

City of Alexandria, Virginia
PARK AND RECREATION COMMISSION

Public Hearing and Regular Meeting

Thursday, January 15, 2015, 7:00 p.m.

Charles Houston Center

901 Wythe Street

Alexandria, VA 22314

Summary Minutes

Members Present: Jennifer Atkins and Judith Coleman, Co-Chairs; Gina Baum, Stephen Beggs, Rich Brune, William Cromley, Ripley Forbes, Brian McPherson, Catherine Poulin, Alexis Browand, Emma Schutzius, high school members.

RPCA Staff Present: James Spengler, Director; Dinesh Tiwari, Deputy Director, Park Operations; Jack Browand, Division Chief, Public Information, Special Events, and Waterfront Operations; Ron Kagawa, Division Chief, Park Planning, Design and Capital Projects; Laura Durham, Open Space Coordinator; David Ghezzi, Architect, Robin DeShields, Executive Assistant.

Absent: William Chesley, Deputy Director, Recreation Services.

City Staff: Emily Baker, Acting Deputy City Manager.

Guests: Paul Gilbert, Executive Director, Northern Virginia Regional Park Authority (NVRPA), Tony Gammon, Alexandria Department of Project Implementation, Susan Gitlin, Environmental Policy Commission; Dennis Auld, Don Buch, Ann Dorman, Shirley Downs, Charlotte Hall, Dak Hardwick, J.J. Kelly, David Levy, Lorraine Lloyd, Steve Milone, Nicholas Panebianco, Lisa Reeves, Joe Shumard, Eric Wallner, David M. Martin, Pat Miller, Gayle Reuter, Donielle Romaneth, Elizabeth Wright.

I. Call to Order: Jennifer Akins and Judith Coleman, Co-Chairs: The meeting was called to order by Coleman at 7:05 p.m. Coleman reviewed procedures for the public hearing, and regular meeting.

II. Public Hearing on Special Events Policy Updates – Jack Browand, Division Chief, Public Information, Special Events, Waterfront Operations. **See Staff Reports.** Browand provided background on the Special Events Policy Updates - refer to the presentation. (<http://www.alexandriava.gov/uploadedFiles/recreation/info/SpecialEventsPolicyPresentation15Jan2014.pdf>). The Special Events Policy was adopted by City Council in January 2010. In 2014, the City Manager requested that staff review the Policy which had been in existence for five years. The primary changes were to identify City resource allocations for three categories of special events: City Sponsored, City Co-Sponsored, and City Non-Sponsored, events. The “Special Events Policy Review Process” is outlined in the presentation.

Background: Browand said that in the mid-1980s a policy was established by administrative action of the City Manager which prevents scheduling alternating weekend events, where estimated attendance exceeds 500 persons, in certain Old Town Districts (as defined). He said smaller scale events could continue to be held on any weekend, larger events would be limited.

Browand said there are multiple occasions throughout the year where requests are received for scheduling events that conflict with the current policy and requests for an exception to the current policy must be taken to City Council to request a policy amendment. Depending on the time of the year, staff may not be able to get exceptions approved by City Council, or they may need to move events around or deny requests. One of the goals of the Waterfront Small Area Plan (SAP) is to improve activity and vibrancy along the City's waterfront. Staff is proposing that a core area of the Waterfront District and Waterfront Park be established, and to repeal the policy in Waterfront Park, Market Square, and proposed Fitzgerald Square. This does not mean that every event requested will be held at these parks. This will provide staff with the opportunity and administrative flexibility to schedule large-scale events.

Browand reviewed the proposed policy updates which include: 1. Repeal of the alternating weekend restrictions for events exceeding 500 people in Waterfront Park, Market Square, and proposed Fitzgerald Square Park; 2. Establish a City Sponsored, City Co-Sponsored, and City Non-Sponsored Event Policy which clearly defines sponsorship categories and identifies sponsorship benefits; 3. Designated general fund appropriations for City parades; 4. Establish an additional fee assessment above 100% cost recovery for direct City costs for Tier 4 & Tier 5 Events; 5. Implement the Draft Foot/Walk/Bike Race Policies and Management Guidelines, which are as follows: Races which require road closures, parking removal, or disruption of public right-of-way: 1. "May not occur on consecutive weekends within a single City Race District"; and 2. All road closures, parking removal or disruption of public right-of-ways must not start later than 8:00 a.m. and reopen by 10:00 am., with the exception of the George Washington Memorial Parkway event, which must comply with the National Park Service (NPS) policies.

Questions/Comments:

Baum asked if the policy applies only to Waterfront Park, Oronoco Bay Park, and proposed Fitzgerald Square. Browand said that the current policy does not allow for consecutive events in the area identified, however, the proposed policy change would allow consecutive events to occur in Waterfront Park, Market Square, and the future Fitzgerald Square. Baum took issue with limiting events to only these three parks.

Browand, said secondly, staff is trying to come up with a definition of sponsored events to help define the City's role and improve applicant satisfaction. Browand reviewed definitions for different event sponsorship types (See staff report): Regarding designated General Fund appropriation for City parades, Browand said this category provides some challenges for the City regarding its budgeting. He said currently there is a designated general fund but it floats up to 50% of costs. For the three upcoming parades (George Washington, St. Patrick's Day, and Scottish Walk), staff wants to establish one designated amount for all direct costs up to a certain amount, that the City would cover. Browand said staff will notify parade organizers of the allocated amount from the City, and staff is also recommending waiver of permit fees (See report).

Establishment of an additional fee assessment above 100% recovery for direct City costs, for Tier 4 and Tier 5 Events. The Department of RPCA established a Resource Allocation and Cost Recovery Policy, which was adopted by City Council in fall of 2013, that will become part of the Special Events Policy. Browand said currently the City's Special Events Policy does not distinguish between City-sponsored events, non-profit and private events. The Resource Allocation and Cost Recovery Policy will enable the City to collect additional fees consistent

with the approved policy, which can be used to finance and offset additional costs for City programs and City special events, such as the City's annual birthday celebration. The final recommendation is for adoption of a more formalized Foot Race/Walk/Bike Permit Policy and Management Guidelines, which would work in conjunction with the Special Events Policy.

Browand said following the P&RC meeting, the "Next Steps" would be a presentation before the Waterfront Commission, January 20, 2015. Based on feedback, the earliest the policy updates could move to City Council is February 10, 2015, with a tentative public hearing, February 21, 2015. Browand invited questions and comments.

