

POTOMAC YARD ARLINGTON CIVIC ASSOCIATION

General Membership Meeting Minutes

May 31, 2026; 6:00pm

Virtual/Eclipse Community Room

Agenda

President's Report

- Board officer appointments
- Arlington County Civic Federation application
- Potomac Yard Alexandria Civic Association outreach
- Apartment community outreach
- Potomac Yard FAST transit benefit
- National Landing BID / TMP update

VP Report

Membership Coordinator Report

Old Business

- Arlington County Civic Federation application
- Neighborhood Plan development
- Potomac Avenue Green Space Expansion concept

New Business

- Summer membership recruitment event
- Business sponsorship opportunities
- Future meeting locations
- Development priorities for Land Bay C West
- ArNAC funding request

Meeting started at 6:04 PM.

President's Report

- Board officer appointments were completed. Matt transitioned into the Treasurer position and Karen accepted the Vice President position. Discussion also included creating an operating manual to preserve institutional knowledge for future Boards.
- The Association currently has approximately \$1,270 in its bank account. Discussion included anticipated grant funding from the National Landing BID beginning in the new fiscal year.

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- An update was provided regarding the Association's application to join the Arlington County Civic Federation. Membership coordinators indicated that the remaining hurdle is expanding membership beyond condominium owners to include renters and residents throughout the neighborhood.
- Contact has now been established with the Potomac Yard Alexandria Civic Association. Plans were discussed to attend an upcoming meeting to begin building a working relationship between the two organizations.
- Outreach efforts continue with apartment communities throughout Potomac Yard. Relationships have been established with Hazel & Azure, a meeting is scheduled with The Clark, and efforts continue to engage the remaining residential communities to improve neighborhood communications.
- Information was shared regarding the Potomac Yard FAST transportation benefit available to neighborhood residents. The Association intends to include information about the program in future newsletters to increase awareness.
- Discussion also included the Potomac Yard Transportation Management Plan (TMP), concerns regarding transparency of the program, and efforts to better understand its governance and funding.

VP Report

- No formal report.

Membership Coordinator Report

- No formal report.

Old Business

Arlington County Civic Federation Application

- Discussion continued regarding strategies to recruit additional members from throughout the neighborhood to satisfy Civic Federation membership expectations.

Neighborhood Plan Development

- A draft Neighborhood Plan has been prepared and circulated for Board review.
- Discussion focused on refining the document internally before seeking broader community input. Once a working draft is complete, community meetings will be held to gather feedback from residents across the neighborhood.

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- Karen will lead future work on the Neighborhood Plan with assistance from interested Board members.

Potomac Avenue Green Space Expansion Concept

- An update was provided regarding discussions with the National Landing BID concerning the long-term vision for expanding green space along Potomac Avenue.
- The BID expressed general support for continuing to explore the concept. Future work may include updating conceptual illustrations and engaging planning professionals to further develop the proposal.
- It was acknowledged that the project represents a long-term vision that could take many years to advance.

New Business

Summer Membership Recruitment Event

- Discussion centered on organizing a community recruitment event during July.
- Ideas discussed included:
 - Dog swimsuit contest
 - Summer-themed decorations
 - Working with Kaldi's on food service
 - Utilizing food trucks if needed
 - Promotional giveaways to encourage membership

Membership Growth

- Ideas were discussed to encourage membership growth, including providing Association-branded baseball caps to new members.
- Discussion also continued regarding business engagement. Rather than offering voting membership to businesses, the Board discussed creating sponsorship opportunities through the Association website and future events.
- The possibility of offering discounts from participating businesses to Association members was also discussed.

Property Manager Outreach

- The Board discussed hosting a networking happy hour with neighborhood property managers to strengthen relationships and improve communication throughout the community.

Development Priorities

Discussion included potential requests associated with future development of Land Bay C West, including:

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- Community meeting space available for neighborhood organizations.
- Publicly accessible electric vehicle charging stations.

Future Meeting Locations

Rotating meeting locations was viewed as an opportunity to improve participation from residents throughout Potomac Yard. Discussion included identifying meeting locations throughout the neighborhood, including:

- Marriott properties
- Lidl offices
- Camden
- Apartment community meeting rooms

Arlington Neighborhoods Advisory Committee (ArNAC) Funding Request

- The Board discussed a request from the ArNAC seeking support for \$7 million annually in County funding for neighborhood improvements.
- A motion was approved authorizing submission of a letter supporting the request.

National Landing BID

- Dorian announced his appointment to the National Landing BID Board of Directors for a three-year term representing the neighborhood.

Meeting adjourned at 6:57 PM.

Action List

Action Item	Owner
Draft and submit letter supporting ArNAC funding request	Dorian
Continue outreach to remaining apartment communities	Dorian
Meet with Potomac Yard Alexandria Civic Association	Dorian
Meet with The Clark property management	Dorian
Continue planning the Fall Festival and Neighborhood Day grant application	Leadership Team
Follow up with National Landing BID regarding Potomac Avenue Green Space concept	Dorian
Investigate future meeting locations throughout the neighborhood	Leadership Team

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Continue development of the Neighborhood Plan	Karen / Neighborhood Plan Working Group
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