Cherrydale Citizens Association Meeting Minutes

January 16, 2013

Members/Neighbors in Attendance:

11 CCA members / other interested people, not including guests

Speakers in Attendance:

* Ed Mensh, New Manager of Safeway on Lee Highway (Cherrydale)
* Debra Berke, CCA Social Coordinator

CCA Officers in Attendance:

Andy Claster, Vice President

Meg Miller Rydzewski, Secretary

CCA Vice President Andy Claster opened the meeting and welcomed all in attendance. He reiterated the discussion agenda for the evening:

1. Safeway: Ed Mensh, Manager of Safeway, will discuss the current state of the store and plans for the future
2. Social Committee: Debra Berke, Social Coordinator, will discuss the planned celebration of the new art installation on the Lee Highway median and talk about contemplated future CCA social events

**Safeway**

Ed Mensh – Manager of Safeway

Ed knows the issues Cherrydale has with this 45,ooo sq ft store. He is a 10-year district manager, so he’s got insights others may not. He plans to be there for the foreseeable future.

The remodel will be extensive, with expanded service departments, increased selection. Right now, his biggest issue is cleaning and in-stock conditions. He’s working very hard on that. Hopefully the remodel will start in March. Would take about 90 days. It’s been approved but not finalized, so he’s happy to receive suggestions.

The remodel will be within the four walls, and subject to permitting there will be an upgrade to façade, including landscaping. He knows there are questions about trees on Lee Highway. He doesn’t see moving the entry to Lee Highway. There will not be a second door. The remodel will be within the 4 walls. There will be more seafood, more meat, more produce, self-checkout. No Starbucks. Looking at a test of a new coffee system. Working on bike parking on the porch (must comply with ADA - can’t impede the walkway).

He’s read the threads on the listserve. He’s been in supermarket management for 36 years. He knows the store’s shortcomings. He knows there are some good things, too. Some good employees. It’s a good location. He’s happy to be there and he’s ready to respond to things, good or bad.

He’d been the district manager for the store for a year and only a tiny improvement was made. Now, as manager, he expects to make dramatic improvement.

Suggestion from the audience: porch columns are awful. Much fatter than necessary. Also, the front porch is not well lit (or perhaps it’s the parking lot that’s poorly lit) and the visibility with the huge pillars is limited. It’s a little daunting to walk there at night. He was receptive to the suggestions to make it more visible and brighter.

Audience suggested that the store often looks closed. Perhaps a sign on Lee Highway would be helpful, and an ‘open’ sign.

Andy asked him to give us an update when the remodel is finalized. He’ll send Maureen an email.

The person to contact with façade ideas is Denise Poulin at denise.poulin@safeway.com. We will get more attention if we funnel the ideas/suggestions through one person. So far, Maureen Ross has been her primary contact, so you should direct your suggestions to Maureen (president@cherrydale.net).

Ed is waiting for County to get back with information about rehab of the sidewalk along Lee Highway. Capital Bikeshare installation would likely take place during the renovation. He’s not sure where that installation would be.

Ed is determined to bring the store back into fine shape. He’d like to hear service and quality suggestions and comments. His number at work is: 703-841-1155.

**Social Committee**

Debra Berke, Social Coordinator

On February 18 the CCA will hold a celebration of new mural installation on the Lee Highway median. Everyone will meet at the murals for ribbon cutting, then refreshments at the Firehouse. The artist will speak, people involved with the installation will speak, and our historian Kathy Holt will speak. Safeway is donating drinks, tablecloths and napkins. She’s approaching Heidelberg for an interesting cake. She will find a way to control traffic, and also get the word out. She will need people to help setting up and breaking down. Meg Rydzewski will create an Evite and use signupgenius.com to get volunteers. The audience suggested some of the descendants be invited. Meg will get Debra a Maywood contact so she can reach out to that neighborhood, too. Someone suggested people bring memorabilia or historical artifacts to display and discuss. Debra will look into that.

The next activity Debra is considering is a pot luck and gardening discussion in March. It would be held at the firehouse on a Friday evening around 6pm.