Atkins said that the public comments received include a number of concerns about disclosure of certain business information under the new foot-race policy, and asked if RPCA staff has had a chance to address these comments. Browand said comments about proposed changes to the policy were received late afternoon and are being reviewed, and that concerns raised about business proprietary information have been forwarded to the City Attorney's Office.

Cromley asked what the City's interest is in reviewing an applicant's budget information. He said he does not feel this is appropriate. He suggested a process could be set up establishing an applicant's creditworthiness the first time around and then maintaining a list of approved applicants, which would be less intrusive. Browand clarified that the budget information being requested is related to the particular special event being held, not for the business itself. He said staff can clarify this language. He said the City invests a considerable amount of resources, particularly for large events, and staff wants to ensure that event organizers have a solid plan, and the financial ability to reimburse the City for certain expenses. He said in practice, provisions are included in the current policy for collection of earnest money deposits, and there is a process to waive the earnest money deposit for event organizers with a good record of payment to the City. He said that RPCA works with each organizer according to their unique needs and circumstances.

Coleman noted email comments received for the record:

Email Comments:

1. Jody Manor, Bittersweet Catering, supports increased economic activity along the waterfront and the changes to the Special Events Policy. Manor refers to a Washington Business Journal article by economist Stephen Fuller, which says there could be trouble ahead for the local economy. She said at a time when the City is facing a \$30 million budget deficit, and when RPCA's budget is shrinking, the City needs a more vibrant and active waterfront to help attract visitors. She hopes the P&RC will endorse the changes to the policy, in order to support redevelopment of the Waterfront for all.

2. Kathy Dalby, on behalf of Pacers Running Group. The Pacers are in support of staff's work on updating the Special Events Policy, but have concerns with any requirements for release of business proprietary and confidential information, specifically financial and marketing plans. The Pacer Group is committed to serving the community as evidenced by their support of numerous charities and public health programs, and road races. In addition, they support many community events and have received numerous awards and recognition for their community support. The Pacers have concerns about the Special Events, Sponsorship Policy and the Draft Foot Race/Walk/Bike Event policy and Management Guidelines. They strongly oppose any requirement for release of sensitive highly proprietary budget data and any confidential business

information, and request that the City Attorney review and validate these requirements, (See Attached letter dated 1/15/15 incorporated by reference.)

3. Eric Wallner, CEO, Torpedo Factory Art Center, and Advocacy Chair, Alexandria Arts Forum, wrote in support of the proposed updates to the Special Events Policy, which repeal the restrictions on alternating weekend events along the Waterfront. He said the Torpedo Factory Art Center has been an Alexandria landmark for more than 40 years, on the Potomac Riverfront, and is home to 82 artists studios, six galleries, the Art League School, the Alexandria Archeology Museum, a gift store, and café, which attracts 500,000 visitors annually, and generates \$16.2 million in direct visitor spending for the City. He said that programming for the Waterfront is of vital importance in helping to create a vibrant destination, and attracting tourists and local residents. He states that local arts groups have had trouble securing performance dates, and other events due to the current restrictions, and that this also leads to a loss of revenue from visitors. They value positive relationships with residents and business owners and believe the changes can be implemented in a sensible manner that respects their needs (See email incorporated by reference.)

4. Bill Colisimo, Choral Foundation of Northern Virginia. He is writing as Music Director for The Alexandria Singers, who has been associated with the City for the past forty years, and provides quality entertainment at the request of City Departments, the Office of Special Events and the Office of the Arts. He said these groups regularly support the City and community through vocal music performances. He also serves as Vice President, Alexandria Arts Forum that represents individual artists and arts groups. He expresses his profound support of the proposed policy changes lifting restrictions on weekend performances and increasing performance activity in the Waterfront area. He said that lifting the restrictions, would help provide a more vibrant waterfront through enrichment of arts and cultural experiences. He also urges the P&RC to review the policy prohibiting amplified sound in currently restricted areas, and states that performing artists, and arts groups are severely constrained by their inability to provide appropriate amplification of their performances.

5. Joan Singer, Alexandria Virginia. Singer is an Arts Forum member, music volunteer for at Alexandria City Public Schools (ACPS), and Director of the QuinTango group. She supports the goals of the Waterfront Plan to increase activity and vibrancy along the City's waterfront. She agrees with the proposal to lift the current restrictions on holding alternating weekend events exceeding 500 persons. She said allowing arts activities and live performances with greater frequency will help encourage people to visit the waterfront, and increase economic activity for the City.

Public Hearing:

1. Donielle Romaneth, Russell Rd., Alexandria, Virginia, representing the Old Town Boutique District, and the Pacers Running Group (See Attached Letter from Pacers dated 1/15/15). They applaud the City/RPCA for updating the Special Events, Race Policies and Management Guidelines. However, they take issue with the request to provide proprietary information such as company financial information, budgets and marketing plans. They do not support the argument that simply because an event is using a public roadway, that a business should be required to release their budget or other proprietary information. Since they pay the City for the use of roadways, parks and public works. Their events also support members of the Alexandria Police Department through overtime pay, and provides an economic stimulus for area businesses, and

facilitates physical fitness opportunities for Alexandria residents. In addition, her concern for the Old Town Boutique District is that their funding (largely marketing funds) has dwindled over the years. Their members pay \$1,200 a year, and their organization is similar to the Del Ray Business Association, whose main fundraising effort is holding a large annual foot race. They will be embarking on similar fundraising. Romaneth expressed concern with the Draft Foot Race/Walk/ Bike guidelines (Attachment 2 – Item #14, Non-Profit Certification) that state “a specified portion of event proceeds must go to a named certified 501C3 non-profit organization that delivers services in Alexandria.” She said her organization is a 501C6 organization, and said the designation of 501C3 businesses only may have an adverse impact on certain businesses (i.e. groups such as Maury Elementary School who may want to do a footrace through Del Ray; they would run into the same problem.)

2. Joe Shumard, Oronoco St., Alexandria, Virginia, and Chairman of the George Washington Birthday Celebration Committee. Shumard said his group has worked with the Special Events Policy for some time now; and that he supports the new provisions introduced by Browand as good improvements to the policy. He said it is important that people recognize how much free parades contribute to the City’s marketing efforts. He wishes there were more provisions made in the policy to mitigate some of the monetary costs associated with these events. However, he thinks the policy that Browand introduced is clearer and fairer to the organizers. His biggest concern is that there is no real incentive they can make to reduce City costs (police, fire and EMS); however the new policy does provide some incentives and is a good step forward.

