 Received Vice Mayor Wilson's monthly newsletter The Council Connection including a discussion of the BID, stating its origin as, "The [Waterfront] Commission was working to determine the governance and funding for programming and improvements in the new public spaces on our waterfront" and provided a very useful and enlightening link to the 33 page "Alexandria Waterfront Governance Subcommittee Proposal".
- This crystallized the suspected answer to my question #2 "...is it primarily to fund activities on the Waterfront...?" as a resounding YES!

- 6/6/17      Attended almost entire City Council Work Session and Panel Discussion on the BID, watched the end online the next day
- 6/13/17      Attended the City Council Legislative Meeting, left when Potomac Yard came up, watched BID Ordinance discussion online next day

### Our Conclusion

Every attempt to educate ourselves and delve into the thought process behind the Exploratory Committee's work, research, discussions and conclusions was stonewalled.

There was zero attempt by AEDP and the Exploratory Committee to follow

*What's Next Alexandria* Principles of Engagement:

- Inclusiveness & Equity, **NO** (only BID proponents were included in the Exploratory Committee);
- Early Involvement, **NO** (those who questioned the need for a BID were asked to leave the group);
- Easy Participation, **NO** (public not invited/allowed to attend Committee meetings);
- Meaningful Engagement, **NO** (the Committee quashed public discussion at first public meeting);
- Mutual Accountability, **NO** (the AEDP, a taxpayer funded organization, would not provide Committee "work product" when requested);
- Transparency, **NO** (no emails, posts or memorandums discussing consideration of public comments/concerns);
- Sustained Collaboration, **NO** (waiting to see if this happens as a result of June 24<sup>th</sup> Public Hearing);
- Evaluation, ?
- Respect, **YES & NO** (most interactions with AEDP staff and Committee members on the surface is respectful, however, the pure lack of available information upon multiple requests indicates a lack of respect of the time and interests of affected parties).

That you have clearly noticed the lack of clarity of vision for the BID is enough reason to **not** vote for this Ordinance *at this time*.

That you have noticed the boundaries are "truly weird" is enough reason to **not** vote for this Ordinance *at this time*.

That there are many affected parties still unaware of this entire proposal and its effect on them is enough reason to **not** vote for this Ordinance *at this time*.

That there is no obvious explanation of the Committee's apparent desire to rush this through without meaningful engagement of non-supporters (different from but including "opponents") is enough reason to **not** vote for this Ordinance *at this time*.

## What You Can Do

Ms. Landrum and the Committee would have you believe there are only two choices regarding the proposed BID Ordinance at this time – a Yea or Nay vote (it appears Vice Mayor Wilson is of this opinion as well from his adamant declaration about “killing it right this time” at the June 13<sup>th</sup> City Council meeting).

**HOWEVER**, there is room for further meaningful conversation about a BID for Old Town, as Mr. Chapman was trying to get someone on the panel to say at the June 6<sup>th</sup> Work Session. Perhaps the third, and only reasonable, conclusion from the meetings to date is to **Form** another committee/task force with adequate representation from ALL affected groups, including a couple reasonable and thoughtful members of the current Exploratory Committee who could enlighten the new committee with institutional knowledge (since it is apparently not written down anywhere because it wouldn’t/couldn’t ever be provided to us); **Provide** for this group to hold OPEN meetings, engaging a significant and meaningful number of the Old Town commercial entities within the current proposed boundary, and those that are not; **Publicly Announce** whether a significant purpose of any OT BID would be to receive and spend the funds required to be contributed by the Waterfront developers as stated in the “Alexandria Waterfront Governance Subcommittee Proposal”; and, finally, **Assign** a City Council member to this task force/committee such that regular reports are provided to you on the progress and work of the task force.

The Old Town businesses and business district are the ‘Goose that lays the Golden Eggs’ for the City of Alexandria. Outside the city limits, Old Town defines “Alexandria”. It is way too valuable, arguably the City’s greatest asset, to mess it up by rushing to approve the current proposal. Obviously, there are a great number of smart business owners who love this City – let them get together to come up with a *better plan for the future* of “Alexandria”, Old Town.

Sincerely,  
Margaret and Laurent Janowsky

Attachments (5)

# Why are we here?

of Old Town's current issues:

fication For Maintenance Issues Empty Storefronts  
 welcoming Gateways  
 Underutilized Public Spaces  
 Of Coordinated Event Management  
 nals/Marketing Freeloaders  
 Workforce Attraction  
 rren Treewells  
 Single Point Of Advocacy  
 Information Dissemination  
 Upkeep Of Tree Canopy  
 Old Banners  
 Removal/Parking Location And Availability  
 Dated Branding  
 Unified Brand  
 Activation Of Upper King St  
 tary Constraints  
 lewalk Maintenance  
 erfunded Holiday Lights  
 Sidewalk Cleaning  
 Lack Of Data On Businesses And Customers

Our Competition has multiplied, and they have

## Business Improvement Districts

- Ballston
- SW Waterfront
- Capitol Riverfront
- Capitol Hill
- Georgetown
- Crystal City
- Downtown DC

## Developments with professional management:

- National Harbor
- Shirlington
- Bethesda Row
- Mosaic District
- Pentagon Row

All of the businesses and property owners in the neighborhoods PAY additional taxes/fees.



# Old Town BID Exploratory Committee

Old Town BID Exploratory Committee is comprised of property and business owners who support the development of a business improvement district. The BID Exploratory Committee was formed by Old Town and property owners and used the work of the **MGM Readiness Task Force** and the **Waterfront Alliance Subcommittee**, both of which evaluated governance structures for the management of the waterfront.

The BID Exploratory Committee, supports a BID to assume full-time responsibility of making Old Town the best place to live and work for businesses and residents to call home.

## Advisory Members:

- |  |  |
|--|--|
| Christopher Campagna – Braddock Commercial | • Jody Manor – Bittersweet Catering          |
| Erin Ferenc – Bishop Boutique              | • Elizabeth Moon – Focus Data Solutions      |
| Charlotte Hall – Potomac Riverboat Co.     | • Judy Noritake – Noritake Associates        |
| Matthew Hurlburt – Kimpton Hotels          | • Danielle Romanetti – Fibre Space           |
| Carol Ahearn – Resident                    | • David Sullivan – Route 66 Ventures         |
| Michael Jackson – EYA                      | • Robert J. Test – Union Street Public House |
| Christina Vergason – The Hour              |  |

# What is a Business Improvement District?

Business Improvement Districts, or BIDs, are defined geographic areas that pool their resources to deliver projects and services which they believe will make a difference to their physical and business environment, and in turn, the profitability of their businesses.

BIDs are a mechanism which recognizes that your physical location (place) is a commodity, and that your place is not right, customers, clients, and employees will not come to your business, no matter how good your individual business might be.

BID's help businesses live and breathe the "place," so they are most attuned to its problems.

BID's help businesses run the BID, and the BID's job is to identify projects and services which would improve the business and fix problems.

In Virginia, BIDs are created as service districts funded by a special assessment on real estate. A service district is created by a vote of city council on an ordinance and the special assessment is set at the same time and through the same process as the annual real property taxes, usually in May.

A service district ordinance will include a name, geographic boundaries, the purpose and basic intended services of the district, a proposed plan for providing such services, and the expected benefits to the service district.

# Does the BID structure work?

After



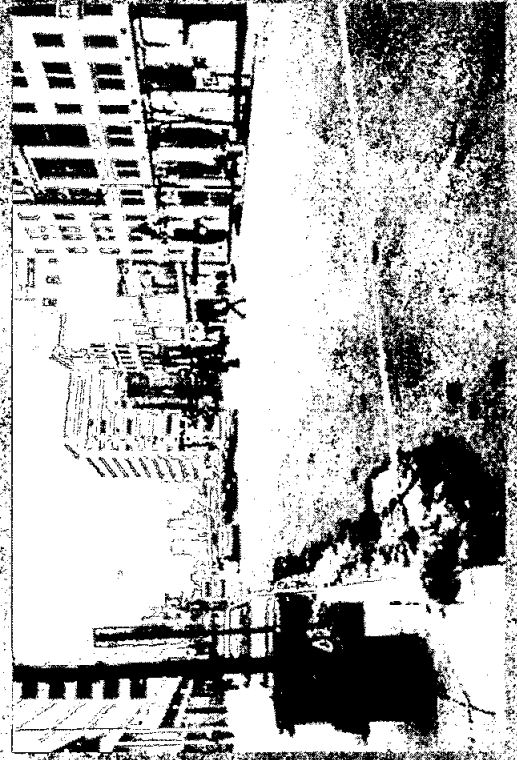
- Georgetown- vacant storefronts, nightlife management & cle event management, block face beautification

- Ballston- branding and identity, public space management and improvements, event creation, office tenant retention

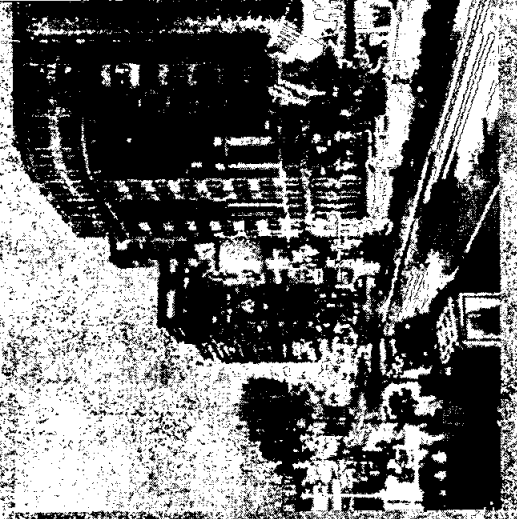
- Golden Triangle BID- clean and safe, beautification, retail cur holiday decorations, office tenant recruitment/retention

Golden Triangle

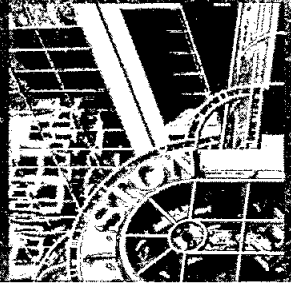
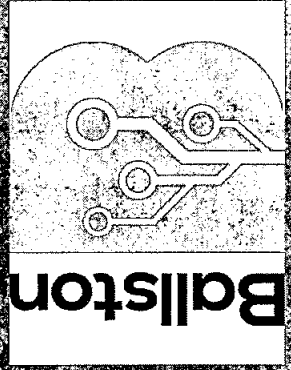
Before



After



After



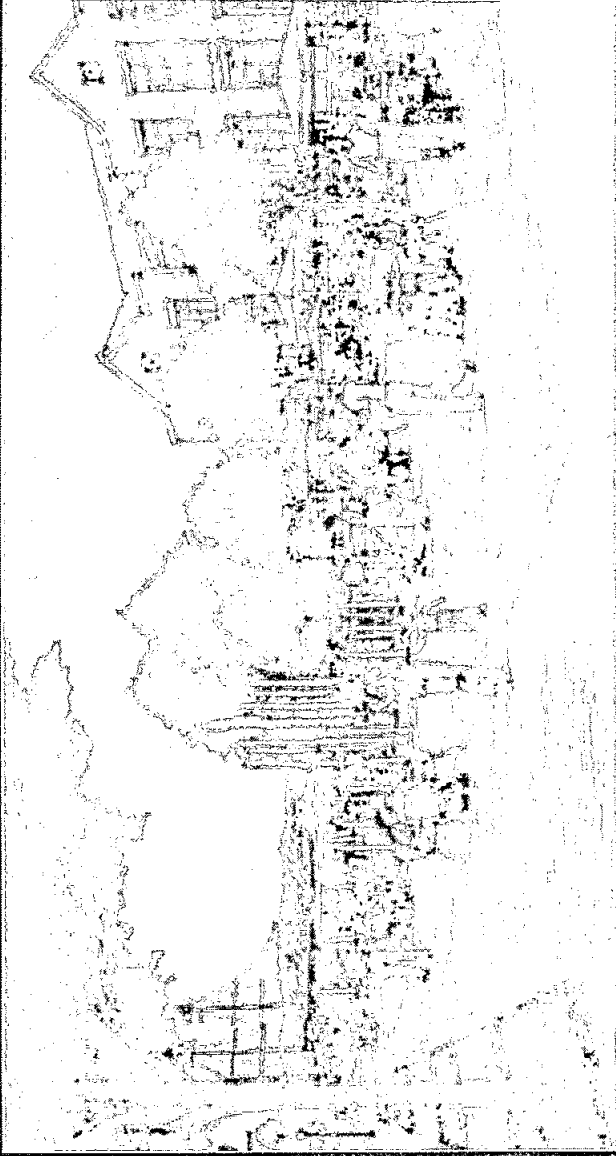
# Services

## Space Management

BID will contract to maintain, improve, and identify public spaces at levels above those provided as a baseline by the City. Focus on programming and event curation in public spaces to positively impact the businesses and residents of Old Town.

