

## ANN ARBOR DOWNTOWN DEVELOPMENT AUTHORITY MEETING MINUTES

Wednesday, November 5, 2014

Place: DDA Office, 150 S. Fifth Avenue, Suite 301, Ann Arbor, 48104  
Time: Mr. Mouat called the meeting to order at 12:02 p.m.

### 1. ROLL CALL

Present: Cyndi Clark, Russ Collins, Bob Guenzel, Roger Hewitt, Joan Lowenstein, Al McWilliams, John Mouat, Keith Orr, Rishi Narayan, Steve Powers, Sandi Smith

Arriving late: John Splitt

Absent: none

Staff Present: Susan Pollay, Executive Director  
Joseph Morehouse, Deputy Director  
Amber Miller, Planning and Research Specialist  
Jada Hahlbrock, Management Assistant

Audience: Art Low, Republic Parking  
Marsha Chamberlin, Public Arts Commission  
Nancy Shore, getDowntown  
Ray Detter, Downtown Area CAC  
Ryan Stanton, Ann Arbor News  
Changming Fan  
Betsy Jackson  
Maggie Ladd, SUAA  
Chuck Billups  
Theo Billups

### 2. AUDIENCE PARTICIPATION

Maggie Ladd updated the Board on the status of the effort to create a South University BIZ. She said that a steering committee has been assembled, mapping and data collection is complete, discussions with major property owners have begun, a website is being developed, and public and focus group meetings are anticipated to take place in early 2015.

Changming Fan thanked the DDA board volunteers who dedicate so much time and effort to making Ann Arbor a great city. He said he supports both an ambassador program and continued planning for, and installation of, public art.

### 3. REPORTS FROM CITY BOARDS AND COMMISSIONS

**Downtown Area Citizens Advisory Council.** Mr. Detter said that the CAC discussed the proposed Coleman Jewett Memorial, and that the CAC strongly supports the DDA resolution to

provide a grant for the project. He said that Ms. Pollay shared information about DDA projects. The CAC discussed priorities in downtown, including parking, and retail mix.

#### **4. COMMUNICATIONS FROM DDA MEMBERS**

Mr. Powers thanked Mr. McWilliams and DDA staff for their work on the 2014 State of the Downtown Report.

Ms. Smith said that the brick streets on Fourth and Fifth Avenues are an important part of downtown, and she will be recommending that the DDA prioritize a brick street repair project in the Kerrytown area as part of the DDA retreat discussion in a couple months.

Mr. Mouat said that an Executive Directors Report and a reporting out from the Executive Committee will be a standing part of the DDA Board meeting agenda.

#### **5. EXECUTIVE DIRECTOR REPORT**

Ms. Pollay said that the on-street bike racks have been removed for the season. Tree planting is underway and parking structure repairs will draw to a close by the end of next week.

Ms. Pollay said she had made a presentation to the Main Street Area Association, attended a meeting of the Mayor's Round Table for the Allen Creek Greenway Trail, and met with Dr. Robert C. Hampshire, a faculty member at the UM Transportation Research Institute (UMTRI), to learn about his work developing the next wave of parking vacancy reporting software that will enable cars to receive information directly. She said that as part of the exploration of a possible retail incubator, she had met with Charlie Penner and Ron Stevens of the Small Business & Technology Development Center, and they let her know that prospective downtown businesses owners found value in the data available in the State of the Downtown report.

#### **6. APPROVAL OF MINUTES**

Mr. Hewitt moved and Mr. Powers supported approval of the October 2014 DDA meeting minutes.

**A vote on the minutes showed:**

**AYES:** Clark, Collins, Guenzel, Hewitt, Lowenstein, Mc Williams, Mouat, Narayan, Orr, Powers, Smith, Splitt

**NAYS:** none

**ABSENT:** none

**ABSTAIN:** none

**The motion carried.**

#### **7. A. SUBCOMMITTEE REPORTS - PARTNERSHIPS/ ECONOMIC DEVELOPMENT COMMITTEE**

Resolution to Provide A Grant to the Public Art Commission. Ms. Lowenstein moved and Ms. Smith supported the following resolution.