3. Ann Dorman, Kenwood Ave., Alexandria, Virginia, Executive Director, First Night Alexandria. First Night puts on an annual New Year’s Eve event, which provides positive economic support to the City. They support the new Special Events Policy put in place by RPCA, and they would like to see more quality events held in the City that bring in good entertainment, cultural arts, and activities along the waterfront on a regular basis.

4. Shirley Downs, N. Vail St., Alexandria, Virginia. Ms. Downs said she is a citizen activist, for the West End, and Waterfront Commission member, and asked what were the principal reasons for the Special Events Policy changes. She said that she would like to see more events held in the City’s West End where she lives, and suggested a possible parade route down Beauregard St. to Van Dorn St., ending in Ben Brenman Park. She said she has been exploring these ideas with the West End Business Association, and has made comments to the Eisenhower West Steering Committee. Other ideas for useful events in the City’s West End include flea markets, craft shows, and flash mobs at the Trade Center and Van Dorn Station. Her concern is what impact the new Special Events Policy would have on newly established businesses.

5. Pat Miller, Laucrue Ave., Alexandria, Virginia, President, Del Ray Business Association. Miller said her organization does many events and has worked with the City’s Special Event staff for the last thirty years. They are generally in support of the Special Events Policy updates, but have a few comments. She suggested that in addition to the designated group reviewing the policy and applications, it would be helpful to include a member of the public in the approval process to gain additional perspective. Miller suggested a process be set up pairing new applicants for special events, with an experienced applicant. She requested improvement to turnaround times for invoices from RPCA staff following events, and said that she is still awaiting several invoices, and that some are 90 days past-due. She said it would be helpful to have a cost estimate ahead of the event and a prompt bill within 45 days afterwards. Regarding the draft Policy and proposed start times of 8:00 a.m. to 10:00 a.m., she said the Turkey Trot

Race currently runs from 9:00 a.m. to 11:00 a.m. (recently moved from 10:00 a.m.), and if race start times are changed this will be a problem. She said there is a U. S. race that the Police Foundation works with that begins earlier than 8:00 a.m. Miller said that new race start times should only affect businesses going forward, and that some events should be grandfathered in regarding their start times.

Following the public hearing, Coleman said the P&RC should postpone making a decision on approving the Draft Foot Race/Walk/Bike Permit Policy until they have time to review the policy in more detail. Atkins agreed, and said that several questions came up during public comments that need addressing, such as motivation to change policy and how this would affect new event applicants.

Browand said the motivation for the changes to the Special Events policy revisions occurred in 2010, and were primarily predicated on finance. At that time, accounts for Special Events were spread across multiple City agencies, and accounting for events was difficult. Staff made streamlined the process and centralized all funding under RPCA. Additionally, significant reductions were also made in general funding for Special Events, which is what led staff to establish the 50% rule with regard to City sponsored parades, and the 100% reimbursement for non-City sponsored private events. Browand said the current process was prompted by staff's desire to improve the process for applicants, and to incorporate new policy changes such as RPCA's new Resource Allocation and Cost Recovery Policy. He said that nothing in the old or new policies should prohibit any new events from occurring, and that he will check on the status of invoices.

Discussion:

Q. Baum asked when in the process is the City required to provide cost estimates to event organizers; and if there is a limit that costs would not exceed 20% of estimate; and if a fee schedule can be provided to applicants during the process.

A. Browand said the goal is to provide information to applicants well in advance of the event and staff works closely with applicants to estimate costs in advance and let them know what might be involved (i.e. police, sanitation removal, mobile stage costs, etc.), however there could be additional requests or needs that change the original estimate. He said for recurrent events providing estimates are easier. Once staff receives an application, they will provide the event organizer with as close an estimate as possible, following the event, direct costs are determined, and staff invoices the applicant. He said in most cases staff estimates are on the high side, and until they know exactly what services are being requested, it is difficult to provide exact estimates, some adjustments may be necessary.

Q. Beggs asked if a deposit taken from applicant.

A. Browand said the policy states that 30 days prior to the event, a 50% deposit is required. He said there are some event organizers that staff has worked with over the years with a good track record, or receive the majority of funding after their event, that may not have to provide deposit in advance.

Brune commented that although reasonable cost estimates can be provided for events; needs may change due to unexpected circumstances occurring in the process, so there has to be some flexibility in the policy.

Q. Baum asked followed-up questions, and said what she would prefer is to have the ability to have back to back events open to all the City parks.

A. Browand said this may be a future option, staff prefers to phase in. However, the P&RC can make a recommendation to City Council. Staff was also asked by the focus group to extend that option to Market Square.

Cromley said residents living near the waterfront should be cognizant that the waterfront parks are public parks, and are open to everyone. He also noted that public records (such as applicant information) are subject to the Freedom of Information Act (FOIA), even though the policy states that the City will keep information confidential.

Q. Beggs said a concern was brought up about the requirements for organizers to release certain financial information. He asked what is required from organizations and if a non-disclosure form will become part of the policy.

A. Browand said that the comments have been sent to the City Attorney's Office for review.

Browand said he will take these comments under advisement, and asked the P&RC to provide staff with guidance on the policy. Coleman said the Commission cannot separate the Special Events Policy updates and the issue of no events on concurrent weekends, from the Draft Foot Race/Walk/Bike Permit Policy. Atkins said that given the substantial comments received; she believes the P&RC should defer this item, until the Foot Race/Walk/Bike Permit Policy details are worked out.

Atkins moved that the Commission defer making a recommendation on the Special Events Policy as a whole, until these issues are worked out. Coleman said she agreed with deferral of this item.

Cromley requested that the Commission add wording saying that the general consensus of the P&RC is to support the Special Events Policy, but they have concerns about the Foot Race Policy. Coleman moved to amend the motion made by Atkins, and add language as requested by Cromley.

Action: Atkins moved that the Park and Recreation Commission agrees to defer this item, noting that the P&RC generally supports the Special Events Policy updates as a whole, but requesting that RPCA staff address the comments and concerns about the Draft Foot Race/Walk/Bike Permit Policies and Management Guidelines, and for further discussion about lifting the restrictions on holding events on consecutive weekends in City Parks. Baum moved to accept the recommendation. Beggs seconded. All were in favor. The motion passed unanimously.

III. Items for Information

A. Public Comments – non agenda items:

Dave Levy, 309 E. Nelson Ave., Alexandria, Virginia, spoke about the need for improving the trails and trail maintenance. He said he spoke to the Acting Director of T&ES, about improving the trails and they expect to have funding challenges within the current budget. He wants to make sure that the proper resources are acquired to maintain the trails and to install additional trail markers.