BID will represent the interests of Old Town in all policies that affect Old Town. BID is a point of contact for disseminating information on new policies or proposals that affect businesses in the district.

BID will seek creative solutions for transportation and parking issues in the district. Transportation preferences changes the BID work with stakeholders within the district to ensure adaptability.





# Services

## Landscape Improvements

erecting banners, increased plantings, cleaning neglected tree wells, supplemental tree planting, and highlighting the entry and egress points into Old Town.

On the streets to report maintenance issues, the City is responsible for quickly and responsibly addressing them. The Streets Team

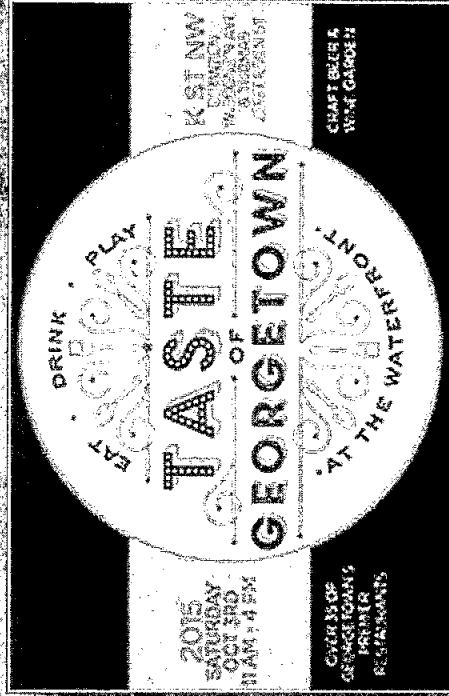
is responsible for trash cleanup and removal, complementary snow removal, and day-to-day maintenance of public spaces at a higher level and frequency than the local government is capable of. The Streets Team will work in conjunction with City employees to enhance existing services and target service areas.

Trained and professional looking staff maintaining clean and attractive streets is a positive image for anyone entering the district.



# Services

ig.  
 develop a unified and welcoming brand for Old  
 n from banners to major entrance points  
 emanating that brand across the district to  
 nesses and property owners in the district to  
 within their own marketing material  
 ing  
 ight our unique value proposition for  
 nesses, residents, employees, and visitors  
 iring national brands are contributing  
 ably to marketing of Old Town  
 collection and distribution providing  
 hits to local business owners  
 rogramming  
 ofessional and coordinated effort to activate  
 ic spaces with events that are desired by  
 kers, visitors, and the community  
 ordinating and enhancing existing events with  
 t from community stakeholders



**would encompass the following**

**of the Old Town business district:**

**-West:** Waterfront to the King Street  
ro Station  
**th-South:** Cameron Street to Duke  
et with the exception of extended  
s of Washington Street  
**erfront:** the BID would include the  
areas of the Waterfront from  
dleton Street to Robinson Terminal  
th ending at Wolfe Street

# How is the BID funded?

funded with revenue collected through a  
real estate tax assessment. Money is  
by the City and transferred to the BID to  
and reinvest in the district.

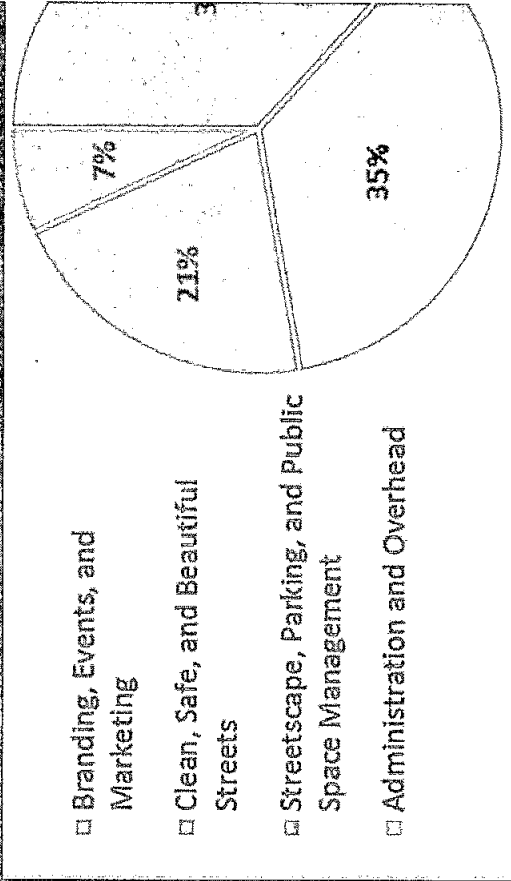
proposed assessment rate will be \$.10 per  
off the assessed value of commercial  
property within the district  
are would only apply to commercial  
city.

idential property  
ners WILL NOT be  
ed as part of the  
Town BID.

## Revenue Projections:

Total Taxable Property Value	\$2.2 B
Revenue from Tax @ \$.10 per \$100 assessed	\$2.2 M

## Budget Overview:





# Management and Coordination

## Management:

BID will be organized as a 501 (c)(6) profit corporation with an executive director and staff in order to deliver

services. The organization will be governed by a board comprised of business and property owners from within the district. The BID will have an initial 5-year term, after which the board and local stakeholders will have an opportunity to renew the BID by ordinance if it is successful.

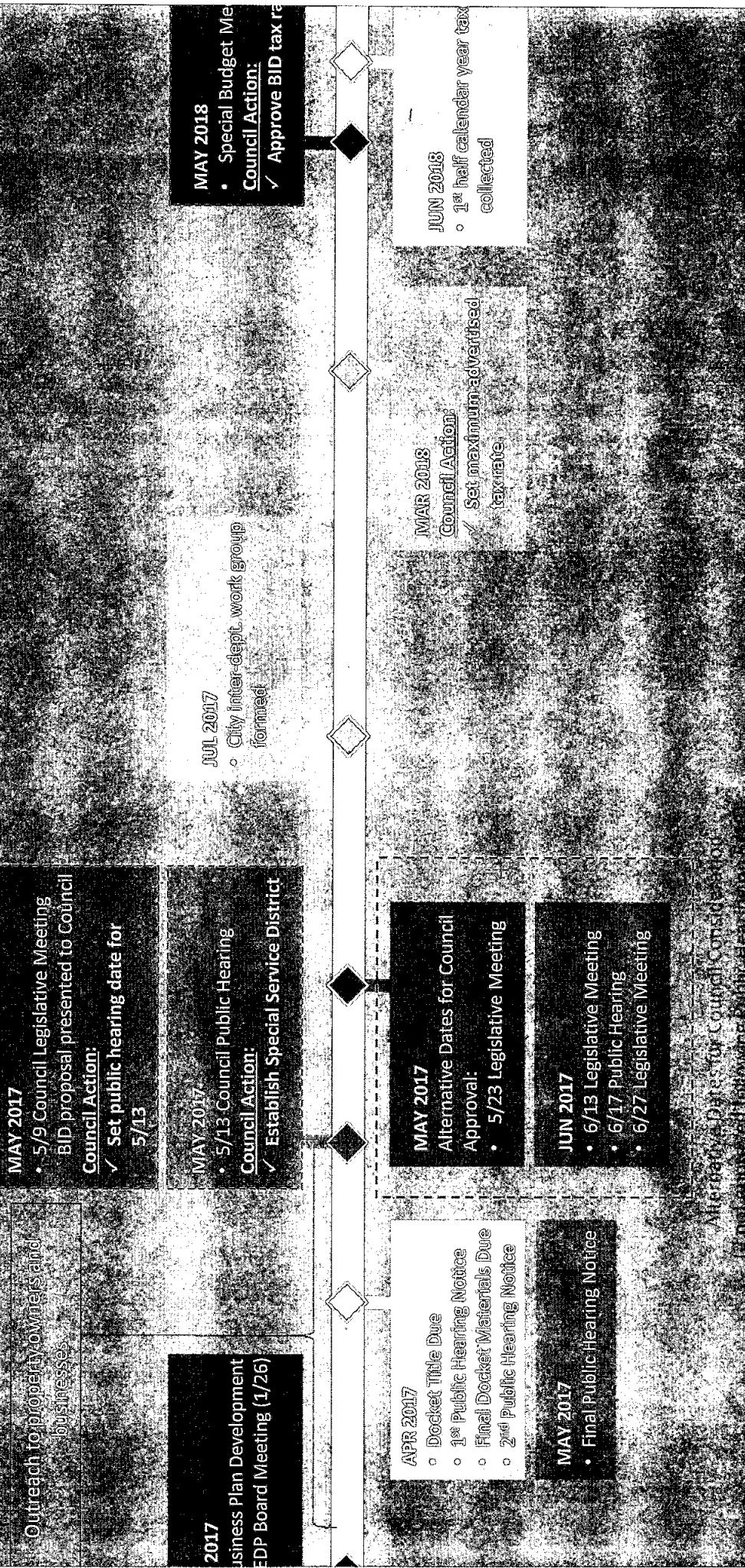
## BID/City Coordination:

Once the BID is approved by City Council, the BID will work with the City to establish a Memorandum of Understanding (MOU) to outline the services, programs, and improvements that will be provided by each party.

### The MOU will:

- Detail the types and levels of service provided by the City and the BID, to ensure the work conducted by the BID enhances what is already provided by the City
- Provide the framework for coordination and management of events at public spaces

# What are the next steps?



Preface: even before I saw the proposed boundaries when I thought it was just for King St, was against it. It will kill the small businesses and usher in nationals thereby killing an extraordinarily important part of our identity as a City.

1. the add-on tax will be passed through to tenants
2. likely increase costs of tenancy such that small, independent businesses can't afford and EVEN some owner-occupied businesses may not be able to afford
3. The resulting empty spaces will be filled with national chains and we will become another Reston Town Center or Georgetown
4. We will lose the special charm that attracts businesses and residents alike
5. Claims that it will benefit the entire district with tree-well maintenance and tree lights is ridiculous. Streets and sidewalks should be being maintained with current RET
6. Claims that it will be able to solve the parking issues is outrageous (like the Georgetown BID has been able to do- NOT)
7. Claims that the City doesn't have unified branding are false. The Visit Alexandria organization has put Alexandria at or near the top of numerous "Lists" with its branding strategies
8. The BID proponents don't even have a budget for their proposed \$2.2 million annual budget. It was developed "based on what other BIDs told them they needed to make it worthwhile"
9. Businesses already provide a disproportionate share of taxes. In addition to RET - business license taxes, personal property taxes on all business assets, sales tax (1% of state tax comes back to the City) and, if you're a restaurant, another 4% meal tax
10. It's primary purpose is obviously to generate the funds the City doesn't have to provide programming for the new Waterfront

# Old Town Business Improvement District (BID)

## Questions you may want to ask:

1. What is the BID proposing to do that the City isn't doing (but probably should be) with my current business tax dollars?
2. Is the purpose of the BID to promote and support all the businesses in the District equally or is it primarily to fund activities on the Waterfront (since the idea was born out of the Waterfront Commission)?
3. How will the currently proposed BID help my business?
4. How will you measure if the BID has "helped" my business?
5. As currently proposed, the large property owners (i.e., hotels, REITs, office buildings, etc) will control the votes and the Board. How does that assure me that my interests as a small business are represented?
6. Since the proposed District is so large and varied, why aren't there sub-districts with mandatory representation on the Board (similar to our current School Board)?
7. I've heard several BID proponents say the passage of the BID Ordinance does not create the tax, just the taxing authority. This sounds like semantics to me. Are you aware of any tax districts that have been created but then not taxed?
8. Why is there such a rush to push this BID Ordinance through? Now that the BID proponents have presented their proposal, shouldn't the next step be a joint commission or task force to evaluate the pros and cons of the proposal as well as incorporate the thoughts, comments and concerns of all involved (including the Old Town residents who, although not currently proposed to be taxed, will assuredly be impacted nonetheless) to make a recommendation to City Council?