## **RESOLUTION TO PROVIDE UP TO \$15,000 TO THE CITY OF ANN ARBOR PUBLIC ART COMMISSION**

Whereas, The DDA's Development Plan sets forward that the DDA shall promote pedestrian enjoyment of downtown by encouraging an active street life, including the installation of street furniture and public art;

Whereas, The City of Ann Arbor Public Art Commission has requested that the DDA participate in its project to install a memorial to Coleman Jewett in the Farmers Market consisting of two bronze Adirondack chairs;

Whereas, This style of artwork will not only be admired, it is intended to be interactive encouraging individuals to sit in them;

Whereas, The total project budget has been set at \$75,676, including \$66,976 in cash and \$8,700 in in-kind donations, and several grants and gifts have already been received from the Mosaic Foundation, individual donations, and City of Ann Arbor;

Whereas, The DDA has been asked for a \$17,000 grant to pay for the cost of site preparation and a plaque to convey information about the project including donor names;

Whereas, The DDA Partnerships Committee has reviewed this request and recommends that the DDA provide a grant up to \$15,000 to the City of Ann Arbor Public Art Commission for this project contingent on the following elements:

1. In advance of construction the DDA must be provided with a detailed cost estimate for site preparation, including cost for footings, lineal feet of concrete, project management, etc.
2. The DDA would provide its grant following completion of the project based on actual costs as measured against this initial cost estimate up to \$15,000
3. As the largest donor to the project, the DDA will be recognized as such on the plaque, as well as any communications including website, press release, ribbon cutting or other events, etc.

RESOLVED, The DDA approves a grant to the City of Ann Arbor Public Art Commission for the Coleman Jewett memorial art installation project in the Farmers Market in an amount up to \$15,000 if the contingencies set forward by its Partnerships Committee as stated above are implemented.

Ms. Lowenstein said the committee reviewed the request and recommends approval in keeping with the DDA's Development Plan. Marsha Chamberlain of the Art Commission said that as the largest donor, the DDA would be recognized appropriately. She said the plan is to have the memorial installed in early spring 2015.

**A vote on the resolution showed:**

**AYES:** Clark, Collins, Guenzel, Hewitt, Lowenstein, McWilliams, Mouat, Narayan, Orr,  
Powers, Smith, Splitt

**NAYS:** none

**ABSENT:** none

**ABSTAIN:** none

**The resolution passed.**

Resolution to Amend the Partnerships Grant. Ms. Lowenstein moved and Ms. Smith supported the following resolution.

**RESOLUTION TO APPROVE AMENDMENTS TO DDA PARTNERSHIPS GRANT POLICIES**

Whereas, The Ann Arbor DDA mission is to strengthen downtown and spark private reinvestment within its DDA District and an important way for the DDA to accomplish its mission is to provide DDA grant funds in a strategic way;

Whereas, The DDA Partnerships Committee developed a DDA Partnerships Grant program which enables the DDA to work in partnership with a private developer to install downtown infrastructure improvements that might otherwise be installed by the DDA;

Whereas, DDA Partnerships Grant guidelines were approved in June 2014, including the statement that the DDA would reserve its right to modify these guidelines at any time.

Whereas, The DDA Partnerships Committee has met subsequently to discuss recommended guideline amendments for DDA review and approval;

RESOLVED, The DDA approves amendments to its DDA Partnerships Grant Guidelines as recommended by its Partnerships Committee.

Ms. Lowenstein said that the Committee worked over the course of several meetings to make revisions to the grant policy. Ms. Smith said she was pleased with the evolution of the policy.

**A vote on the resolution showed:**

**AYES:** Clark, Collins, Guenzel, Hewitt, Lowenstein, McWilliams, Mouat, Narayan, Orr,  
Powers, Smith, Splitt

**NAYS:** none

**ABSENT:** none

**ABSTAIN:** none

**The resolution passed.**

Grant Request for 318 W Liberty. Ms. Lowenstein said that the grant request to help pay for a water main upsizing was tabled while the developer worked with the city to contest this requirement. It is anticipated that the Committee will revisit the request at its next meeting.

**The next Partnerships & Economic Development Committee meeting will take place on November 12<sup>th</sup> at 11:00 am.**

#### **7. B. SUBCOMMITTEE REPORTS - MARKETING COMMITTEE**

Downtown Report. Mr. McWilliams thanked everyone for providing comments and said that the report is available on the DDA website. The Committee members considered the possibility of developing a quarterly version of this report.