B. City/ACPS Long Range Educational Facilities Plan Project - Katherine Carraway, Planning and Zoning: This item was deferred to the next meeting.

IV. Items for Action

A. Approval of Summary Minutes: November 20, 2014.

Action: Brune moved to approve the minutes. Poulin seconded. All were in favor, the motion carried unanimously.

- B. Cameron Run Area Coordinated Parks and Open Space Plan – See Staff Report and Presentation:** Laura Durham, Open Space Coordinator provided a brief update. The initial presentation was given to the P&RC on November 20, 2014. Durham said the issue before the P&RC tonight is a request for action on the Coordinated Park and Open Space Plan for Cameron Run. She said a related but separate issue is NOVA Parks’ application with the City for a Development Special Use Permit (DSUP) for improvements to the existing Cameron Run Regional Park site. Improvements include a new water feature and reconfiguration of the parking lot. Durham said that City staff supports the DSUP application, which is scheduled to go before the City’s Planning Commission in February, and then to City Council for a public hearing. The other related issue is the lease for the Cameron Run Regional Park site.

Durham clarified that staff is requesting action be taken on the Coordinated Park and Open Space Plan for Cameron Run only. In response to Coleman, she said the P&RC is the only public body required to endorse the Coordinated Park and Open Space Plan, and that the Plan does not need to go to City Council for approval. However, the separate issue of NOVA Park’s DSUP and lease both require City Council approval and are tied together because NOVA Park’s request for an early lease extension is related to their DSUP. In response to Baum, Durham said the Planning Commission will only take into consideration the DSUP, and City Council will consider the DSUP, and will ultimately have to approve any lease extension. Durham said the driver for the Coordinated Park and Open Space Plan at issue is that the City has a plan for open space and parks in Eisenhower East, and is currently planning for Eisenhower West, and there is an area in the middle where there are also parks and open space.

Following the November 20, 2014 Public Hearing, additional supporting items were requested by the P&RC and are provided: 1. Showing the Resource Protection Area (RPA) on the Plan; 2. Providing more details regarding the history of the natural resources of the site (See packet); 3. Consolidation of written comments; and 4. Official letter from the Environmental Policy Commission (EPC). Durham noted that Susan Gitlin, EPC, spoke at the November public hearing, and since that time the EPC has voted and submitted an official letter.

Durham said the presentation tonight includes information from the November 20, 2014, public hearing, and some additional slides, and that no changes were made to the Plan; and any changes would be made based on the P&RC’s recommendations. Durham said a community member requested that the area where the Beadles oak tree is should be protected. In response to Coleman, Durham said “protected” means that the natural resources that exist in the area should be protected and managed as natural resources (this is labeled as passive recreation), and that there would not be any active recreation near the area (except for soft and walking trails). The map shows the existing Resource Protection Area (RPA), which covers and protects all of Lake Cook, the dotted line that was originally shown on the DSUP for the NOVA Parks in their application. The City’s RPA is outlined by the darker blue line and is the protected area. There can be no additional increase in the impervious area in the RPA. Durham said the reason the dotted line is shown on this Plan is because staff recently received a proposal from NOVA Parks to provide a voluntary RPA

associated with their DSUP for park improvements. Baum asked if NOVA Parks can do anything to the areas within the RPA. Durham said they can continue to have impervious area that exists today, and they could expand minimally as long as it is not into the RPA.

Discussion:

Coleman asked what is the typical review cycle for City Plans.

Durham said RPCA staff is currently undertaking a Citywide Park Plan, and staff is still planning for open space and parks in the City now. She said ideally, City's plans should be reviewed every 20-25 years at minimum.

Cromley asked if there was any serious discussion by the City of not renewing NOVA Parks' lease and reclaiming this land back. He said in 40 years, that the demographics and needs will change in that area. Consideration should be given to what is the highest and best use of this land—a wave park, or would a facility that can provide swimming lessons better serve the community. Reevaluating the use of this land would provide an opportunity for the City to take the land back, run it as is for now or rethink its use.

Coleman said she and Atkins would like the P&RC to focus on making a recommendation on the Coordinated Open Space Plan for Cameron Run first, followed by discussion on any related issues. Atkins said part of the reason they RPCA staff to provide the color blocked map is because the way the Plan and park plans talk about the space in terms of active and passive recreation. The goal is to have an idea of how this open space will be used in the future to help meet the needs in the City, irrespective of the lease issue.

Durham distributed a copy of NOVA Parks proposed voluntary RPA; and clarified this is tied to their DSUP application, but is not part of the Cameron Run Area Coordinated Park and Open Space Plan. She also distributed a summary of the history of the natural resources in this area. See Attachment: Remnant Natural Areas in Parks, Waterways, and Undeveloped Sites in the City of Alexandria, Virginia: Eisenhower Valley below Duke Street (Natural Resources Technical Report 12-1, February 2012, prepared by Rod Simmons, RPCA, Natural Resource Specialist. Additional material was submitted: 1. NOVA Parks to the P&RC –Tree Removal Issue as follow-up to the November 20, 2014 meeting. 2. Letter from the Wakefield-Tarleton Civic Association dated January 15, 2014, from Ali Ahmad, President, supporting the Coordinated Plan.

Durham reviewed key open spaces in the Coordinated Plan (see slide). She said that public comments received, overall, are to protect the natural resources at the site now, and that some people would like to see even more of the area protected than what is proposed.

Baum asked if the DSUP affects anything either on the dotted line RPA or darker outlined RPA area. Durham said it does not, and that NOVA Parks will have an opportunity to make tweaks to their final engineering plan to ensure that there is no encroachment into the RPA. She said the Plan allows for NOVA Parks proposed improvements at this time.

Cromley said given that P&RC respects RPCA staff's recommendation, he would support approval of the Open Space Plan for Cameron Run Regional Park, although he would like to make other changes.

Forbes said if the P&RC approves the Coordinated Open Space Plan; it should not to be construed as supporting NOVA Parks' DSUP application, or their request for lease extension.

Action: McPherson moved to that the P&RC approve the Cameron Run Area Coordinated Park and Open Space Plan as submitted by RPCA. Brune seconded. All were in favor. The motion passed unanimously.

Coleman said she sees two potential letters that could be done by the P&RC addressing this issue: 1. A letter to the Planning Commission, and 2. A letter to City Council requesting deferral on any decision on the NOVA Parks' lease extension request.

