

DRAFT Minutes
May 14, 2015
Neighborhood Conservation Advisory Committee

1. Roll Call and Brief Neighborhood Report
2. Approval of April (unanimously approved)
3. Officers and Staff Report

Presentation by Victor Hoskins, Economic Development Director:

Edie Wilson - The only thing that red flags me is high volume tourism from China. It's different from high business China. High volume tourists don't go to good restaurants or spend as much money as you think. Victor Hoskins - The tourists that come from China are very wealthy and well educated and their kids are going to school here. Tourists from China spend more money than other tourists and their children spend money as well. We have a twelve country strategy, not just China. Kathy Guernsey - I sit on the Form Based Code Committee. How do you see that approach and is it a useful tool? Victor Hoskins - I think it works pretty well and it's giving you what you have so I have no issues with it. Larry Smith - You told us what we can do but what is the county doing to help you reach your vision? Is the county reducing red tape for permits and the fees? Victor Hoskins - Yes, we are working on all this and I realize there are some frustrations out there. Jon Levine - I own a small business in Arlington and I'd like to think that Arlington does care about small businesses. Arlington is going to lose Red Top Cab and I would like to know what you will do to help small businesses in the future. Cindy Richmond - Biz Launch is where we help people who are thinking about starting a business. There lots of resources that can assist anyone wanting to start their own business. Victor Hoskins - We have retention program and for medium and large businesses we do mission calls to check in with how they are doing. When the new county manager takes over we are going to do lunches with these folks. We've have lacked resources in the past. Bernie Berne - The Federal Government has been leaving and we lost the Fish and Wildlife Service. Can we help you get that Executive Order implemented. Victor - It's not in my purview, but I can tell you about the FBI, they are not going anywhere. Deborah Wood - We've have quite a bit of conversation about transportation. How do you work with other aspects of Arlington County. Victor Hoskins - I've met with Transportation, Planning, and the Police Chief staff. We

are trying to integrate as much as possible and will continue to do so under my leadership. Mark Luncher - Some of the businesses had a lot of security requirements. How are you dealing with this? Deputy Director - We are looking at how security standards are in Arlington and seeing how they can be made more user friendly. Parker Harrington - I'm curious to know what you think of the silver line. Do you see it as an issue or problem? Victor Hoskins - I don't believe there will be wholesale exodus of kids out to Tysons, they want to stay here in Arlington. Tim Wise - The absorption rate it seems like the last six years have been negative. How do you implement all this and get us back to where we were? How will the local economy grow? Victor Hoskins - This strategy is based on high growth businesses. We are going to these people and we are going to focus on diversification. Bill Braswell - There is competition in Arlington with Columbia Pike and Ballston. How can you focus on Lee Highway? Victor Hoskins - It's a different market. We are trying to figure out how to use arts and culture as a test draw for retail tenants. The testing has to be low cost. Sarah McKinley - I think we plan too much sometimes and the new retail plan scares me and I don't see the flexibility. Victor Hoskins - I believe the retail plan is rigid.

Meeting adjourned at 9:30pm