**The next Marketing Committee meeting will take place on November 12<sup>th</sup> at 12:30 pm.**

#### **7. C. SUBCOMMITTEE REPORTS - FINANCE COMMITTEE**

First Quarter Financial Statements. Mr. Narayan reviewed financial statements and parking data. He explained a new report which highlights committed funds, and said that this report would be useful as the Board makes decisions about future grants and projects. Questions were asked and answered.

Resolution to Approve 2015 Parking Rate Changes. Mr. Hewitt moved and Mr. Narayan supported the following resolution.

#### **RESOLUTION TO APPROVE 2015 PARKING RATE CHANGES**

Whereas, The DDA has worked diligently to operate, maintain and repair public parking facilities to meet its mission to encourage downtown vibrancy and private investment;

Whereas, Parking revenues are the source of funding for DDA parking system operations and maintenance, in addition to 17% of gross revenues transferred to the City;

Whereas, Parking expenses increase approximately 4% a year in addition to repair costs, and the DDA budgets an approximate 3% parking revenue increase per year, but since these revenue increases can't easily be implemented until the modification works out to a round number, these rate increases are made every few years;

Whereas, At its September meeting the Finance Committee recognized the need to modify parking rates and put forward a proposed set of parking rate changes that would go into effect January 2015;

Whereas, Rate changes recommended by the Finance Committee utilize parking demand management principles including the following:

- Increase the differential cost between on-street and structure hourly parking as a way to encourage parking in the garages, thus making on-street parking more available for customers.

- Decrease the differential cost between structure hourly parking and structure monthly parking permits to encourage a reduction in the number of people on the permit wait list.
- Utilize pricing differences between monthly parking permits in the various parking structures and between standard and premium permits to spread parking demand more evenly throughout the parking system.

Whereas, The parking rate changes recommended by the Finance Committee are as follows:

- On-street meter rates will increase by \$.10/hour to \$1.60/hour
- Attended parking lot hourly rates will increase by \$.10/hour to \$1.50/hour for the first three hours and \$1.70/hour thereafter
- Fourth and William monthly permits will increase by \$10/month to \$150/month
- Campus area monthly permits (Maynard, Liberty Square) will increase by \$10/month to \$165/month
- Standard permits will increase by \$10/month to \$155/month
- Campus area premium parking monthly permits (Maynard & Liberty Square) will increase by \$25/month to \$220/month
- Standard premium monthly permits (Fourth & William, Ann & Ashley, Fifth & Huron) will increase by \$25/month to \$205/month
- Library Lane demand management monthly permits will increase by \$20/month to \$115/month
- Art Fair daytime parking rates will increase by \$3/entry to \$15/entry
- Art Fair evening ( after 5 pm) will increase by \$1/entry to \$7/entry

Whereas, The DDA received feedback from the public about these proposed parking rate changes at a public hearing, through emails, through news stories, and through individual contacts;

Whereas, The Finance Committee considered this feedback, and after much discussion at its October meeting reaffirmed its recommendation to the DDA for the set of rate changes as previously proposed;

RESOLVED, The DDA approves the parking rate increases put forward by the Finance Committee as noted above.

Mr. Hewitt reviewed the details of the rate increases, as well as which rates would be staying the same. Questions were asked and answered about the need for rate increases and the types of operational, maintenance and project costs that the increased dollars pay for.

**A vote on the resolution showed:**

**AYES:** Clark, Collins, Guenzel, Hewitt, Lowenstein, McWilliams, Mouat, Narayan, Orr, Powers, Smith, Splitt

**NAYS: none**

**ABSENT: none**

**ABSTAIN: none**

**The resolution passed.**

**Mr. Narayan said that the next Finance Committee meeting will take place Tuesday, November 18<sup>th</sup> at 9:30 am.**

#### **7. D. SUBCOMMITTEE REPORTS - OPERATIONS COMMITTEE**

4<sup>th</sup> & William Improvements Project Update. Mr. Splitt said the DDA had previously authorized a project budget of \$5 Million. As part of its work shaping the project, the Committee had worked with CWI to develop concepts for an awning and ground floor commercial space but have opted to set those elements aside for discussion at our retreat. The elements of the project that will move forward toward construction include: a new stair and 2 new elevators in the SW corner of the structure, lobby improvements at the William Street side, new automated parking equipment, new signage over both vehicle entrances and additional electricity capacity. Mr. Splitt said that estimated cost details for those items plus potential alternates such as new lights and concrete staining were in the board packet.