To make your views & concerns known, email: [CityCouncil@alexandriava.gov](mailto:CityCouncil@alexandriava.gov)



## Water Quality and New Regulations; Total Maximum Daily Load

The Virginia Department of Environmental Quality (VDEQ) determined that Hunting Creek, Cameron Run, and Holmes Run watersheds exceeded water quality standards for *E. coli* bacteria and on November 2, 2010 issued a Total Maximum Daily Load (TMDL) for *E. coli* bacteria for these watersheds. **The TMDL is the maximum amount of a pollutant that a waterbody can receive and still meet water quality standards. The TMDL can be thought of as “a pollutant load budget”.** The bacteria TMDL issued by VDEQ assigns bacteria Waste Load Allocations (WLAs) to all sources contributing to each watershed and requires reductions in the *E. coli* bacteria discharged from the identified sources to meet the water quality standards set. Sources of bacteria under the TMDL include stormwater from the City of Alexandria and Fairfax County, the City of Alexandria’s CSOs, the AlexRenew Water Resource Recovery Facility permitted discharge, separate sanitary sources (such as failing septic systems), and wildlife. The CSO-002 (Royal Street), CSO-003 (Duke Street), and CSO-004 (Hooffs Run) within the City’s CSS area are included as sources of *E. coli* bacteria for Hunting Creek and reduction in these CSO discharges are required to meet the bacteria TMDL requirements established. Both CSOs 003 and 004 require 99% reduction and CSO 002 requires an 80% reduction, for an overall reduction of 86%. There are also reductions in bacteria from stormwater and wildlife sources in the TMDL as well.

impacts from the combined sewer system. The LTCPU identifies CSO controls at CSO-002, CSO-003, and CSO-004 as required by the Hunting Creek TMDL.

A summary of CSO control strategies evaluated, evaluation criteria, facilities sizing and siting analysis, recommendations, project implementation schedule, costs and rate impacts is provided in this LTCPU summary document.

## Public Outreach and Participation

The City has developed a comprehensive and robust public participation program to disseminate information and receive feedback in general compliance with the City’s *What’s Next Alexandria* initiative. These efforts included presenting at local neighborhood meetings, formal public meetings, and the development of a CSS Community Stakeholder group.

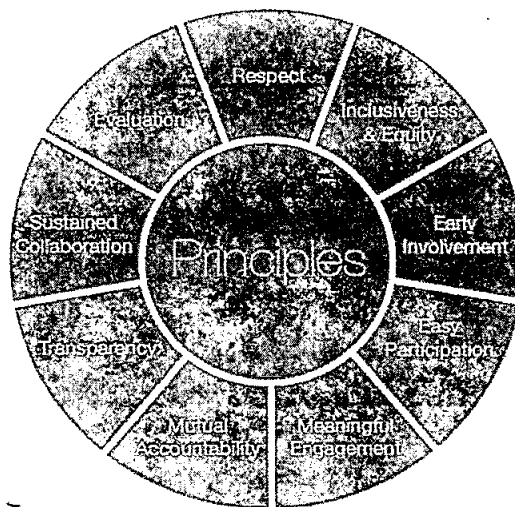


Figure 4: *What’s Next Alexandria* Principles of Engagement

A summary of the public outreach and participation can be found on the City’s website:  
([www.alexandriava.gov/Sewers](http://www.alexandriava.gov/Sewers))

## Purpose of the Long Term Control Plan Update

The City was issued a new CSS discharge permit in 2013 that requires the City to update its Long Term Control Plan by August 2016. The Long Term Control Plan Update (LTCPU) is a strategic plan that will provide a path for the City to meet the Hunting Creek TMDL for *E. coli* bacteria over time. It addresses the Hunting Creek TMDL by focusing on decreasing the amount of bacteria discharged into the receiving waters and reducing



# KEEP OLD TOWN MOVING FORWARD

## Old Town needs a BID Today

Old Town is one of the most iconic areas in the DC metro region and is the hub of commerce for the City of Alexandria. The local residents, property owners, businesses, and other stakeholders have done a great job in partnership with the local government to make Old Town what it is today. But in 2016, **existing levels of service are not enough** to be competitive in this region.

The BID is an opportunity to **pool together resources** to invest in Old Town, speak with a **unified voice** to represent local interests, **keep our streets clean and safe**, and **effectively program and manage our public spaces** so they can be enjoyed by all, while contributing to the local economy. Many people have worked, donated, and volunteered part-time to get us to this point; the **Old Town BID will work full time** to make Old Town the best place it can be for the businesses and residents that call it home.

—The Old Town BID Exploratory  
Committee

## WHY A BID IN OLD TOWN?

Millennials  
Notification Of The City For Maintenance Issues  
Parking Location And Availability  
Unwelcoming Gateways To The City  
Underfunded Long-term Maintenance Of Public Spaces  
**No Unified Brand**  
City Budgetary Constraints  
Upkeep Of Tree Canopy  
No Single Point Of Advocacy  
Underfunded Holiday Lights  
Sidewalk Cleaning  
Workforce Attraction  
Competition From Emerging Regional Development Districts  
Trash Removal  
Underutilized Public Spaces  
Empty Storefronts  
Information Dissemination  
Lack Of Coordinated Event Management And Planning  
Activation Of Upper King St  
Barren Tree Wells  
Lack Of Data On Businesses And Customers  
**Old Banners**  
Marketing Freeloaders  
Dated Branding



## Did you know?

Nearly every business district that Alexandria competes with locally has a BID or similar downtown management organization. The businesses and landowners in places like Georgetown, Ballston, the Southwest Waterfront, and many others have organized to create a higher level of service for their districts.

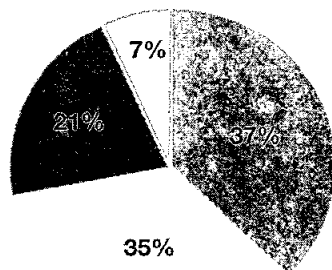
## WHAT IS A BID?

Business Improvement Districts, or BIDs, are defined geographic areas that pool their resources to deliver projects and services which they believe will make a difference to their physical and business environment, and in turn, the profitability of their businesses. BIDs are a mechanism which recognizes that your physical location (place) is a commodity, and if the place is not right, some customers, clients, and employees will not come to your business, no matter how good your individual business might be. Businesses live and operate in the "place," so they are most attuned to its problems. Businesses govern the BID, and the BID's job is to identify projects and services which would address problems.

In Virginia BIDs are created as service districts funded by a special assessment on real estate. The service district is created by a vote of city council on an ordinance and the special assessment is set at the same time and through the same process as the annual real property taxes, usually in May. The ordinance will include a name, geographic boundaries, the purpose and basic intended services of the district, a proposed plan for providing such services, and the expected benefits of the service district.

## BID BUDGET

- ☒ Branding, Events, and Marketing
- ☒ Clean, Safe, and Beautiful Streets
- ☒ Streetscape, Parking, and Public Space Management
- ☐ Administration



## SERVICES TO BE FUNDED BY THE BID

### Branding, Marketing, & Activation

- Develop and disseminate a unified and welcoming brand for Old Town from banners to major entrance points
- Highlight our unique value proposition for businesses, residents, employees, and visitors
- A professional and coordinated effort to activate public spaces with events that are desired by workers, visitors, and the community

### Streetscape Improvements & Clean Streets Team

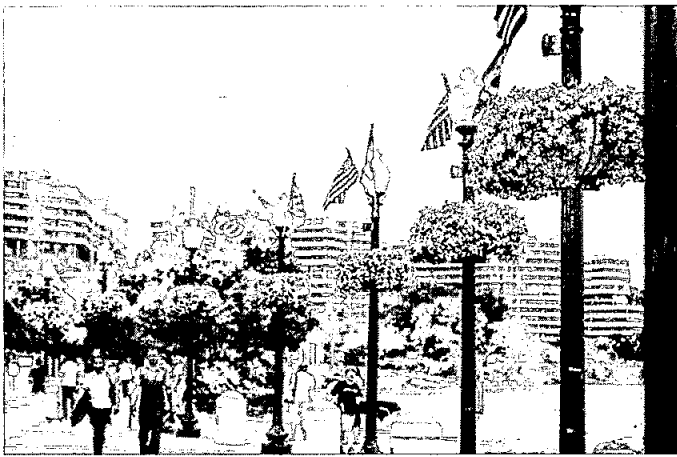
- Updating banners, increased plantings, cleaning up neglected tree wells, supplemental tree lighting, and highlighting the entry and egress points into Old Town
- Staff on the street for trash cleanup and removal, supplementary snow removal, and day to day maintenance of public spaces at a higher level and frequency than the local government is capable
- Staff will work in conjunction with City employees to enhance existing services and notification and targeting of service gaps

### Public Space Management, Advocacy, & Transportation

- The BID will contract to maintain, improve, and beautify public spaces at levels above those provided as a baseline by the City
- The BID will act as a point of contact to inform businesses and disseminate information on agenda items that affect Old Town
- The BID will seek creative solutions for transportation and parking issues in the district

## Did you know?

There are more than 15 BIDs in the DC region and more than 1,200 across the country.



## WHAT WILL MY ASSESSMENT BE?

The assessment rate will be **\$ .10 per \$100 of the assessed value** of commercial property within the district **Residential property will not be taxed.**

To calculate your property's BID assessment:  
 $(\text{Assessed Value} \div 100) \times .1 = \text{BID Assessment}$

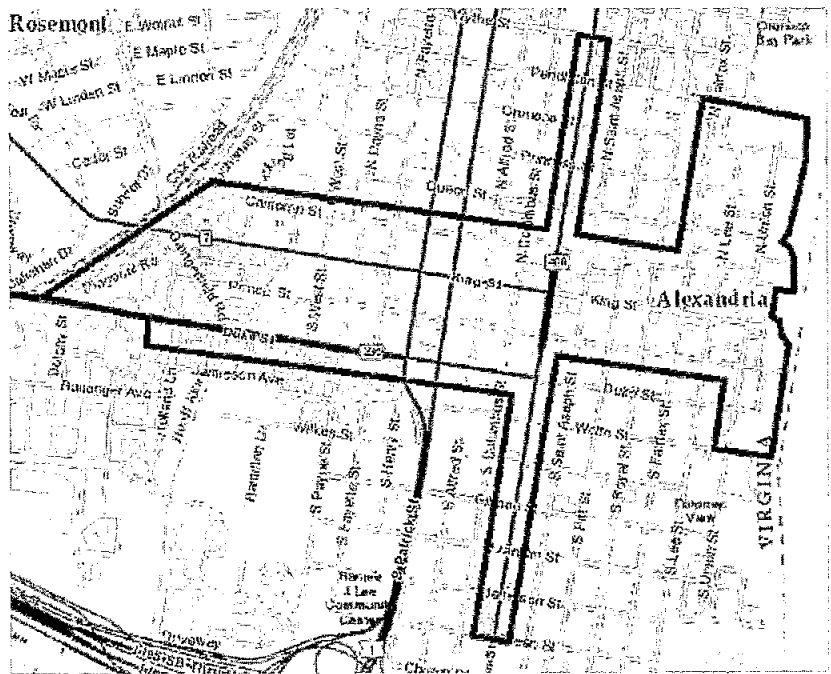
## BID GOVERNANCE

The BID will be organized as a 501 (c)(6) nonprofit corporation with an executive director and staff charged with service delivery. The organization will be governed by a Board comprised of business and property owners located in the district. The BID will have an initial 5-year term, after which the board and local stakeholders will have an opportunity to renew the BID by ordinance if it is successful. The rate of assessment will be set annually by City Council as part of the regular City budget process.