Cromley said the larger question is if NOVA Parks' lease of Cameron Run Regional Park should be renewed. He does not support extension of the lease, as the City can be better served by finding other uses for this valuable land (he supports a mix of active and passive uses for the site). He does not consider a wave pool the highest and best use for this land. He said in lieu of a wave pool, the City could build one or two pools. He considers aquatic activities that promote health, safety and learn to swim more important. Also, based on Durham's analysis that Small Area Plan's should be reviewed by City every 20-25 years, it can be presumed that uses and needs for this land will change.

Baum said that land leases are usually for 99 years, and that NOVA Parks' lease is only for 40 years. She wonders what the City had in mind when they negotiated this lease. She tried to gain a history of this land by speaking with former City Manager, Vola Lawson (now deceased) whose name is on lease. She said that the City had seven pools when the lease was made, and lost four pools over time. The City is now facing increasing demands, for pools, recreational needs, and fields. According to the recent Regional Parks Survey, the community has stated a preference not to travel more than 30 minutes to visit another park outside the City. Another concern is that Cameron Run Park is only open May through early September (Labor Day). Baum said that with seven years remaining on the current lease; the Commission and staff should be allowed adequate time to review the request for lease extension, without question. She said the City should not hand over public land without holding a public hearing.

McPherson said he would not recommend extension of the lease at this time, until further investigation. If a decision is made to move forward with the lease extension, it should not be extended for more than fifteen years. He would also urge City Council to include a public process. He feels like the schedule has been over accelerated and should be slowed down.

Schutzius said she agrees with delaying any decision on extending the lease, to hear more from the public. She feels that the land can be used better. She actively participates in a swim team, and said that Cameron Run Regional Park is not open very much, and the City is down to three outdoor pools.

Beggs asked in terms of the zoning area is there no more impervious area that can be developed. He asked what is the longevity of the wave pool, and said that NOVA Parks is investing \$2 million, what if they decide not to operate it anymore, and in 40 years the pool is left defunct. He said the City should require continual updates over time by NOVA Parks, and require improvements at certain intervals. He agrees there needs to be further review; the City should use the seven years remaining on lease for public feedback.

Poulin said she would urge the City to consider other alternative uses that would be viable for this land, particularly, given the changing demographics, and recreational needs of the City and its residents.

Browand said she agrees with what has been said, and that she has not visited Cameron Run Regional Park in several years.

Baum recommended deferring any decision on extending NOVA Parks' lease, in order to obtain more information. She said an analysis needs to be completed on what the City's future needs are, and that there is no reason why a decision has to be made in haste with six years remaining on the lease. She said that NOVA Parks can proceed with their DSUP, and the lease should be considered separately.

Cromley said the City should consider taking back this land, to use it for additional recreation. He agrees that the demographics of the City are changing and the population is increasing, additionally the City has lost several pools. He understands NOVA Parks' desire to try to gain a sense of certainty before the seven years ends on their lease, however staff needs to first determine if they want to renew the lease at all, and if so, under what conditions.

Forbes said the letter should clearly state in the first paragraph that the P&RC opposes any early extension of the lease as premature. During the remaining time left on the lease, City Council should request a study be undertaken on alternative uses for the land at Cameron Run Regional Park. Considerations should include the shift in population, and RPCA's recreational Needs Assessment should be incorporated into the study. It should also be made clear that if City Council entertains NOVA Parks' proposal for an early lease extension, then the P&RC would like to see a public hearing.

Brune said he agrees with deferring any lease extension, and he does not agree with another forty-year term.

Coleman said she agrees that it is premature to renew the lease early, and that the process is being rushed. She said that the City forms task forces that study issues for 2-3 years for smaller parcels of land. She is sympathetic to NOVA Parks' desire for certainty with regard to their investment, and appreciates the services they provide. However, the question whether the City could run the park the same way is irrelevant. The Commission continually hears concerns at meetings, about the need for more aquatics; the closing of Warwick Pool; and the need for more open space. She supports the deferment of any lease extension discussion with a statement that if City Council moves forward with the lease extension, they need to seriously look at the term length.

Baum asked what would be the next steps for City Council. She suggested that the P&RC should take the lead on this issue, and said that after the analysis of alternative uses is completed, a process needs to be developed.

Coleman said the P&RC can ask the City Manager for a recommendation for a real civic engagement process on the lease, and if there should even be a lease renewal, and perhaps recommend a timetable.

Poulin suggested looking at the existing survey information and recreational demands in the City. She said demands should be viewed in terms of the limited parkland available in the City. Forbes clarified that the P&RC is recommending an analysis of alternative uses of the Cameron Run Regional Park property, not a new needs assessment.

Baum said the P&RC should request City Council to direct RPCA staff to research alternative uses, and engage the public in a civic dialogue about the possible alternatives uses for the Cameron Run Regional Park land, and then bring information back to the P&RC for a recommendation. Cromley said the public process should not be done in a void, but accompanied by a report including demographic, the Needs Assessment, and open space. Forbes said the P&RC would like to see options, including costs (both direct and indirect.)

Action: Atkins moved that the P&RC write a letter to City Council advising them not to approve the NOVA Parks request for an early lease extension, and outlining the issues and concerns raised, and advising the City Council to request the City Manager to direct RPCA staff to review alternative uses for the property, and create a process for civic engagement before taking any action. Cromley seconded motion. All were in favor. The motion carried unanimously.

- C. **Waterfront Plan Phasing and Priorities for Public Improvements – Tony Gammon, P.E., Department of Project Implementation:** To view presentation go to: <http://www.alexandriava.gov/uploadedFiles/recreation/info/PhasingandFundingPriorities15Jan2014.pdf>

Gammon gave a brief presentation on the Waterfront Plan Phasing and Funding priorities. He said that a Joint Public Hearing of the Waterfront Commission and Park and Recreation Commission, was held December 11, 2014. Gammon reviewed the Progress to Date and timeline (See slide): The Waterfront Small Area Plan (SAP) was completed (2012); and the Landscape & Flood Mitigation Design, was completed by Olin Studios (2014); Waterfront Plan Implementation (2015). Gammon said that at the time when Olin Studios, completed the Landscape & Flood Mitigation Design, cost estimates were not completed but are now available. The total estimated cost of the Waterfront Small Area Plan (SAP) is \$120,000.00. Further information on cost and each component are listed in the chart (see presentation). Gammon said that there are 70 components to the Waterfront SAP, and that there are three main areas: 1. Core-Primary (\$61.2 million), 2. Core-Secondary (\$31.6 million), and 3. Non-Core Areas (\$27.2 million). Gammon said the Core Primary elements need to be completed first; and the Core-secondary elements don't have to be completed at all. Staff is working with the City's Office of Management to look at how to pay for the Plan by funding type: Bond Funded (shortest term), Bond and Cash Funded (next shortest timeframe), and Cash Funded (longest term), and TBD-To Be Determined. He said there is also a revenue component to the plans, and that improvements have to be programmed with other City Capital Improvements Projects, and there are competing priorities. Gammon reviewed the Implementation Schedule, and said that even if the project began tomorrow, it would be several years before any construction could be started, and that there is a long lead time, for design and permitting work which are the next stages of project, and that due to the amount of work, the project will be phased in. An Open House was held in December 3, 2014 to get feedback from the community on priorities and where to start. General Design Highest