Washtenaw County Parking. Mr. Hewitt said that that County has requested to merge the two existing parking contracts into a single new contract. The Committee has met twice with Greg Dill from the County and questions were asked about their proposal including costs and terms. The discussion will continue at the November committee meeting.

Downtown Ambassador Program. Mr. Hewitt said the committee discussed project goals. Councilmember Briere provided feedback from her perspective. Mr. Hewitt said a next step will be to get information on how other communities with ambassador programs measure success.

Street Framework Plan. Mr. Mouat said that Advisory Committee participants met to discuss technical and stewardship components of the plan. The project is still anticipated to be completed by January.

**The next Operations Committee meeting will be November 19<sup>th</sup> at 11:00 am.**

#### **7. E. SUBCOMMITTEE REPORTS – EXECUTIVE COMMITTEE**

Resolution Ratifying Compensation Changes. Ms. Smith moved and Mr. Hewitt supported the following resolution.

##### **RESOLUTION RATIFYING COMPENSATION CHANGES FOR THE DDA EXECUTIVE DIRECTOR**

RESOLVED, The DDA board recognizes Ms. Pollay's dedicated service and many accomplishments since becoming DDA Executive Director in 1996;

RESOLVED, The DDA board ratifies compensation changes given to Ms. Pollay since 1996;

RESOLVED, The DDA board supports the role of the DDA Executive Committee to oversee the evaluation process for the DDA Executive Director, including compensation changes.

Ms. Smith said the Board recognizes the value of the work Ms. Pollay does and the skills she brings to her job.

**A vote on the resolution showed:**

**AYES:** Clark, Collins, Guenzel, Hewitt, Lowenstein, McWilliams, Mouat, Narayan, Orr, Powers, Smith, Splitt

**NAYS:** none

**ABSENT:** none

**ABSTAIN:** none

**The resolution passed.**

**The next Executive Committee meeting will be December 3<sup>rd</sup> at 11:00 am.**

<b>8. NEW BUSINESS</b>
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None.

<b>9. OTHER AUDIENCE PARTICIPATION</b>
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Mr. Fan spoke about his vision for a light of art tribute to Mayor Hieftje. He said he hopes that traffic congestion software and applications will be part of the Street Framework Plan.

Theo Billups, a Skyline student, introduced himself and said he was attending the meeting as a class requirement, and that he had found the meeting very interesting.

<b>10. ADJOURNMENT</b>
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There being no other business, Mr. Hewitt moved and Mr. Splitt supported a motion to adjourn. Mr. Mouat declared the meeting adjourned at 1:25 pm.

Respectfully submitted,  
Susan Pollay, Executive Director



**ANN ARBOR DOWNTOWN DEVELOPMENT AUTHORITY**  
**Executive Committee Meeting**  
**Wednesday, November 5, 2014**

Place: DDA Office, 150 S. Fifth Avenue, Suite 301, Ann Arbor, 48104

Time: 11:00 a.m.

Present: Roger Hewitt, John Mouat, Rishi Narayan, Keith Orr, Sandi Smith (ex officio), Susan Pollay (ex officio)

Absent: none

Others: Cyndi Clark, Joan Lowenstein

Committee actions and discussions

Agenda Review. The group reviewed the November DDA meeting agenda. Ms. Pollay let the group know that a second individual had signed up for public speaking.

Downtown Development Updates. There was a general discussion about developments in the news including the announcement of a proposed new residential development on First Street.

Resolution. The Committee discussed a resolution to be presented to the full board ratifying compensation changes for the DDA Executive Director.

Proposed parking rate changes. Mr. Hewitt and Mr. Narayan shared questions that had been received related to the proposal to change parking rates and said that they would do their best to present information in response to these questions at the board meeting. Ms. Smith asked that current rate information be provided to the DDA board for the discussion.

Data. Ms. Smith reported that a small business owner had let her know that the software company Square provided her valuable information about purchases, which may make this a possible source of data.

