

*City of Alexandria, Virginia*  
*Alexandria Beautification Commission (ABC)*  
*P.O. Box 178*  
*Alexandria, Virginia 22313*

**Strategic Offsite Planning Meeting Minutes**

Saturday, August 6, 2022  
9:00 AM

**Present:** Chirag Mapara, Denise Tennant, Eleanor Quigley, Julie Chapman, Laura Norfolk, Michael Budinski, Richard Dorrier, Steve Cohen

**Excused Absences:** N/A

**Unexcused Absences:** N/A

**City Staff:** Oscar Mendoza, Judy Lo, Jeanie Johnson

The meeting was called to order at 9:00 AM.

**1. Approval of the modified ABC priorities**

- a. Eleanor motioned to approve the new/modified goals, Chirag seconded, unanimous approval.

**2. Membership Updates**

- a. N/A.

**3. Commission Business**

- a. Quorum was achieved, 8 of 11 Commission members attended the planning meeting.
- b. Goal of meeting was to provide Commission members an opportunity to shape the priorities and direction of the Commission going forward. Identify how we, as a Commission, can best support and advance beautification in Alexandria.
- c. After a number of engaging conversations as a team and within 2 sub-groups we agreed upon 3 key goals going forward:
  - i. Inspire beautification through the awards program.
  - ii. Promote environmental sustainability through collaboration and engagement with City Council, City Staff, targeted City Commissions and private organizations.
  - iii. Educate the community on beautification and environmental sustainability best practices and resources.
- d. The 3 modified goals align with existing Council tagline of advocate, educate, celebrate.
- e. The 3 goals were approved by Commission members.

- f. We started to have a conversation regarding how to achieve these goals however we did not complete this task. Some ideas which were discussed and highlighted included:
    - i. Tree canopy support
    - ii. Litter free / Clean up efforts
    - iii. Communication loop to the community, from City departments to the Commission
    - iv. Advisory role to the City and Community
    - v. Partnerships with City departments, NGOs, other Commissions
    - vi. Promote sustainability
  - g. We will use the next Council meeting to identify the top 3-5 objectives which will support the Commissions 3 goals.
4. **New Commission Business**
- a. None
5. **Agenda Items for the September 8, 2022 Meeting**
- a. Identify 3-5 action objectives which will support the Commission’s modified goals; keeping in mind how the Commission can best support and advance beautification in Alexandria
  - b. Vote to identify the top 3-5 objectives under each goal.
  - c. If time, discuss next award cycle
6. **Public Comment/Discussion: None**
7. **The meeting was adjourned by the facilitator at 2:00 PM.**