Priorities: Expansion and enhancement of parks (30%), Continuous riverfront promenade (25%), and Flood mitigation (23%). The goal is to begin inside the core area components. Feedback from the December Open House helped determine the Three phasing priority options: Option A: Flood Mitigation and Promenade; Option B. Fitzgerald Square; and, Option C. Core area parks. Gammon said all three options contain the same components and that the cost estimate of each option is listed at right, as well as the advantages and disadvantages of each option (See presentation). He said that some elements can be delayed such as paving overlay to protect it during construction. The next step would be review by City Council, January 27, 2015.

Commissioner discussion:¹

Baum asked what is the desired action from the P&RC. Gammon requested a letter of support from the P&RC for one of the Options. He said a similar request was made of the Waterfront Commission. Baum suggested the P&RC write a letter saying that they support the recommendation of the Waterfront Commission in terms of Option A. Browand said that the Waterfront Commission letter has been completed, and that they concur with Option A. He expects to receive it tomorrow.

Cromley asked if all the funding \$120 million, were committed today, would it still take ten years to complete the Waterfront Plan. He spoke about accelerating the process and said that since borrowing money is relatively cheap now, it may be a good idea, to finance the project on bonds. Baker said yes it would still take eight to ten years for completion because there are many steps in the process.

McPherson asked what are the revenue sources for the Waterfront Plan, and what impact it has on which Options are completed first.

Gammon said he wants to distinguish; that there would be service ease from use of the area, and that the revenue to support the development and infrastructure would primary come from the development of Robinson Terminal N. and Robinson Terminal S. taxes, generated by development, along with one-time developer contributions.

Baum she believes it is 9% of whatever comes from the tax base, in that area.

McPherson asked what will the number be five years from now.

Gammon said it is about 4 million dollars a year once fully developed, as soon as the private sites are developed, e.g. Carr Hotel, Robinson Terminal N. In their development schedules they have a one-time contribution, and then as they develop the site money comes to the City.

Cromley said the third component is the increased revenue from the businesses in the area, such as restaurant and shops.

Gammon said the numbers have been programmed in and looked at in comparison with the costs.

Action: Atkins moved that the Park and Recreation Commission write a letter supporting the recommendation of the Waterfront Commission to support Option A. McPherson

¹ Coleman recused.

seconded. All participating were in favor. The motion passed unanimously. Atkins will draft letter.

- D. **Receipt of Youth Sports Advisory Board Sports Fields Needs Update Winter 2014/15: See Sports Field Report:** James Spengler, Director RPCA referred to the Youth Sports Advisory Board (YSAB) report (See Report). He said the previous study on Rectangular Fields was combined with the Diamond Fields Report; fields usage schedules have now been changed to hourly scheduling as opposed to block scheduling. The Commission received the report and thanked staff for their efforts.

V. **RPCA Staff Updates**

- A. **Director's Report – James Spengler – See Handout Budget History- Item V-A:**
<http://www.alexandriava.gov/uploadedFiles/recreation/info/PRCMERGEDREPORTSJANUARY152015.pdf>
Spengler said the main issue moving forward is on the Park Operations side of the organization. Recreation Services has the ability through the Resource Allocation and Cost Recovery Policy to Fund services from revenue. In the General Fund from 2009 to 2015 there has been a decline in the tax dollars allocated to RPCA of approximately \$2 million. However, with new developments coming online, RPCA keeps acquiring new properties to maintain which impacts the operations budget. This is where the real pressure is and will not improve in the future, particularly with new developments and the operations costs. The Commission can help by encouraging City Council to solve the overall economic problems for the City as a whole.
- B. **Division Updates: To view full staff reports go to**
<http://www.alexandriava.gov/uploadedFiles/recreation/info/PRCMERGEDREPORTSJANUARY152015.pdf>
- a. **Recreation Services Report:** William Chesley Deputy Director, See Staff Report.
 - b. **Park Operations Report:** Dinesh Tiwari, Deputy Director, See Staff Report.
 - c. **Public Information, Special Events, Waterfront Operations:** Jack Browand, Division Chief, See Staff Report.
 - d. **Park Planning, Design and Capital Development:** Ron Kagawa, Division Chief, See Staff Reports.

VI. **Commission Business** – Jennifer Atkins and Judith Coleman, Co-Chairs

- A. **Update from P&RC December 20, 2014 Retreat:** Coleman deferred discussion of retreat items until a later date. She said part of the general discussion included streamlining the agenda and less printing of reports. In addition, the P&RC discussed forming specific sub-committees and drafting two letters by May 2015; gathering information on cultural activities; and revisiting the Dog Park Master Plan.
- B. **Establish timetables and assignments for Open Space Planning Policy and Public-Private Partnerships Policy workgroups:** deferred.
- C. **Cultural Activities Review:** deferred.
- D. **Dog Park Master Plan:** deferred.

VII. **Reports from Commissioners by District (verbal updates):**

Planning District I (Baum, Cromley, Poulin): **Waterfront Update:** Baum reported that dredging of the marina, is in process, and expected completion is by the end of January. **Jefferson Houston Field:** Cromley asked for update on the status of the field. Kagawa confirmed the field will be completed in March 2015.

Planning District II (Atkins, Beggs, Forbes): Simpson Dog Park: Atkins reported that the Simpson Dog Park people raised some funds. Additionally, she said that she has received positive comments from dog owners about working with City staff. Oakville Triangle: There are still questions about the Oakville Triangle Plan; a meeting is scheduled for next week. Planning District III (Brune, Coleman, Forbes, McPherson): Four Mile Run Task Force: Forbes said that the Task Force is scheduled to hold a meeting on February 4, 2015, there will be a status report on the bridge design.