### *Did you know?*

The District of Columbia contracts with the Capitol Riverfront BID to manage, program, and maintain Yards Park. This allows for a higher level of service while maintaining access for all.

## BID BOUNDARIES



### *Did you know?*

The Georgetown BID is a contractor to the DC government to handle sidewalk repair, resulting in faster and more frequent repairs, while the government remains financially responsible for the infrastructure.





# WHAT'S NEXT

TIMELINE

Exploratory committee  
conducts research and  
develops BID proposal

**SUMMER**

**2016**

City Council public hearing  
and consideration of the  
ordinance

**WINTER**

**2017**

**FALL**

Outreach to property  
owners, business, and  
local stakeholders

**SPRING**

BID organization is  
created and assessments  
begin

## OLD TOWN BID EXPLORATORY COMMITTEE MEMBERS

**AJ Jackson** - EYA

**Charlotte Hall** - Potomac Riverboat Co.

**Cheryl Ahearn** - Resident

**Chris Campagna** - Braddock Commercial

**Danielle Romanetti** - Fibre Space

**Jody Manor** - Bittersweet Catering

**Judy Noritake** - Noritake Associates

**Kely Ferenc** - Bishop Boutique

**Matt Hurlburt** - Kimpton Hotels

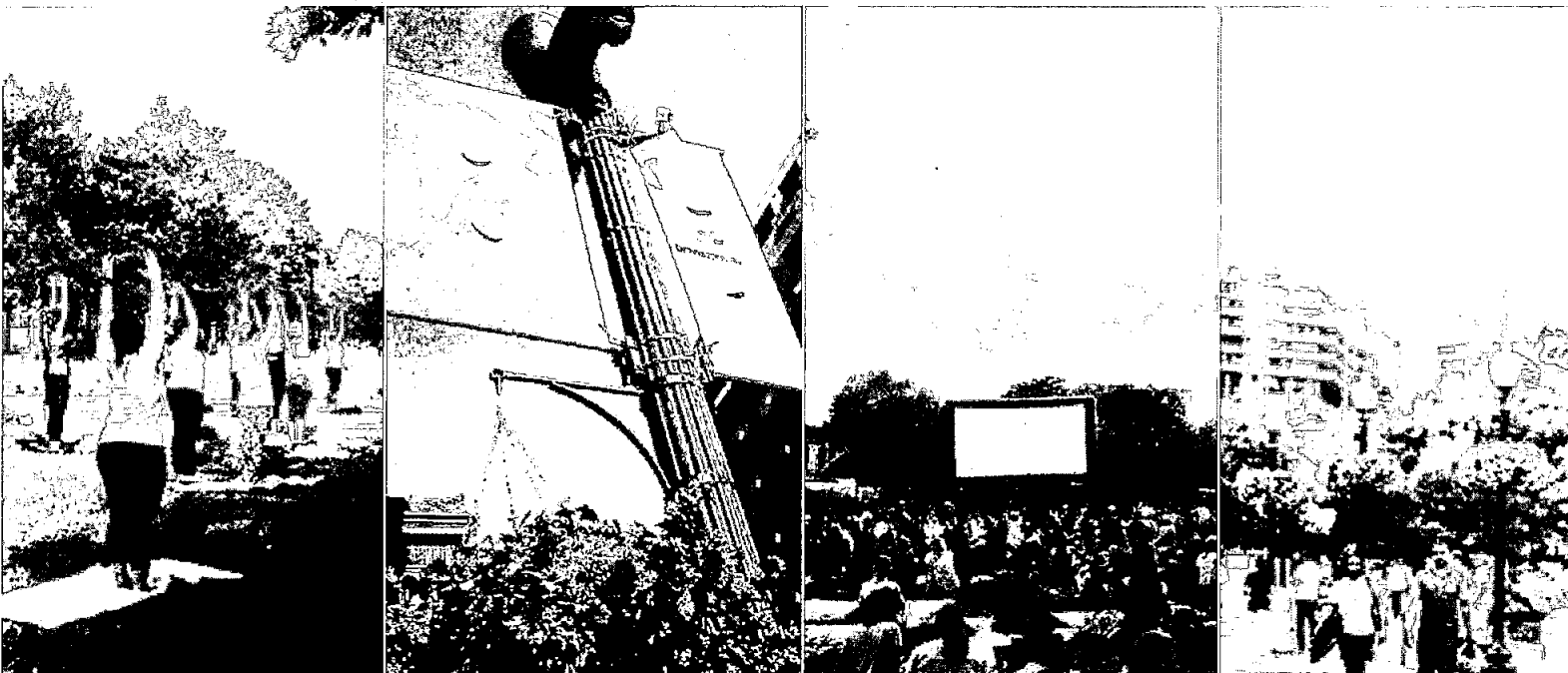
**J. Test** - Union Street Public House

**David Sullivan** - Route 66 Ventures

**Elizabeth Moon** - Focus Data Solutions

**Victoria Vergason** - The Hour

**For More Information Email: [oldtownbid@gmail.com](mailto:oldtownbid@gmail.com)**



## Jackie Henderson

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**From:** Victor Glasberg via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Sunday, June 18, 2017 12:18 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click  
Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #123446: Mayor, Vice Mayor, City Council  
Madam Mayor and Members of Council:

Dear **Call.Click.Connect.** User

A request was just created using **Call.Click.Connect.** The request ID is 123446.

### Request Details:

This is a "public" request. Information may be provided to anyone who requests it.

- Name: Victor Glasberg
- Approximate Address: No Address Specified
- Phone Number: 703.684.1100
- Email: vmg@robinhoodsq.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Madam Mayor and Members of Council:

An unanticipated obligation will prevent me from speaking at the public hearing on June 24, so I take this opportunity briefly to state my views on the proposed BID. For 35 years I have practiced law in my own building on South Columbus Street, between King and Prince Streets. My law firm would be within the jurisdiction of the BID. I oppose the BID.

1. I support the imposition of additional taxes to improve public services. My opposition to the BID has nothing to do with financial considerations.
2. The BID represents another example of the regrettable privatization of public functions. This is all the rage. The president proposes to privatize the nation's air traffic control system. Public schools, now derided as "government schools," are facing serious challenges from publicly assisted private schools. The list goes on. The notion of the common weal – or of a commonwealth to serve it – is at risk of fading from public perception, in favor of "what's in it for me." If the large businesses that will dominate the BID seek more enhancement to their neighborhood than their elected representatives provide, they are free to fund it privately – a kind of civic charity both self-serving and beneficial to the public.
3. Your greatest responsibility is deciding what civic functions to fund and how to do so. That is not merely your right; it is also your obligation. You have been elected to make the tough choices. So just do it. Don't authorize an independent body to raise taxes and then disclaim your responsibility for their imposition. That is disingenuous as well as predicated on the notion that your constituents are fools.

Thank you for considering these thoughts.

Sincerely,

Vic Glasberg

- Expected Response Date: Monday, June 26

Please take the necessary actions in responding, handling and/or updating this request at the **Call.Click.Connect. staff interface.**

If you need assistance with handling this request, please contact [CallClickConnect@alexandriava.gov](mailto:CallClickConnect@alexandriava.gov) or call 703.746.HELP.

This is an automated email notification of a **Call.Click.Connect.** request. Please do not reply to this email.

325 Cameron Street  
Alexandria, VA 22314

Against the BID

As owners of the property at 325 Cameron Street, within the proposed BID district, we are not in favor of the BID for the following reasons:

- 1 it was unfairly proposed, the exploratory committee did not fairly represent the stakeholders;
- 2 it would be unfair in execution, there would be a huge disparity between the small and large stakeholders, not to mention the outlying properties; and
- 3 most important, we do not need another tax and bureaucracy in Alexandria.

Robert Lasker and Amanda Lasker

1321-25 King Street  
Alexandria, VA 22314

### Against the BID

As owners of the property at 1321-25 King Street, within the proposed BID district, we are not in favor of the BID for the following reasons:

- 1 it was unfairly proposed, the exploratory committee did not fairly represent the stakeholders;
- 2 it would be unfair in execution, there would be a huge disparity between the small and large stakeholders, not to mention the outlying properties; and
- 3 most important, we do not need another tax and bureaucracy in Alexandria.

Robert Lasker and Amanda Lasker

1607 King Street  
Alexandria, VA 22314

### Against the BID

As owners of the property at 1607 King Street, within the proposed BID district, we are not in favor of the BID for the following reasons:

- 1 it was unfairly proposed, the exploratory committee did not fairly represent the stakeholders;
- 2 it would be unfair in execution, there would be a huge disparity between the small and large stakeholders, not to mention the outlying properties; and
- 3 most important, we do not need another tax and bureaucracy in Alexandria.

Robert Lasker and Amanda Lasker

## Jackie Henderson

---

**From:** Luis Bujia via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Friday, June 16, 2017 12:18 AM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click  
Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #123346: Mayor, Vice Mayor, City Council I'm  
extremely opposed of the Bid Tax!

Dear **Call.Click.Connect.** User

A request was just created using **Call.Click.Connect.** The request ID is 123346.

### Request Details:

This is a "private" request. Information should only be provided to the original customer or those who know the full Call.Click.Connect. request number for this, which is "123346-AGEBDG".

- Name: Luis Bujia
- Approximate Address: No Address Specified
- Phone Number: No Phone
- Email: lumibujia@gmail.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: I'm extremely opposed of the Bid Tax!
- Expected Response Date: Friday, June 23

Please take the necessary actions in responding, handling and/or updating this request at the **Call.Click.Connect.** staff interface.

If you need assistance with handling this request, please contact [CallClickConnect@alexandriava.gov](mailto:CallClickConnect@alexandriava.gov) or call 703.746.HELP.

This is an automated email notification of a **Call.Click.Connect.** request. Please do not reply to this email.

## Jackie Henderson

---

**From:** James and Margaret Murphy via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Thursday, June 15, 2017 8:52 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click  
Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #123337: Mayor, Vice Mayor, City Council We  
are writing in reference to the BID v

Dear **Call.Click.Connect.** User

A request was just created using **Call.Click.Connect.** The request ID is 123337.

### Request Details:

This is a "public" request. Information may be provided to anyone who requests it.

- Name: James and Margaret Murphy
- Approximate Address: No Address Specified
- Phone Number: 7036640219
- Email: mmurphy2652@gmail.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: We are writing in reference to the BID vote coming up later in June and its impact on Founders Park.. We want to be sure that Founders Park is not part of the BID zone. We think it is vital to keep Founders Park as it was envisioned - a passive park. The City's "Special Events Policies and Procedures" currently states that events will not be approved in Founders Park. We think it is essential to keep that policy in place, especially in light of the other venues on the City's riverfront that are, or will be, available for events. The City also recognized the value of keeping Founders Park passive in the City's Waterfront Small Area Plan. Also, the Olin Group hired by the City to develop a landscape and activation plan for the Waterfront agreed with the City's commitment to retain the current character and use for Founders Park. We hope you will take our comments to heart in your deliberations and planning.  
Thank you for all that you do to keep Alexandria a beautiful and livable city for residents and guests alike.  
James and Margaret Murphy  
426 N Union St.
- Expected Response Date: Thursday, June 22

Please take the necessary actions in responding, handling and/or updating this request at [the Call.Click.Connect. staff interface.](#)

If you need assistance with handling this request, please contact [CallClickConnect@alexandriava.gov](mailto:CallClickConnect@alexandriava.gov) or call 703.746.HELP.

