



**Downtown  
Norfolk**   
DOWNTOWN 100

# Annual Report

2017-2018



**Downtown  
Norfolk**   
DOWNTOWN 100  
[downtownnorfolk.org](http://downtownnorfolk.org)

## Downtown 100

### MISSION

*The Downtown 100 is a highly motivated group of 100 volunteers who live or work downtown and who volunteer their services to support the vision and mission of the Downtown Norfolk Council.*

### VISION

*The Downtown 100 is a recognized and valued community resource. It is the leadership development "organization of choice" for a diverse and influential group of young and young-thinking professionals who are actively engaged in helping Downtown Norfolk reach its full potential as a dynamic and vital urban center.*

### OBJECTIVES

#### **Leadership Development**

Downtown 100 members are the emerging community leaders. The Downtown 100 provides members opportunities to become better informed about community issues and tools to enhance their leadership skills.

#### **Community Awareness & Involvement**

The Downtown 100 sponsors issue-related forums that allow members to meet with city and regional leaders. Downtown 100 members are also provided the opportunity to attend Downtown Norfolk Council events and briefings. These forums and briefings are vehicles that serve to inform and involve members in issues relevant to the Downtown community.

#### **Networking & Volunteerism**

The Downtown 100 provides members with both volunteer and networking activities. Social functions provide opportunities for networking and friendship. Volunteer efforts provide a meaningful service to the Downtown community and therefore to the economic health of our region.



## Downtown 100 Projects Committee

This year the Projects Committee went through the RFP process for finding a Signature Project for the next two years, and are pleased to announce that we have selected the Ronald McDonald House as our Signature Project. The Ronald McDonald house provides housing for families so they can stay close by their hospitalized child. The Norfolk chapter is celebrating its 35<sup>th</sup> anniversary this year.

### HIGHLIGHTS

- Provided over 820 volunteer hours to the Downtown community valued at over \$18,000.
- Prepared dinner for families staying at the Ronald McDonald House.
- Worked quarterly shifts at the Food Bank to support the Back Pack program - providing bags of food on the weekends for students in need, as well as general sorting, packing and organizing needed by the Food Bank.
- Partnered with the Adopt-A-Student program and provided school supplies and holiday gifts for more than 100 children in need over the past year.
- Supported events and causes including working with Friends of the Pagoda to hang Christmas lights, served as Guest Judges at ODU - Strome Business College's First Look event; and assisted and volunteered at events including Stockley Gardens Arts Festival, CHKD Dragon Boat Race, Virginia Arts Festival's Beer Festival and Clean the Bay Day.
- Provided volunteers for First Fridays. DT100 members helped serve beer and wine.
- Supported NEON District events by volunteering for the NEON Festival and Plot Work Days.
- Assisted with the Holidays in the City Grand Illumination Parade and arranged a large DT100 volunteer force.



**Downtown 100  
Projects Committee**

**Chair**

Colleen Mollison, Virginia International Terminals

**Members**

Holly Ackiss	King's Daughters
Janelle Burchfield	Peninsula Fine Arts Center
Keith Darrow	City of Norfolk
Ashley Davoli	Willcox Savage
Kendall Dickenson	CBRE   Hampton Roads
Crystal Evans	Hair of the Dog
John Garrett	TowneBank
Sarah Holko	Norfolk Southern Corporation
Kandis Hyde	Virginia Stage Company
Laura Janosko	Hope House Foundation
Kristine Kingbury	Entercom Communications
Erin Lloyd	Wells Fargo Bank
Thomas McNally	Wilbanks, Smith & Thomas
James Mims	Bank of America—Merrill Lynch
Erika Ostuni	Wells Fargo Bank
Ellis Pretlow	Kaufman & Canoles
Allyson Reese	TowneBank
Melissa Reese	VOLUNTEER Hampton Roads
Lauren Rodgers	Kaufman & Canoles
Nicholas Sabellico	US Coast Guard
Jefferson Sinclair	Norfolk Southern Corporation
Justin Steil	UBS Financial Services
Melissa Stephenson	WTKR TV 3
Jonathan Taylor	Palladium
Justin Topping	Palladium
Catherine Townes	Sail Nauticus
Morgan Whayland	City of Norfolk
Matthew White	Dixon Hughes Goodman, LLP
Christine Young	JLL

**DNC Staff Liaison**

Noel Gramlich

**Downtown 100 Steering Committee**

**Chair**

Ashley Grove Mars  
Virginia Zoo

**Vice Chair**

Christine Fuller  
City of Norfolk

**Immediate Past Chair**

Melissa Taylor  
McGraw-Hill Higher Education

**Members**

Monica Meyer Beale  
Virginia Symphony

Colleen Mollison  
Virginia International Terminals

Elizabeth Greer Napolitano  
Divaris Real Estate, Inc.