Baum asked for an update on Chinquapin and if the options will come back to the P&RC. Durham said staff will brief City Council soon, and an update will be given to the P&RC.

Eisenhower West: Coleman said a steering committee meeting will be held at end of the month. There was a community meeting, and civic engagement is being conducted online (link will be sent).

Baum asked about proposal to add synthetic turf to Joseph Hensley field. Kagawa said this will be done as part of the City's Large Park Planning process.

VIII. Next Meeting: Agenda items and location for February 19, 2015 meeting. The Commission discussed moving around the location of the meeting to the West End. Location will be confirmed.

IX. Meeting Adjourned: 9:34 p.m.



January 15, 2015

VIA ELECTRONIC MAIL

Jack Browand
Division Chief
Department of Recreation, Parks, and Cultural Activities
1108 Jefferson Street
Alexandria, VA 22314
jack.browand@alexandriava.gov

RE: Proposed Special Events Policy Updates

Dear Jack:

Thank you for the opportunity to submit comments on the proposed special events policies (hereinafter "policy" or "policies") submitted for consideration to the City of Alexandria City Council, in particular the Draft City of Alexandria Foot/Walk/Bike Race Policies and Management Guidelines and the Draft City of Alexandria Policy for Event Sponsorship¹. Pacers Running, and our sister corporation Pacers Events LLC (hereinafter referred collectively as "Pacers Running"), applauds the efforts of the City of Alexandria to continue to improve and clarify procedures and transparency to the special events approval, funding, and management process.

About Pacers Running

Pacers Running is a local running specialty retailer and events promotions company in the greater Washington DC area. Our flagship store is located at 1301/1303 King Street in the City of Alexandria and has been in business since 1991.

Pacers Running is committed to serving our community, especially the City of Alexandria, as evidenced by our recognized support of numerous charities and public health programs. These activities include the George Washington Parkway Classic benefiting the Alexandria Dunbar-Olympic Chapter of the Boys & Girls Club, support of multiple charitable road races in the City of Alexandria, twice-weekly complimentary community runs drawing 40 to 80 runners an evening, host of a premier national sports championship, the USATF National Road Racing Championships, support of Alexandria high school and elementary school athletic programs, and involvement in Alexandria business associations.

We have received numerous awards and recognitions for our community support, including the American Red Cross Alexandria Chapter Good Neighbor Award, the Alexandria Boys & Girls Club Partner of the Year award, the national Independent Running Retailer Association's 2007 Community Service Store of the Year award, and a proclamation by the City of Alexandria City Council commending our community service and related outreach to the citizens of the City of Alexandria.² Since 2003, Pacers Running Stores, through the efforts of our staff, customers, and partners, has raised over \$500,000 for local, regional and national charities.

¹ Draft policies: <http://www.alexandriava.gov/uploadedFiles/recreation/info/SpecialEventsPolicyUpdate15Jan15.pdf>.

² Proclamation of the Mayor of the City of Alexandria regarding Pacers Running Stores, January 22, 2008.

³ The George Washington Parkway Classic is the largest and third oldest footrace in the City of Alexandria. For more

² Proclamation of the Mayor of the City of Alexandria regarding Pacers Running Stores, January 22, 2008.

Our Interest in the Special Events Policy

Pacers Running owns, manages, supports, and/or sponsors many of the foot races in Alexandria proper. These events include, but are not limited to:

1. 31st Annual George Washington Parkway Classic³ (event owner)
2. USATF National Road Racing Championships (event manager and sponsor)
3. George Washington Birthday Classic 10K (event manager and sponsor)
4. Carpenter Shelter 10K (event manager and sponsor)

Special Events Policy: General Comments

Pacers Running supports the efforts of the City of Alexandria in updating and clarifying the City's position and policies related to special events and specifically applauds the work of the Recreation, Parks, and Cultural Activities Department, Alexandria Police Department, and Department of Transportation and Environmental Services. In particular, we would like to thank city employees Jack Broward, Lt. Shiri Mamarella, and Sgt. Brian Thompson for their commitment to quality special events and development of a process that is transparent, fair, and beneficial for all stakeholders.

We believe that well-managed special events add to the fabric of the City and help make it an attractive place to visit, live, and do business. In our case, road races offer an opportunity for individuals, including numerous City residents, to set and meet fitness goals, expose visitors to the beauty and vibrancy of Alexandria, and have a positive financial impact to our business and other businesses in the City.⁴ However, we are concerned that a select number of the requirements outlined in the policy are overreaching and unnecessary.

Comments: Draft Policy for Event Sponsorship Criteria

Pacers Running believes that any criteria related to city sponsorship of an event should be transparent and equitable. We also support the assertion that events that celebrate the history and personality of Alexandria, such as the George Washington Birthday Celebration, should continue to receive city support. In addition, we believe the city policies allow for consideration of one-time sponsorship of events if there is substantial benefit to a charitable cause.⁵

Our Interests

We are particularly interested in the criteria determining co-sponsorship by the City for events. We believe our two largest events, the 31st Annual George Washington Parkway Classic and the USATF National Road Racing Championships, both provide considerable value to the community through support of multiple Alexandria charities, primarily the Alexandria Dunbar-Olympic Boys & Girls Club (Parkway Classic) and the Alexandria Police Foundation (USATF/Parkway Classic), and drives a significant number of visitors to the City in April and November.

³ The George Washington Parkway Classic is the largest and third oldest footrace in the City of Alexandria. For more information on this event, please visit runpacers.com. It is believed that since the race's inception, over \$900,000 has been raised for City of Alexandria charities.

⁴ As a matter of practice, we utilize Alexandria-based businesses and consultants when hosting events in the City, when appropriate. This includes restaurants and caterers, hotels, and transportation companies.

⁵ For instance, the City of Alexandria sponsored the Inaugural Gulf Coast Relief Run held just two weeks after Hurricane Katrina. This event raised over \$114,000 for the Alexandria Chapter of the American Red Cross, offered over 4,000 people the opportunity to come together and show their solidarity with New Orleans, and garnered local, regional, and national press.

In addition, USATF National Road Racing Championships⁶ offer invaluable marketing of the City of Alexandria and has forged partnerships with the City of Alexandria Convention and Visitors Bureau, has garnered support from the Old Town Business District, provides funding to the Alexandria Police Foundation, and provides fitness education programming for local schools and after school programs. It is also worth noting USA Track and Field (USATF) is a 501c(3) charitable organization. In light of it's positive impact on the City, it is our intent to file for City co-sponsorship on behalf of our client, USATF, for this event.