There being no other business, the meeting adjourned at 11:40a.m.  
Susan Pollay, Executive Director

**ANN ARBOR DOWNTOWN DEVELOPMENT AUTHORITY  
PARTNERSHIPS & ECONOMIC DEVELOPMENT COMMITTEE MEETING MINUTES**

Wednesday, November 12, 2014 11am DDA office, 150 S. Fifth Avenue, Suite 301, 48104

DDA Present: Cyndi Clark, Bob Guenzel, Al McWilliams, John Mouat, Keith Orr, Sandi Smith, John Splitt

DDA Absent: Russ Collins , Roger Hewitt, Joan Lowenstein, Rishi Narayan, Steve Powers

Other Participants: Jane Lumm/City Council; Jason Morgan/WCC; Jeremy Peters/Planning Commission

Staff Present: Susan Pollay, Amber Miller, Jada Hahlbrock

Public: Sabra Briere, Ray Detter

1. Partner Updates-

Planning Commission- Mr. Peters said that they were reviewing the CIP and they would see a presentation on the Street Framework plan at the work session that evening.

WCC- Mr. Morgan said that \$8 million dollars had been raised through a recent campaign, and the funds would be used for student scholarships and endowments. He also shared that WCC had announced the creation of a Center for Advanced Transportation which will train students for careers in innovative transportation related technology and manufacturing.

AAATA- Mr. Guenzel shared that transit legislation is being considered in Lansing. The AAATA Board is working to purchase 29 new buses to replace old vehicles and support the new service, and it will be considering a new Air Ride contract.

City - Ms. Lumm said she and 2 other council members went on a walking tour of a possible greenway. She said that Fire Chief interviews will take place this month. City Council tabled the proposal for a temporary parking lot on the old-Y site until the next council meeting.

DDA- Mr. Mouat conveyed his interest in helping the YMCA improve pedestrian safety along Washington Street. Ms. Pollay said tree plantings are underway, and parking structure repairs are nearly done. Additionally Ms. Pollay shared that she is working to bring together a group of social service providers and others in hopes of better coordinating downtown services.

2. Partnership Grant Request: 318 W Liberty- The Committee discussed the grant request. The consensus was that they would recommend a grant to the full board at 40% of the potential maximum or \$47,666 assuming the estimated TIF amount. The resolution would also state that the DDA grant would not pay for the portion of the water main outside the DDA district.

3. Public Comment-  
None

The meeting adjourned at 12:35 pm.  
Respectfully submitted, Susan Pollay, Executive Director

**ANN ARBOR DOWNTOWN DEVELOPMENT AUTHORITY**  
**MARKETING COMMITTEE MEETING MINUTES**  
Wednesday, November 12, 2014

Place: DDA Office, 150 S. Fifth Avenue, Suite 301, Ann Arbor, 48104

Time: 12:30 p.m.

DDA Present: Cyndi Clark, Bob Guenzel, Al McWilliams, John Mouat, Keith Orr, Sandi Smith, John Splitt

DDA Absent: Russ Collins, Roger Hewitt, Joan Lowenstein, Rishi Narayan, Steve Powers

Staff Present: Susan Pollay, Executive Director  
Amber Miller, Planning & Research Specialist  
Jada Hahlbrock, Management Assistant

Public: Jason Morgan, Sabra Briere

1. Marketing the Downtown / Communicating About the DDA. Mr. McWilliams led a discussion about the goals and desired outcomes for the committee. Discussion included a possible name change for the committee to better reflect the work it will do to communicate the work of the DDA. Over the next month DDA staff and Mr. Mc Williams will work to create a communications plan that includes implementation details for the committee to consider.
2. Next meeting.  
The next committee meeting will take place Wednesday, December 10<sup>th</sup> at 12:30 pm.
3. Public Comment.  
None

The meeting adjourned at 1:35 pm.

Respectfully submitted, Susan Pollay, Executive Director

**ANN ARBOR DOWNTOWN DEVELOPMENT AUTHORITY  
FINANCE COMMITTEE MEETING MINUTES  
Tuesday, November 18, 2014**

Place: DDA Office, 150 S. Fifth Avenue, Suite 301, Ann Arbor, 48104

Time: 9:30 a.m.

