

CCA General Meeting Minutes Wednesday, November 20, 2013

Attendance:

Maureen Ross, President

Andy Claster, VP

Katherine Christensen, Treasurer

Meg Miller Rydzewski, Secretary

25 others (retailers, members, neighbors in nearby communities)

Agenda:

1. Business in Cherrydale
2. Officers Election

1. Business in Cherrydale

How can Cherrydale businesses coordinate efforts to beautify the 'Cherrydale Commercial District', encourage more business traffic, and build awareness of commercial activities in Cherrydale?

- We've taken the County on 4 tours and they've fixed two or three problems, but it's a constant struggle to get them to follow through.
- Maintenance of trees is a problem. Lack of water. Bad soil. Poor drainage. Will likely have to deal with this ourselves, businesses and residents.
- The trees on Lee Hwy on the sides near Safeway are not the sort that will canopy, even if they're flourishing. They are simply the wrong type.
- Cut off telephone pole in median between Cherrydale Motors and Lee Center is a safety hazard.
- John Nicholson – long term problem – would like to sell to the crowd along Clarendon. There is no way except by car to get from there to us. Would like to add a bike lane from Clarendon to Military to facilitate visiting Cherrydale retail.
- Perhaps could encourage more bus travel to Cherrydale.
- Need more critical mass to encourage foot travel/shopping/browsing. Need more new places.
- Retailers want parking in front of their establishments. This is a big problem for retailers here.
- 3800 Lofts wants more metered parking (Pollard, Oakland).
- Ballston/Rosslyn/Clarendon have street parking, more foot traffic, more shopping options.
- Westover Shopping Center has diagonal parking – plush parking. Encourages shopping. But Lee Hwy is a state highway and VDOT would not go for it.
- There are a few places that have lots of parking – Carriage House, Hunter's Park, Safeway. Hunter's Park cannot share this parking because it received government funding and the rules are quite strict.
- Lofts needs better 'parking around back' signs, but they're restricted by County in terms of what they can do.

- Suggestion to have a once a month late-night shopping night along Lee so that people who work long hours can make it in. Westover does this.
- Lee Heights coordinates a coupon sheet.
- Teaser parking in front of a business helps encourage shoppers to look for parking around back.
- Westbound on Lee just before Lee Center, Lee narrows from 3 lanes to 2. Very dangerous.
- VDOT stairs right by Reinhart's could be really beautified. Business owners could really benefit from the effort.

Is there interest in forming a 'Cherrydale Business Association' to 1. facilitate communication between neighborhood businesses, Cherrydale neighbors, and Arlington County, 2. to help businesses support each another, and 3. to possibly coordinate things like coupons/shopping brochures, holiday decorating, and/or events? (note that the CCA Secretary already contacted the Arlington Chamber of Commerce to learn what the ACC can do for Cherrydale and was told that Cherrydale should establish its own small organization to address neighborhood-specific initiatives)

- The Lee Heights Shopping Center learned that it only works when there is a paid person working on it.
- Start by getting together to see if there is any common ground, common interest.
- Start with glossy coupons for the holidays?

Maureen Ross gave a brief presentation on Neighborhood Conservation survey results with respect to residents' desires for Lee Highway and retail.

- Cherrydalers said they would love to see a Farmer's market (organic market), restaurants, outdoor cafes, beer gardens/drinking establishments.
- Love that it's mom and pop, not big businesses
- A large number of people walk
- Safeway is improving the lighting around the store and is working with Capital Bikeshare to have a unit installed, hopefully in February

2. Officers Election

The following officers were unanimously elected by those present at the meeting:

Maureen Ross - President

Fred Phillips - Vice President

Katherine Christensen - Treasurer

Meg Miller Rydzewski - Secretary