This is an automated email notification of a **Call.Click.Connect.** request. Please do not reply to this email.



## Jackie Henderson

---

**From:** Wellington and Janet Goddin via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Thursday, June 15, 2017 12:00 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click  
Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #123289: Mayor, Vice Mayor, City Council We  
do not support the BID as it is propo

Dear **Call.Click.Connect.** User

A request was just created using **Call.Click.Connect.** The request ID is 123289.

**Request Details:**

This is a "public" request. Information may be provided to anyone who requests it.

- Name: Wellington and Janet Goddin
- Approximate Address: No Address Specified
- Phone Number: 305-292-1122
- Email: wellyg1@bellsouth.net
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: We do not support the BID as it is proposed and urge the City Council to oppose it.
- Expected Response Date: Thursday, June 22

Please take the necessary actions in responding, handling and/or updating this request at the **Call.Click.Connect.** staff interface.

If you need assistance with handling this request, please contact [CallClickConnect@alexandriava.gov](mailto:CallClickConnect@alexandriava.gov) or call 703.746.HELP.

This is an automated email notification of a **Call.Click.Connect.** request. Please do not reply to this email.

**Jackie Henderson**

---

**From:** Stella Ploutis <sploutis@ploutiscontracting.com>  
**Sent:** Thursday, June 15, 2017 11:55 AM  
**To:** City Council  
**Subject:** OPPOSE THE BID

Hello

We are the building owners of 213 King Street, Alexandria VA 22314 (3 Sisters). We are sending this email to let you know we OPPOSE THE BID.

We are also the tenants of building 101 King Street, Alexandria VA 22314 (The Lucky Knot). Again we OPPOSE THE BID.

Thank you

Alexandros Ploutis  
Androniki Ploutis

## Jackie Henderson

---

**From:** David Martin <david@goldworksusa.com>  
**Sent:** Wednesday, June 14, 2017 1:01 PM  
**To:** Justin M. Wilson; Paul Smedberg; John Chapman;  
delpepper@aol.com; Willie Bailey; Allison Silberberg; Mark Jinks;  
Jackie Henderson; Charlotte Hall; Carol Supplee; Maria Ciarrocchi;  
Laurie MacNamara; Dak Hardwick; vkinneman@gmail.com;  
jody@bittersweetcatering.com; Joseph Haggerty; Dennis Auld;  
david  
**Subject:** a letter going out now from me carefully re written  
**Attachments:** Edited letter final version to re issue for.doc

also went out to Council and AEDP

About the BID

Hope you appreciate my efforts to help make the issue clear

--

David M. Martin

Gold Works USA  
1400 King Street  
Alexandria, VA 22314  
david@goldworksusa.com  
703 683 0333  
www.goldworksusa.com

Gold Works

by David Martin

Custom Jewelry & Sculpture

Since 1982

6/11/2017

Members of Council, Mayor;

A few days ago I watched and listened to a face off at a BID debate. For several years I have heard criticism about improvements targeted to the business community, specifically on King Street, in Alexandria. It started more than 25 years ago with the King Street Retail Plan which was well documented as to what the city needed to do.

Shortly after the businesses in Old Town discovered that it would take the City ages to do what was suggested. Rather than take action, the City formed more sub committees to study the issues. My opinion is that this was the City's response to please the citizens wanting no change and didn't want their tax money to be used on these issues..

The businesses' tried several times to get the City to facilitate and complete those improvement choices and actions, to no avail..

To be specific, it does not take much effort to find out what the BID intends to do . Just take a look around and check the city. Does it look as good as it could?.

Tree well treatment, holiday lighting, street and side walk cleaning. None of it has ever lasted and without a BID it won't. If not a BID, then what will work?

Business activity dried up as the recession set in and the Internet began to take business off the street onto online.

Year after year the city was throttled by an inadequate budget because they never increased the taxes to pay for what they needed to do. School repairs were over looked, infrastructure not kept up and salaries dwindled.

A few years ago, realizing that the economy was not cooperating, business's recognized a solution many other cities all over the country were using to enhance their business districts, potentially bring in new business and enhance their appearance in the spotlight. So we advocated for a BID. It did not work that time even though a BID was recognized and suggested back in the retail Strategy days.

Not much on the anti BID arguments are well thought out. After 20 years of planning it they say we are not ready for it. The facts are that the potential beautification that Alexandria needs will be possible only with a BID. Without a BID no extra beautification will happen. That's why we need a BID..

Approve the ordinance and see what the new board does with it and then pass judgment if it's going to work or not or even if we need it. I cannot judge if something will work if I can't try it.

We have been working on this for years and now we have it face to face. We can see if we planned it well enough this time.

A BID will not happen till all the work is completed and everything is in place. Even the amount that will be used to make it run is simply not more than .10 per hundred assessed property value. I am encouraged by the potential a BID offers to me as an Alexandrian.

The difference between the last BID attempt and this one and why this one will succeed is that the residents will not pay a penny.

Sincerely,

David M Martin

1400 King Street Alexandria, Virginia 22314

703 683-0333

[WWW.GOLDWORKSUSA.COM](http://WWW.GOLDWORKSUSA.COM)

David M. Martin

Gold Works USA  
1400 King Street  
Alexandria, VA 22314  
[david@goldworksusa.com](mailto:david@goldworksusa.com)  
703 683 0333  
[www.goldworksusa.com](http://www.goldworksusa.com)

## Jackie Henderson

---

**From:** Rich Moran via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Wednesday, June 14, 2017 1:43 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click  
Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #123229: Mayor, Vice Mayor, City Council The  
area covered by the Business Improve

Dear **Call.Click.Connect.** User

A request was just created using **Call.Click.Connect.** The request ID is 123229.

### Request Details:

This is a "public" request. Information may be provided to anyone who requests it.

- Name: Rich Moran
- Approximate Address: No Address Specified
- Phone Number: 7036831735
- Email: richardkmoran@verizon.net
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: The area covered by the Business Improvement District (BID) should NOT include Founders Park and the city blocks directly west of the Park. There is only a single non-residential building on the blocks directly west of the park, and there are no retail businesses.

In addition, please note that the City's "Special Events Policies and Procedures" state events will not be approved to be held in Founders Park; in the Waterfront Small Area Plan, the City has recognized the value of maintaining Founders park as a public space free from events ; the Olin Group, hired by the City to develop a landscape and activation plan for the Waterfront, agreed with the City's commitment to retain the current character and use of Founders Park

Please remove Founders Park and the city blocks directly west of the Park from the boundaries of the proposed BID.

- Expected Response Date: Wednesday, June 21

Please take the necessary actions in responding, handling and/or updating this request at the **Call.Click.Connect.** staff interface.

If you need assistance with handling this request, please contact [CallClickConnect@alexandriava.gov](mailto:CallClickConnect@alexandriava.gov) or call 703.746.HELP.

This is an automated email notification of a **Call.Click.Connect.** request. Please do not reply to this email.

**Jackie Henderson**

---

**From:** Gwen S <gwen.stokols@gmail.com>  
**Sent:** Wednesday, June 14, 2017 5:58 PM  
**To:** City Council  
**Subject:** Concerns about proposed BID

To my elected representatives:

I am a homeowner/resident in the West End of Alexandria. I work for the US Patent and Trademark Office, at the edge of Old Town. My family owns the property at 606 King Street in Old Town. Thus, I have an established interest in the City Council's vote regarding the proposed Business Improvement District. I spent more than two hours at last week's BID meeting, so I am very familiar with the arguments for and against.

I believe this excerpt from an editorial in last week's Alexandria Times articulates better than I can why voting to establish a BID now is a bad idea. <http://alextimes.com/2017/06/our-view-to-bid-or-not-to-bid-is-the-wrong-question/>.

*What should have happened first, and what still needs to happen now, is an extended discussion*

*among Old Town stakeholders – business owners, commercial property owners, residents, business*

*organizations – about what specific improvements they feel are needed.*

*Should tree wells be maintained uniformly? Should there be lights in trees on all of King Street?*

*What kind of regional marketing campaign should we have? What is needed along the waterfront*

*and how does that differ from what is needed on upper King Street?*

*Once there is consensus around what is needed, the next step is to determine how best to achieve*

*the stated, agreed upon objectives. Maybe it's through a BID, but maybe another type of delivery*

*vehicle would be cheaper and more effective. Maybe multiple entities are needed to bring to fruition*

*different categories of improvements or those in different parts of Old Town.*

*Rather than jumping straight to a large, unwieldy and expensive BID, and then trying to push it through over strong and growing opposition, city council needs to step back and let this discussion*

*proceed down a different path.*

As a residential taxpayer in the West End, I know that the BID is not supposed to affect me directly. But as someone who works along the proposed BID boundaries, I have no doubt that I'll feel the BID every time I buy lunch at Table Talk, dinner at Laporta's or groceries at Whole Foods. Further, as my mother is almost 80, I will become one of the owners of 606 King Street in the next 10-20 years. I will therefore be directly affected by the tax which will be enacted to fund the BID (it would be foolish to pretend that the BID will be enacted but never funded).

One of the biggest problems facing Old Town visitors is parking. Figure out how they can park and you'll bring in many more people. I have not heard how the BID will improve or address parking.

In addition, how will a board comprised of 25 people (with unequal voting power) get anything done? I am on the board of directors at the synagogue Agudas Achim on Valley Drive; I am painfully aware that large boards struggle to accomplish anything, particularly in a timely fashion.

I suppose I should be grateful, though, that on my synagogue board I have an equal vote. Decisions by the BID directors will not necessarily be determined by the majority but rather by the few who pay the most taxes and therefore have the deepest pockets.

I will be out of town on June 24, so I am unable to attend the meeting where the city council will vote on this proposal. Accordingly, as an Alexandria citizen, taxpayer and voter, I am asking you here to vote against the BID.



I appreciate your time and attention to this matter, as well as your service to our community.

Sincerely,

Gwen Stokols

202 Gretna Green Ct.

Alexandria, 22304

## Jackie Henderson

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**From:** Boyd Walker via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Tuesday, June 13, 2017 5:01 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #123171: Mayor, Vice Mayor, City Council I am opposed to the Old Town BID and wou

Dear **Call.Click.Connect.** User

A request was just created using **Call.Click.Connect.** The request ID is 123171.

### Request Details:

This is a "private" request. Information should only be provided to the original customer or those who know the full Call.Click.Connect. request number for this, which is "123171-A443DC".

- Name: Boyd Walker
- Approximate Address: No Address Specified
- Phone Number: 703-732-7269
- Email: boydwalker2012@gmail.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: I am opposed to the Old Town BID and would urge you to delay any passage at tonight's City. I have visited many businesses on King St. and few of them knew about the BID or had a favorable impression of it. When I attended the work-session at Durant center, it seemed clear that there were more unanswered questions than answers. There were questions about the boundaries and whether a BID was necessary or the right solution. The proponents of the BID could not show the benefits of the BID or even give three top reasons. They said pass it, and we will figure out how it works later. Most of the businesses also said that no one supporting the BID had taken the time to talk to them or convince them of the benefits. As most of you know, I supported the prior effort 12 years ago to start a BID. We got no money from council, and no support from council to continue the exploratory process even after spending a year of having bi-weekly meetings, putting out a brochure, talking to every business and property owner we could find. We started with certified letters to every property owner and got support forms from over %50 of the businesses. This BID effort did not even want to know about the former process even when offered information on it. After a year of working on it, they have not gotten information to everyone who needs notice. A postcard is easily thrown away. The item is also docketed for the end of tonight's meeting, which makes it very late for business owners to stay and hear the discussion. I believe this proposed BID will divide businesses against each other, which will not help us speak with one voice. It will divide businesses and residents, who should be united in a common purpose. It does not include tourist destinations like historic sites or the Torpedo Factory or the Farmers Market. It duplicates services provided by AEDP, Visit Alexandria and the city. I am also concerned that 2.1 million will not be nearly enough to maintain such a large district, maintain waterfront parks, market and promote events, etc. So 10 cents for 5 years could be increased even more. On top of the current tax increase of 5.7 cents, 10 cents will make Old Town un-competetive next to the tax rate in neighboring jurisdictions. I also have concerns that a million dollars buys you a vote, so that this weighs voting power to corporate investors, hotels and people less involved in day to day activity on the street. If this is going to help small businesses this is not the right plan. In fact, I believe it could have unintended negative consequences, pushing out small businesses, and small property owners and making Old Town a less unique place. Please consider these concerns and the concerns of other businesses that this BID should be helping, but has not shown the ability to do so far. A delay of this process, and not docketing this for a summer hearing on June 24th, and asking the proponents to go back to the drawing board and create a strong business organization like Del Ray has would be a positive way to unite the Old Town Business community.
- Expected Response Date: Tuesday, June 20

Please take the necessary actions in responding, handling and/or updating this request at the **Call.Click.Connect.** staff interface.