Suggestions for Clarifications to Draft Policy for Event Sponsorship

Following are our comments and recommendations for specific items noted in the draft policy:

1. Section (4): Co-Sponsorship Evaluation Criteria
 - a. Section B & C: we are requesting clarification to what is defined as a "recognized function" and an inclusion or acknowledgement that providing fitness opportunities "meet a greater public good by providing or expanding public service".

Comments: Draft Foot/Walk/Bike Race Policies & Management Guidelines

We applaud the City for updating requirements related to race policies and management guidelines.

However, we take significant issue with several provisions which require us to provide proprietary information regarding our business operations, in particular our budgets and marketing plans.

We consider this data, especially our internal budgets and related financial data, to be extremely sensitive and proprietary and do not understand the purpose of releasing this information. We do not support the argument that an event is using public roadways and therefore an event's budget should be released; we are paying the City handsomely for the use of roadways, parks, and public works. Our events support members of the Alexandria Police Department through overtime pay, provide economic stimulus to area businesses, and facilitate physical fitness opportunities for Alexandria residents.

The City should not be engaged in the budgeting and finances of a private corporation, especially ours which has operated in the City, successfully, for close to 25 years.

We vehemently oppose any requirements that entail release of our extremely sensitive and highly proprietary budget information and any confidential business information such as marketing plans and any operations plans we deem proprietary REGARDLESS of any assertions by the City that these items will remain confidential. If these requirements are included in the policy, we request that the City Attorney review and (in)validate its legality.

Special Events Policy: Specific Comments and Recommendations

Following are our comments and recommendations for specific items noted in the policy memorandum:

1. "General Information", page 2, #4. Event Proceeds.
 - a. We oppose the use of "specified portions" as a determination of an approved charitable relationship for purposes of a special events application as many events operate on more sophisticated fundraising and donation programs, such as matching programs, training programs, VIP tickets, and more. This section must be expanded to include relationships where there are: a) base donations regardless of event proceeds and/or b) charitable organizations use

⁶ The USATF National Road Racing Championships is the country's championship for elite road racers with a \$100,000 purse. It boasts a national broadcast that highlights the City of Alexandria beauty and proximity to the District. This event hosts Olympians and boasts a World Best (womens) and American Records (mens) in the 12K distance. Runners, spectators, and supporters travel from across the country to be at this event.

the event as a platform for their own fundraising. If the intent is to require a financial benefit to the charity, we suggest this section to be rewritten as so:

- i. "Applicants or Sponsors who are not a certified 501(c)(3) non-profit organization must maintain a relationship with a charity and provide a specified amount or portion of event net proceeds and/or provide opportunities for the charity to raise funds at or around the event, as agreed upon between the Applicant and a named certified non-profit organization that provides services in the City of Alexandria."
- b. "General Information", page 2, #5(b). Road Closure Timelines.
 - i. This timeline is impossible when there are build outs and staging for start/finish lines. For instance we start building our start/finish lines 24-36 hours prior to race start. This section must be rewritten to avoid confusion as we believe the section is written for race courses and not necessarily smaller, fixed areas used for staging purposes.
 - ii. Point of clarification: please note that the George Washington Parkway Classic is the only race that is grandfathered into National Park Service regulations for extended hours on the Parkway south of Washington Street.
- c. "Application Requirements", page 4. Introduction.
 - i. We respectfully request that the policy is rewritten to identify that any termination of an event is not done by "any City representative" but a "single authorized City representative who is identified by name to the event organizers at least 30 days prior to event and is familiar with event and event operators". This will help event organizers understand chain of command and avoid any rogue event terminations. We suggest this individual to be the onsite Police liaison in charge of special events for the event and any City personnel report to this individual on event day.
- d. "Application Requirements", page 4, #4. Civic & Business Support.
 - i. This requirement, while in good intent, is actually extremely laborious. As we know, there are a multitude of civic associations, many of which with non-functioning boards or limited meeting schedules. Getting an actual letter of support sometimes is frankly, impossible.
 - ii. We request the requirement is changed to "The applicant must notify affected City of Alexandria Civic and Business Associations regarding the proposed race course and must supply those notification letters to the City."
 - iii. In addition, we believe the burden of providing updated contact information lives with the City of Alexandria as well as a determination of groups the City believes should be contacted. Currently, many times the contact information is outdated and impossible to determine. The City should provide a detailed list of specific groups or organizations, including updated and complete contact information, that the City requires an event organizer to contact prior to an event.
 - iv. Also, why would the City request Civic letters prior to approval of the event by the City? Having these letters, or notification letters as we suggest, should be done later after the City has preliminarily approved the event.
- e. "Application Requirements, page 4, #6. Marketing Plans.
 - i. Please see our comments above. We do not understand why the City needs this information and we believe it to be confidential and proprietary and oppose its inclusion in the policy.
- f. "Application Requirements". Page 5, #11. Transit Service Agreements.

- i. Again, an official, signed letter is laborious. Proof of notification should suffice. We work with WMATA and very rarely do we get anything other than an email acknowledgement or phone call. We also suggest deleting the sentence "if transit services do not agree, streets will not be closed." That determination should come from City not transit service.
 - ii. Also, why would the City request transit letters prior to approval of the event by the City? Having these letters, or notification letters as we suggest, should be done later after the City has preliminarily approved the event.
 - g. "Application Requirements", page 6, #15. Proposed Budget.
 - i. We take significant opposition to this requirement. Please see above for discussion.
 - h. "Event Requirements", page 6, #2. Public Notification.
 - i. We find that flyers are more effective two-three weeks from event (for annual events). We suggest that the language is changed to allow annual events a single flyer drop two-three weeks from event. Anything longer we find residents forget about event.
 - i. "Permit Application", pages 1-2.
 - i. Please note that it is unreasonable to request all this documentation and plans at point of application. We suggest that these items be produced at time of the special events committee meeting with the applicant, or at a point prior to meeting for committee member for purposes of circulation, otherwise items will most likely be incomplete. In addition, we oppose submission of the following: marketing plan and budget and reinforce our stance that submission of approval letters (or as we request, notification letters) of Civic, Business, and transit letters to be premature at point of application.

Conclusion

We appreciate the opportunity to submit comments regarding the proposed special events policies and look forward to working with your staff as they develop fair, transparent, business-friendly, and efficient procedures.

Regards,



Kathy Dalby
Pacers Running

cc: Councilmember Paul Smedberg
Councilmember Justin Wilson
Old Town Boutique District
Charlotte Hall, Parks and Recreation Commission