Present: Roger Hewitt, Rishi Narayan, John Split

Absent: None

Also Present: Tom Crawford, City

Staff: Susan Pollay, Joseph Morehouse, Amber Miller, Jada Hahlbrock

Public: None

1. Financial Statements

- a. FY 2014 Operating Revenues and Expenses per Facility- Committee members reviewed the report.
- b. October 2014 Check Register- Committee members reviewed the check register. Questions were asked and answered.
- c. Revised Funds Committed Report- Committee members reviewed the report. Additional changes to the layout were suggested to make it easier to read and use.

2. New Business

- a. FY 2016 Budget Process Discussion- Staff reminded everyone that this will be an “on” year for the budget. A discussion was had to determine the best way to show expenses related to the 4<sup>th</sup> & William stair/elevator improvements project as it will span a couple fiscal years.

3. Old Business

- a. FY 2014 audit status – A draft was recently received and Mr. Morehouse will review for typos. The auditor will be invited to attend the December meeting.
- b. 4<sup>th</sup> & William stair elevator financial plan. The committee reviewed again the materials discussed at the last committee meeting, including when expenses were anticipated to be incurred.

4. Next meeting- Date of the next meeting was changed from Wednesday December 17<sup>th</sup> at 9:30 am to **Wednesday December 19<sup>th</sup> at 9:30 am.**

5. Public Comment- None

The meeting adjourned at 11:00 am.  
Susan Pollay, Executive Director

**ANN ARBOR DOWNTOWN DEVELOPMENT AUTHORITY**  
**OPERATIONS COMMITTEE MEETING MINUTES**  
**Wednesday, November 19, 2014 11:00 a.m. DDA office, 150 S. Fifth Avenue, Ann Arbor, 48104**

Present: Robert Guenzel, Roger Hewitt, Joan Lowenstein, John Mouat, Keith Orr, Sandi Smith, John Splitt

Absent: Cyndi Clark, Russ Collins, Al McWilliams, Rishi Narayan, Steve Powers

Staff: Susan Pollay, Joseph Morehouse, Amber Miller, Jada Hahlbrock

Public: Nancy Shore, getDowntown; Art Low, RPS; Changming Fan; Ray Detter, CAC; Michael Benham, AAATA

1. Transportation

- a. AAATA/DDA meeting. Michael Benham/AAATA outlined transportation topics that were of shared interest that could be discussed at a meeting in January. All agreed that this meeting would be useful
- b. Connector Extension- Mr. Morehouse reported that invoices are being received after the DDA grant period ended; it was agreed that the DDA would be asked to authorize late payments.

2. New Business

- a. Debit Card Pilot - Mr. Morehouse said that prepaid parking cards were being tested at the 4<sup>th</sup> & Washington structure. The committee will receive a report at the end of the fiscal year.
- b. 5<sup>th</sup>/William. The City gave notice that it intends to add the lot back into the municipal system. The Committee will recommend the DDA approve a resolution to object with conditions.

3. Old Business

- a. Proposed County Parking Contract- Ms. Shore reported on discussions regarding a possible County transportation alternative to parking. The Committee postponed discussion until next month.
- b. Parking Lot Lease Renewals- Mr. Morehouse reported on proposed terms for the 1<sup>st</sup> & Huron and 5<sup>th</sup> & Huron lots. The Committee recommended approval, and they will be presented to the DDA for action.
- c. Future Parking Demand- Census data is among the sources of information available to understand demand, and the options available to serve downtown uses. The goal of future discussions will be to identify trends, issues, users and demand levels in order to better make demand management decisions.
- d. Ambassador Program Update- The committee discussed goals and merits of an Ambassador program. Committee recommended bringing a resolution to the board in December.

4. Other Committee Business

- a. Parking Operations- Mr. Low gave an update on preparations for managing snow and ice.
- b. 4<sup>th</sup> & William Update- Ms. Pollay said that DDA and Carl Walker representatives met with City staff to review project details. A site plan is to be submitted to the City in December. A meeting will be held with Main Street area businesses and residents to get input into the construction plans.
- c. Customer Survey- Committee reviewed survey results about automated parking equipment. Feedback was generally positive. DDA and Republic staff will work to address any concerns.
- d. FY 2014 Parking Income Statement- Questions were asked and answered.
- e. Work Plan for the Operations Committee- A draft work plan for the committee will be shared at the January retreat.
- f. Next Meeting Wednesday December 17<sup>th</sup> at 11:00 am (one week early).

5. Public Comment. None.

6. The meeting adjourned at 1:10 pm. Susan Pollay, Executive Director