If you need assistance with handling this request, please contact [CallClickConnect@alexandriava.gov](mailto:CallClickConnect@alexandriava.gov) or call 703.746.HELP.

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## Jackie Henderson

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**From:** Catherine Joyce via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Tuesday, June 13, 2017 7:03 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click  
Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #123177: Mayor, Vice Mayor, City Council NO  
BID:As a longtime resident of Alex

Dear **Call.Click.Connect.** User

A request was just created using **Call.Click.Connect.** The request ID is 123177.

### Request Details:

This is a "private" request. Information should only be provided to the original customer or those who know the full Call.Click.Connect. request number for this, which is "123177-386A62".

- Name: Catherine Joyce
- Approximate Address: No Address Specified
- Phone Number: 703 801 2844
- Email: catherine.joyce@ms.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: NO BID:

As a longtime resident of Alexandria, I strongly believe we should maintain the integrity of Founders Park as a passive park and it should be removed from the BID boundaries. The city needs green space and access to waterfront. Be careful what you might wish for.... Isn't this why the city recognized the value of maintaining Founders Park as a public space in the Waterfront Small Area Plan?

This process seems very flawed, and focused on too much greed and not a lot of smart growth.

Thank you,  
Catherine Joyce

- Expected Response Date: Tuesday, June 20

Please take the necessary actions in responding, handling and/or updating this request at the **Call.Click.Connect.** staff interface.

If you need assistance with handling this request, please contact [CallClickConnect@alexandriava.gov](mailto:CallClickConnect@alexandriava.gov) or call 703.746.HELP.

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## Jackie Henderson

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**From:** David Martin via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Tuesday, June 13, 2017 6:53 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click  
Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #123176: Mayor, Vice Mayor, City Council No  
descriptive text provided

Dear **Call.Click.Connect.** User

A request was just created using **Call.Click.Connect.** The request ID is 123176.

### Request Details:

This is a "private" request. Information should only be provided to the original customer or those who know the full Call.Click.Connect. request number for this, which is "123176-H82E84".

- Name: David Martin
- Approximate Address: No Address Specified
- Phone Number: 703 683 0333
- Email: david@goldworksusa.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: No descriptive text provided
- Attachment: Letter for enhancing 2nd letter Alexandria.doc
- Expected Response Date: Tuesday, June 20

Please take the necessary actions in responding, handling and/or updating this request at the **Call.Click.Connect.** staff interface.

If you need assistance with handling this request, please contact CallClickConnect@alexandriava.gov or call 703.746.HELP.

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Gold Works  
*by David Martin*  
Custom Jewelry & Sculpture  
Since 1982

6/11/2017

A few Days ago I watched and listened to a face off BID debate. I have always heard criticism for improvements to Alexandria. It started for me more than 25 years ago with the King Street Retail Plan and was well documented as to what the city needed to do.

Shortly after that the businesses in Old Town discovered that it would take the City ages to do what was suggested except to form more sub committees. Pretty much to please the citizens that too much didn't change and they didn't have to spend a penny.

The businesses tried several times to get the City to facilitate and complete those improvement choices and actions. To be specific it does not take much effort to find out what the BID intends to do . Just take a look around and check the city. Does it look as good as it could.

Tree well treatment, holiday lighting, street and side walk cleaning.

None of it has ever lasted and without a BID it won't or will repeat itself except side walk dining.

Everything dried up as recession set in and the Inter Net began to take business.

Year after year the city was throttled by an inadequate budget because they never increased the taxes to pay for what they needed to do. The school repairs were over looked and salaries dwindled.

A few years ago, realizing that the economy was not cooperating, business recognized a solution many other cities all over the world were using to enhance their business district and potentially bring in new businesses and keep their appearances in the spotlight. So we tried a BID. It did not work that time even though a BID was recognized and suggested back in the retail Strategy days.

Not much on the anti BID arguments are well thought out. After 20 years of planning it they say we are not ready for it. The facts are that the potential beautification that Alexandria needs will be possible only

with a BID. Without a BID no extra beautification will happen. That's why we need a BID..

Approve the ordinance and see what the new board does with it and then pass judgment if it's going to work or not or even if we need it. I cannot judge if something will work if I can't try it.

We have been working on this for years and now we have it face to face and we can even see if we planned it well enough this time.

A BID will not happen till all the work is completed and everything is in place. Even the amount that will be used to make it run is simply not more than .10 per hundred assessed property value. I am encouraged by the potential a BID offers to me as an Alexandrian. The difference between the last BID attempt and this one and why this one will succeed is that the residents will not pay a penny.

Sincerely,

David M Martin

1400 King Street Alexandria, Virginia 22314

703 683-0333

[WWW.GOLDWORKSUSA.COM](http://WWW.GOLDWORKSUSA.COM)

**Jackie Henderson**

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**From:** Danielle Romanetti <dromanetti@gmail.com>  
**Sent:** Tuesday, June 13, 2017 6:06 PM  
**To:** City Council  
**Subject:** 100% of business groups operating in OT support the proposed BID

As you head into this evening's session, I wanted to remind everyone that all of our business associations have supported the business improvement District proposal. The Chamber of Commerce, Visit Alexandria, The small business development center, The old town boutique district, The old town business and professionals Association, AEDP. Every one of their boards heard a complete proposal and gathered every detail about this district proposal. They didn't just respond to a fired up email full of inaccurate information and intended to get people worried about taxes and "killing small business." (If you haven't actually seen the letters and emails that generated that list of businesses who are opposed, you should probably request it and then check it for accuracy! It's outrageous). These business groups' boards took the time to become educated on the concept of a BID, listen to presentations and talk to their constituents and then voted to see this proposal move forward. As a business owner, I am increasingly frustrated with the practice of city Council and the board of architectural review counting the emails that they receive rather than looking to our business groups to represent the interests of our business community. When Bill Euille was mayor, this issue was raised to him numerous times, and he assured the business community that you all were not counting emails and speakers and that the Chamber of Commerce endorsing something meant a great deal since they were representing hundreds of businesses. I do hope that this is the case. In reality most of the business community in Alexandria will never take the time to write you an email or even show up to a public meeting. A mere \$50 or \$60 a month is not worth their time to even argue about. And when they see all of the business groups who have supported it, they don't feel like they have to voice their support as well. I have heard this from a number of boutique district owners who have not taken the time to write you. Please consider this as you head into your meeting this evening. With this many business groups endorsing a concept that they have actually become educated about, I question why there would be any hesitation to move forward on this. And I remain concerned of the future of our business community without this proposal moving forward. My business will survive as we are destination store and have grown to 22,000 customers. But as a resident who pays taxes I am concerned at the diminishing tax income from our business community. And as an active member of the Old Town retail community, I don't see a lot of hope for us having a vibrant retail community downtown without this.

Danielle Romanetti  
fibre space  
1219 King St  
(Soon to be a commercial property owner!!)

Sent from my iPhone



## Jackie Henderson

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**From:** Mary Lou Egan via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Tuesday, June 13, 2017 12:16 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click  
Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #123144: Mayor, Vice Mayor, City Council I am a  
small business owner (economist)

Dear **Call.Click.Connect.** User

A request was just created using **Call.Click.Connect.** The request ID is 123144.

### Request Details:

This is a "public" request. Information may be provided to anyone who requests it.

- Name: Mary Lou Egan
- Approximate Address: No Address Specified
- Phone Number: 202-255-6329
- Email: marylou@bendickegan.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: I am a small business owner (economist) in Alexandria. I am strongly against the BID for the following reasons.
  - The process of proposing the BID has been secret, selective and with the purpose of explaining what it is going to be not in terms of what is specifically needed. There are no changes allowed and no details. It appears that it is rushed through to avoid opposition or real consideration. Why the rush if not to avoid opposition and just get the money?
  - The BID smacks of a "flavor of the month" effort. Other cities have done it so why not Alexandria? It's easy money. The BID effort has not been established in relation to the specific composition of factors that makes Alexandria unique.
  - The BID structure replicates existing organizations and functions with a huge administrative salary component and "communication" (more padding) budget. This is a small city and does not need an added layer of "government" that has the power to tax and in turn decide the business composition of the city. It is not a good precedent.
  - It also is not clear why existing functions and city organizations which are already doing what the BID offers are being replicated. Are these going to be eliminated or is it all about adding layers of administration for quick and easy money?
  - The BID is simply a tax that allows added user fees at will. If the city needs more money then tax everyone rather than dividing the city into smaller target groups who are unable to say "no." This is not a new strategy! Do you think we business owners don't know what is going on? It is not a question of what we can afford, but what is fair. We are taxed thoroughly already. Having a gross receipts tax is an enormous burden for all businesses and already hurts the diversity of businesses that makes Alexandria attractive.
  - Taxation without representation has a storied history. The BID forces a tax on all businesses but with much power residing in a few unelected individuals and business sectors. It disenfranchises business owners. The BID structure puts the Council out of the loop and out of touch in exchange for "easy money."

In brief, if the mayor and Council pass the BID, I will work to replace all of the members with individuals willing to administer the city in a more efficient and sophisticated manner that addresses the needs of all of its citizens.

Mary Lou Egan, Ph.D.

- Expected Response Date: Tuesday, June 20

Please take the necessary actions in responding, handling and/or updating this request at the **Call.Click.Connect.** staff interface.

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## Jackie Henderson

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**From:** David Olinger via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Monday, June 12, 2017 12:56 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click  
Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #123051: Mayor, Vice Mayor, City Council The  
BID- I understand the timing & legal

Dear **Call.Click.Connect.** User

A request was just created using **Call.Click.Connect.** The request ID is 123051.

### Request Details:

This is a "public" request. Information may be provided to anyone who requests it.

- Name: David Olinger
- Approximate Address: No Address Specified
- Phone Number: 703 535 3150
- Email: dsolinger@comcast.net
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: The BID- I understand the timing & legal issues. Nonetheless, I'd urge that decisions on the BID be deferred and the time be used to determine what the BID would actually do. If there's a plan and it makes sense, we can come back and re-start the process with more confidence that it serves a purpose. If it's approved without a clear idea of what it will do- good or bad- it will exist forever.

David Olinger (from within the proposed boundaries)

- Expected Response Date: Monday, June 19

Please take the necessary actions in responding, handling and/or updating this request at the **Call.Click.Connect.** staff interface.

If you need assistance with handling this request, please contact [CallClickConnect@alexandriava.gov](mailto:CallClickConnect@alexandriava.gov) or call 703.746.HELP.

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## Jackie Henderson

---

**From:** CallClickConnect@alexandriava.gov  
**Sent:** Monday, June 12, 2017 12:42 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #123050: Mayor, Vice Mayor, City Council I oppose the BID. It would continue the

Dear **Call.Click.Connect.** User

A request was just created using **Call.Click.Connect.** The request ID is 123050.

### Request Details:

This is a "public" request. Information may be provided to anyone who requests it.

- Name: **Call.Click.Connect.** Customer
- Approximate Address: No Address Specified
- Phone Number: No Phone
- Email: No Email
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: I oppose the BID. It would continue the trend of hurting small businesses, and turn OT into a high end clothing/art mall. As a member of Founders Park CA, it would penalize our assn. whose volunteers maintain the park.  
Robert Mann  
307 Queen St.
- Expected Response Date: Monday, June 19

Please take the necessary actions in responding, handling and/or updating this request at [the Call.Click.Connect. staff interface.](#)

If you need assistance with handling this request, please contact [CallClickConnect@alexandriava.gov](mailto:CallClickConnect@alexandriava.gov) or call 703.746.HELP.

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## Jackie Henderson

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**From:** CallClickConnect@alexandriava.gov  
**Sent:** Sunday, June 11, 2017 12:01 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #122983: Mayor, Vice Mayor, City Council As a private resident, who moved to Alex

Dear **Call.Click.Connect.** User

A request was just created using **Call.Click.Connect.** The request ID is 122983.

### Request Details:

This is a "public" request. Information may be provided to anyone who requests it.

- Name: **Call.Click.Connect.** Customer
- Approximate Address: No Address Specified
- Phone Number: No Phone
- Email: No Email
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: As a private resident, who moved to Alexandria about two years ago,, I am writing to encourage the Council to support the BID. We moved to Alexandria over other places in the Metro DC area because of 1) a strong sense of community, 2) Proximity of all our daily needs from our home- walkability to almost everything we need- and 3) historic nature of town.

All of these attributes have proven to be valid and have met our expectations but I worry about the future if the city doesn't invest in the future. We have sold one car and are frequent patrons of the areas restaurants and shops, we believe strongly in shopping locally. I understand how challenging retail is now, there is competition everywhere, both bricks and mortar shops in DC and infinite alternatives for shopping on line. Retail is an extremely challenging business now. I support the BID because now is not the time for Alexandria, Old Town specifically, to shrink from the competition, but rather now is the time for investment. There are attractive neighborhoods in DC for shopping, eating and strolling that didn't even exist 5 years ago, NoMa, Shaw, PetWorth, and the Wharf hasn't even opened yet. Locals and visitors have many options, if OT doesn't make investments in beautification and attractiveness, we will slip from being an attractive destination and dig further into a retail hole.

I don't support taking tax dollars away from our schools or first responders, we need to continue supporting these vital services for the residents but I do believe we need to invest in the central business district. As a relative newcomer, I am sad to say the area looks shabby, cigarette butts are in the tree wells, although trash is picked up regularly there is a general feel of moderate neglect in the central business area and it is unattractive and not fitting for our historic nature.

We can do better and although no one is in favor of taxes, having a tax targeted which is used for a direct investment in the area that is the bread and butter of OT is something Council should not step away from. It may not be popular, but it is necessary given the competition for tourist and recreational spending in the busy metropolitan area. Vote yes, Vote for an investment in the future of Alexandria. Thank you.

- Expected Response Date: Monday, June 19

Please take the necessary actions in responding, handling and/or updating this request at [the \*\*Call.Click.Connect.\*\* staff interface.](#)

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## Jackie Henderson

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**From:** Beth Gross via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Sunday, June 11, 2017 11:05 AM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click  
Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #122977: Mayor, Vice Mayor, City Council I am  
writing to ask the City Council to

Dear **Call.Click.Connect.** User

A request was just created using **Call.Click.Connect.** The request ID is 122977.

### Request Details:

This is a "private" request. Information should only be provided to the original customer or those who know the full Call.Click.Connect. request number for this, which is "122977-8848E7".

- Name: Beth Gross
- Approximate Address: No Address Specified
- Phone Number: 703-864-7214
- Email: bethmgross@gmail.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: I am writing to ask the City Council to keep Founders Park a passive park and to remove it from the boundaries of the BID. Please note that the City's "Special Events Policies and Procedures" and the Waterfront Small Area Plan already states that events will not be approved in Founders Park. As well, the Olin group, hired by the city to create a plan for the waterfront also agreed to leave the park as a passive park.
- Expected Response Date: Monday, June 19

Please take the necessary actions in responding, handling and/or updating this request at the **Call.Click.Connect.** staff interface.

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## Jackie Henderson

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**From:** Elizabeth Reno via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Sunday, June 11, 2017 7:45 AM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click  
Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #122970: Mayor, Vice Mayor, City Council at 402  
N UNION ST I am writing in response to potentially

Dear **Call.Click.Connect.** User

A request was just created using **Call.Click.Connect.** The request ID is 122970.

### Request Details:

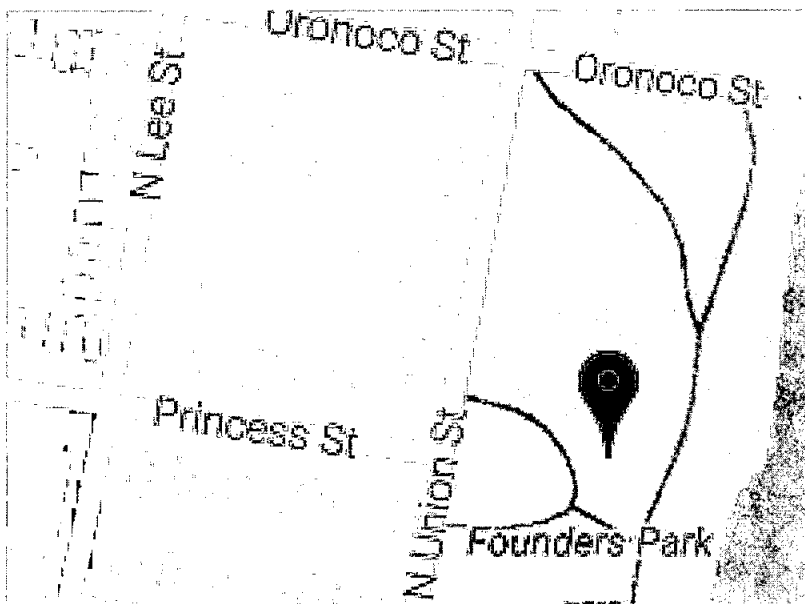
This is a "private" request. Information should only be provided to the original customer or those who know the full Call.Click.Connect. request number for this, which is "122970-H26GAC".

- Name: Elizabeth Reno
- Approximate Address: 402 N UNION ST (See [map below](#))
- Phone Number: 703 862 9092
- Email: liz.reno@comcast.net
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: I am writing in response to potentially include Founders Park in the proposed BID. As a neighbor of founders park, The Founders Park Association desires to keep Founders Park a passive park and to remove it from the boundaries of the proposed BID. The City's "Special Events Policies and Procedures" states events will not be approved to be held in Founders Park. The City recognized the value of maintaining Founders park as a public space free from events in the Waterfront Small Area Plan. Further, The Olin Group, hired by the City to develop a landscape and activation plan for the Waterfront, agreed with the City's commitment to retain the current character and use of Founders Park

In general, I am against the entire BID concept as it lacks clear direction and oversight, and I firmly oppose including Founders Park.

- Expected Response Date: Monday, June 19





Please take the necessary actions in responding, handling and/or updating this request at the **Call.Click.Connect.** staff interface.

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**Jackie Henderson**

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**From:** Vdashtara <vdashtara@aol.com>  
**Sent:** Saturday, June 10, 2017 2:40 PM  
**To:** City Council  
**Subject:** BAN THE BID

As a local business owner of 13 years and a destination store , I strongly oppose this unfair bill .

Victor

Dash's of Old Town

Sent from my iPad

**Jackie Henderson**

---

**From:** Michele LeFrancois <michelelefrancois@hotmail.com>  
**Sent:** Friday, June 09, 2017 4:54 PM  
**To:** City Council  
**Subject:** OPPOSE THE BID

City Council-

Oppose the BID. I manage Van Bommel Antiek Haus at 1007 King St. We do NOT need an additional yearly tax.

Oppose the BID.

Thank you  
Michele LeFrancois

Sent from my iPhone

**Jackie Henderson**

---

**From:** The Lamplighter Customer Service  
<customerservice@lamplighterlamps.com>  
**Sent:** Friday, June 09, 2017 3:50 PM  
**To:** City Council  
**Subject:** BID

We at the Lamplighter, who have been in business in Old Town since 1935, do not support the BID.

Thank You,

Roger Vasilas  
Proprietor  
The Lamplighter  
703-549-4040

**Jackie Henderson**

---

**From:** Joe Corey <joe113s4t@verizon.net>  
**Sent:** Friday, June 09, 2017 2:38 PM  
**To:** Allison Silverbberg; Justin Wilson; Jackie Henderson  
**Cc:** yvonneweightcallahan@gmail.com; Richard Platt; Hal HARDAWAY; marko1; Mabbett, Arthur; Desiree Judge; Ted Ciccone; Ed DiCampi; Fannon.Francis; Celia Booth; amandaone@verizon.net; Hburke@burkeandherbertbank.com; cavalier-antiques@gmail.com; philipmatyas777@weichert.com; Isin Ludlow; Tom Crowley; dgmprop@aol.com; michaelarmellino@cox.net; graham@rentlapel.com; kyong@fontainecaffe.com; adnan@alexandriacupcake.com; elaine stokols; Thomas McCaffery; Robert Rathe; Laurent Janowsky; Bert Ely; Kim Putens; Linda Couture; Howard Bergman; Frank Fannon; Rodg Digilio; Robert Ray; kpappva@gmail.com; Robert Test; Mark Yoo; Destefano, Ralph; Ayne Furman; Bryan Kirkes; La Fromagerie; meshe@restauranteve.com; Diva Designer Consignment; Jessica Hill  
**Subject:** Alternative to DRACONIAN bid

Jackie, please forward this to all members of the Alexandria City Council.

In talking to others I think I have a much better idea than a BID tax.

I propose, we establish the Old Towne Restaurant Association. It would be a voluntary group \$100/year membership open to any restaurant in Old Towne.

We can get together and come up with plans that work for us. We don't have to be taxed to pay for stuff we don't want. We don't have to get the permission of the City Council.

It gives us a voice against City Hall and it gives us the ability to discuss and tackle common issues.

I've been involved in other restaurant associations as have most of you.

This seems to me a far better approach than a BID Tax that is going to be controlled by Office buildings and parking lot companies.

If you are an opponent of the DRACONIAN, UNFAIR, COSTLY, UNCONTROLLABLE BID and like this idea let me know, I will set to organizing it.

## Jackie Henderson

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**From:** Gant Redmon via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Friday, June 09, 2017 1:48 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click  
Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #122935: Mayor, Vice Mayor, City Council at 530  
KING ST As an office tenant for over 35 years un

Dear **Call.Click.Connect.** User

A request was just created using **Call.Click.Connect.** The request ID is 122935.

### Request Details:

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- Name: Gant Redmon
- Approximate Address: 530 KING ST (See [map below](#))
- Phone Number: 703-684-2000
- Email: gredmon@rpb-law.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: As an office tenant for over 35 years under at least 3 different landlords at 510 King Street, I write to oppose further consideration of the BID. I have followed the email traffic, attended an early meeting at the AEDP, and have kept up with the recent flurry of articles and letters in the local papers.

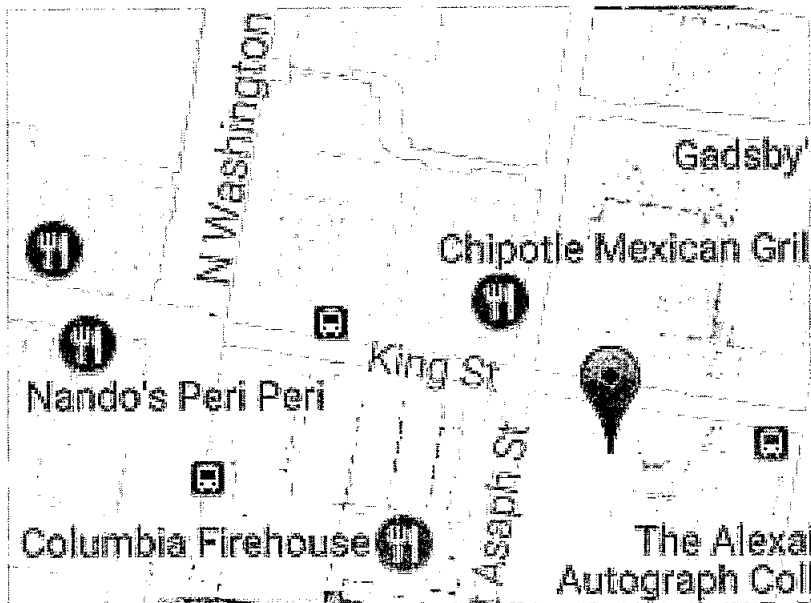
The BID diffuses responsibility and adds another layer of bureaucracy that we don't need at the local level. We vote for members of Council; we have numerous volunteer boards and commissions; the Chamber of Commerce, and the OTBA, not to mention other organizations, promote the business environment and provide services needed for a thriving commercial community. Additional taxes and overhead are not needed.

We are fortunate that we have a very natural and authentic "draw" for tourists and favorable geographic location for conducting business and providing a wonderful place of employment for our residents and employees who commute from other jurisdictions to jobs in Alexandria.

The long-range vision task force which I chaired in 1993-1995 dealt with many of the issues raised in recent discussions of the BID. Never did we contemplate the need for a separate body to deal with providing a favorable environment and creating additional activities to promote business in Old Town.

Others have stated the case clearly; I encourage you to not adopt the ordinance creating the BID and instead devote your time and attention to direct involvement in creating solutions to the perceived issues which proponents of the BID seek to address.

- Expected Response Date: Friday, June 16



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**Jackie Henderson**

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**From:** Judy Mabon <mabonj@comcast.net>  
**Sent:** Friday, June 09, 2017 1:18 PM  
**To:** City Council  
**Subject:** I OPPOSE the BID

Sent from my iPad

## Jackie Henderson

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**From:** Howard Bergman via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Friday, June 09, 2017 11:33 AM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click  
Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #122922: Mayor, Vice Mayor, City Council Thank  
you for holding the open meeting o

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### Request Details:

This is a "private" request. Information should only be provided to the original customer or those who know the full Call.Click.Connect. request number for this, which is "122922-54G87B".

- Name: Howard Bergman
- Approximate Address: No Address Specified
- Phone Number: 952-232-7220
- Email: [hjbergman51@gmail.com](mailto:hjbergman51@gmail.com)
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Thank you for holding the open meeting on the proposed BID. I have attached my comments.
- Attachment: [BID 4.1.docx](#)
- Expected Response Date: Friday, June 16

Please take the necessary actions in responding, handling and/or updating this request at [the Call.Click.Connect. staff interface.](#)

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101 Quay Street  
Alexandria, VA 22314  
June 9, 2017

Dear Mayor, City Council Members, City Manager,

I would like to express my appreciation for your public hearing on the proposed BID last Tuesday. The format provided equal opportunity for the proponents and opponents of the BID to express their views and to respond to comments and questions.

It is unfortunate that there were so few similar opportunities to have community discussions about the BID. That is, it is unfortunate that AEDP took the role of advocate for a small group of businesses when they could have provided the forum for community engagement generally.

During the meeting, you identified key issues with the proposed BID:

- The boundaries do not define an area where businesses share interests and would share equally in the benefits of the BID;
- The mission of the BID is undefined – it is not clear which problems the BID is intended to solve;
- It is not clear that the BID would solve the issues that Old Town businesses face.

I would add that Old Town is not a district that requires branding or identity creation. Nor is it a district that needs to be redeveloped.

In addition, I do not understand the desire to 'privatize' City functions in Old Town. Ms. Landrum likes to say that the BID will make decisions 'democratically'. I might be old fashioned, but I do not find voting rights based on commercial property ownership to be democratic.

One thing was clear at the meeting. Despite AEDP's efforts over the past twelve months, they have not demonstrated that Old Town businesses support the proposed BID.

As a result, the proposed special tax district should be rejected.

A question, then, is whether there is value in restarting the discussion around challenges facing Old Town businesses and possible solutions, and engaging the community properly.

Thank you for your consideration.

Howard Bergman

## Jackie Henderson

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**From:** Fay Hobbs-Carter via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Friday, June 09, 2017 10:13 AM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click  
Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #122914: Mayor, Vice Mayor, City Council Dear  
Members of Council: I was una

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A request was just created using **Call.Click.Connect.** The request ID is 122914.

### Request Details:

This is a "private" request. Information should only be provided to the original customer or those who know the full Call.Click.Connect. request number for this, which is "122914-E76HH2".

- Name: Fay Hobbs-Carter
- Approximate Address: No Address Specified
- Phone Number: 7034015407
- Email: fay@christmasattic.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Dear Members of Council:

I was unable to attend this week's meeting but wanted to voice my support for the proposed business improvement district. I am one of the owners of the Christmas Attic, which has been in business since 1975. I've have also owned a building on Market Square for about 15 years. I live there full time and also rent out part of the building to two small businesses. We have seen a serious decline in foot traffic over the years, due in part to changes in parking policy and in part to a shift in shopping habits. We have also noticed that as more and more spaces become vacant, foot traffic in Old Town continues to drop.

As a member of Old Town Boutique District, I know far too well how difficult it is to run marketing and events on volunteers alone. While OTBD has done wonderful things to move Old Town forward and provide a brand for its boutique shopping district, our annual budget (supported by only 34 member stores) is nowhere near what is necessary to really make an impact and compete with all of the other wonderfully marketed districts in our region. And yet our members pay more than double what our annual BID tax would be, while restaurants, large offices, banks and hotels aren't paying into a marketing effort like ours. It is important that we step up and do something to stay competitive.

Old Town can compete as we have a unique historic district and a waterfront. As our neighbors have seen, a business improvement district can help better Old Town and ensure a stronger business community. OTBD was inventive at the time of its creation, before BIDs became as common as they are now. As we have seen with our neighbors and across the country, BIDs eliminate the free riders and require everyone in a business district to contribute. They can provide for a larger budget than OTBD could ever have and can have a much larger impact on our business community. I encourage you to support this initiative.

Sincerely,

Fay Hobbs-Manthey  
Proprietor, The Christmas Attic  
Thank you

- Expected Response Date: Friday, June 16

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## Jackie Henderson

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**From:** David Olinger via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Friday, June 09, 2017 11:08 AM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click  
Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #122920: Mayor, Vice Mayor, City Council To the  
Mayor, Vice Mayor and Council mem

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### Request Details:

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- Name: David Olinger
- Approximate Address: No Address Specified
- Phone Number: 703 535 3150
- Email: dsolinger@comcast.net
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: To the Mayor, Vice Mayor and Council members;

My wife and I would like to add our voices to those opposed to the Old Town BID. As residents living within the proposed district, we are not only concerned with possible future residential taxation issues, but perhaps more urgently and importantly, governance issues. As residents, we get to vote for members of the City Council and we entrust them to represent our interests and those of other citizens. If they don't we can vote them out of office. We don't want an unelected special purpose group making decisions for their benefit, that will affect our quality of life. Also, while a BID may be fine for large commercial properties, it is likely to cause rent increases and negatively impact the very small businesses who we would all like to see thrive here in Old Town.

Sincerely,

Mimi & David Olinger  
100 Prince Street

- Expected Response Date: Friday, June 16

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**Jackie Henderson**

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**From:** elaine stokols <ladylois38@hotmail.com>  
**Sent:** Thursday, June 08, 2017 7:57 PM  
**To:** City Council  
**Subject:** BID

To whom it may concern: my name is Elaine Stokols and I am one of the owners of the property at 606 King Street. I attended the meeting on Tuesday evening, and nothing that I heard at that meeting did anything to change my very strong opposition to the BID. My property will be within the boundaries of the BID, regardless of how the boundaries are reconfigured, and I still feel that the BID will do nothing to benefit my property, but will put an enormous financial strain on our family. According to our accountant, our taxes will go up over \$2000, essentially to help the waterfront development and to add another layer of bureaucracy including an overloaded board of directors and very high administrative costs. The better idea would be, as someone suggested, to wait and see how the waterfront planning and development progresses, before we proceed with another very expensive project, whose benefits may well be negligible to the vast majority of those of us included in this BID. I do hope the members of the city council will vote against the BID as it is currently structured. It was obvious to me that those in the audience were strongly against the BID and its tax structure. Thank you.

Sent from my iPhone

## Jackie Henderson

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**From:** George Demetriades via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Monday, June 05, 2017 9:48 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click  
Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #122582: Mayor, Vice Mayor, City Council I am  
writing in opposition to the Old To

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### Request Details:

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- Name: George Demetriades
- Approximate Address: No Address Specified
- Phone Number: 571-335-3101
- Email: gdemetch@gmail.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: I am writing in opposition to the Old Town BID as a former resident of Old Town and a current resident of Del Ray.

I've heard the arguments in support of the BID but they have been washed out by the fluorescent lights of corporate retail establishments that have taken over King Street. Based upon the taxes and fees the City imposes, they are the only businesses that can afford to move in. Indeed, these arguments are drowned out by the groan of a million dollar bus decorated to look like a trolley (which was also supposed to help the businesses on King Street, but didn't). The water taxis from National Harbor haven't done anything either. The arguments don't even soften the plink, plink, plink of expensive street parking that runs until 9:00PM each night – yet another City Council money grab which hinders the very businesses you purport to assist.

The BID would be another nail in the coffin of the King Street those of us who actually live here love. It is a street of history, character and charm. A place that is unique and known literally around the world. It is a place that others wish to emulate. Intentional or otherwise, and I haven't decided which, your taxing ways and misguided policies are turning King Street into another "Main Street" - type strip mall. Do we really want King Street to be the next Leesburg Outlets? Pass the BID and that's what happens. You do realize all of those concepts are based on what King Street used to be. Is that really what we want to turn our historic city into? Fluorescent lights and big box stores void of character or anything unique?

Look, I own a retail business in Arlington County. I'm glad my business is in Arlington. I have been in government and I have been a consultant. Now, I live in the margins. And until you live in the margins, you don't truly understand the impact a BID would have on these small businesses. With respect, you guys have difficulty running a city of 150,000 people on a three quarter of a BILLION dollar budget! Trolleys and water taxes and already too high taxes, which you have raised yet again – please, explain why should any of us should trust you with more money when the consequences of yet another tax are so clear?

I know your response is going to be "what do you propose, do nothing?" Not at all, just the opposite, in fact. Roll back the taxes, make parking reasonable, and do what City government is supposed to do – with the three quarters of a BILLION dollars that you already have.



George Demetriades

- Expected Response Date: Monday, June 12

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## Jackie Henderson

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**From:** Rich Kelly via Call.Click.Connect.  
<CallClickConnect@alexandriava.gov>  
**Sent:** Monday, June 05, 2017 5:42 PM  
**To:** City Council; City Council Aides; Jackie Henderson; Call Click  
Connect; Gloria Sitton  
**Subject:** Call.Click.Connect. #122573: Mayor, Vice Mayor, City Council Hello  
AllThank you for all your hard w

Dear **Call.Click.Connect.** User

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### Request Details:

This is a "public" request. Information may be provided to anyone who requests it.

- Name: Rich Kelly
- Approximate Address: No Address Specified
- Phone Number: 703-622-4260
- Email: richkellyhtc@gmail.com
- Service Type: Mayor, Vice Mayor, City Council
- Request Description: Hello All  
Thank you for all your hard work.

As we get closer to the Bid vote I wanted to express my support for the Bid to move forward.

I think it is very prudent to take the next step.

The work plan and budget step are crucial to see what the Bid will do and how it will be funded.

Based on the next step there is still time to vote it up or down.

When that vote comes we all would be better informed.

Thanks

Rich Kelly

Hard Times Cafe

Established 1980

- Expected Response Date: Monday, June 12

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