Megan Patrick Noa  
CBRE | Hampton Roads

Ellis Pretlow  
Kaufman & Canoles

Justin Topping  
Palladium

*Steering Committee consists of chairs of all Downtown 100 committees plus the immediate past chairman of the Steering Committee and two at large members to be selected by the DT100 Chair.*





Members of the Downtown 100,

Thank you for another great year and for a very rewarding two years as Chair of our organization. I've been a member of the Downtown 100 now seven years. It has been my privilege to contribute to the renewal of this great city, in ways that probably wouldn't be possible in other places. Together, with so many other members and friends, I've painted sidewalks and grown gardens, brought life back to old buildings and helped bridge the gap between Norfolk and our neighbors. These experiences have given back to me more than I could have imagined when I first joined. In

return, the Downtown 100 has spurred me to great personal and professional growth including 'Member of Year' and 'Top 40 Under Forty' recognition. Most importantly, my experiences have pushed me out of my comfort zone, to where I could make bright, thoughtful and like-minded friends.

As it happens, this year marks the 20th Anniversary of the Downtown 100. I can't help but think of the hundreds of other young professionals, who like me, have benefited so much from this organization over the years. More than ever before, we're seeing local employers attract a diverse and dynamic group of young professionals to Norfolk. The DT100 has also attracted some of these newbies, creating an organization so full of energy and inspiration at every meeting, event and happy hour. I would like to thank everyone who laid the groundwork for all these possibilities. I also want to thank Mary Miller and Noel Gramlich and the rest of Downtown Norfolk Council staff for the tremendous amount of time and energy they pour into our organization. No one works harder to make Norfolk a better place to live, work and play.

So what happens in the next 20 years? Flying cars above Granby Street? Sea levels around the Hague miraculously fall? Light Rail is extended to the Oceanfront? Well, that last one may be a bit far-fetched, but whatever improvements the future has in store for downtown Norfolk, I know the DT100 and its members will have played a hand in it.

To my Steering Committee, thank you for your overwhelming support. None of the great times and successes we've shared during my time as chair would have been possible without your skill and dedication. This fierce group of seven strong women – and one courageous man – have managed a lot in these two years: professional success, academic growth, four weddings and an engagement. One even battled cancer. But in the face of everything else going on in their lives, they still managed to put the Downtown 100 in the forefront and champion all things Norfolk.

Although my time as Chair has come to an end, my commitment to the Downtown 100 remains strong. I am excited to see what our new Steering Committee has planned for the coming year. To you, I'd ask the same things I asked of my own Steering Committee: Be a champion for Norfolk. Advocate for your neighborhoods. Promote the Downtown 100, its members and events. Be present and be dedicated. Above all else, believe in yourself.

Cheers,

Ashley Grove Mars  
Downtown 100 Chair

## Downtown 100 Leadership Development Committee

### HIGHLIGHTS

- Hosted a September forum at the Hugh R. Copeland Center in the NEON District, which featured Mary Miller, President & CEO of the Downtown Norfolk Council (DNC). DNC is comprised of more than 400 businesses and individual members dedicated to promoting and enhancing Downtown Norfolk. Mary discussed the history of the organization, current initiatives and the creation of the Downtown 100 in 1998.
- Hosted a November Forum at Virginia International Gateway, which featured Joe Ruddy, Chief Innovation Officer for the Virginia Port Authority. Mr. Ruddy spoke to members about the regional economic impact of the Port of Virginia. The Virginia Port Authority operates four general cargo facilities, which in fiscal year 2013 provided more than 347,000 jobs and generated \$60.3 billion in total economic impact throughout the Commonwealth.
- Hosted an April Forum at Toast, which featured a panel of guests, led by Michael Desplaines, to discuss the environment in Norfolk, urban gardening, and ways to get involved in Norfolk's local food scene. Michael Desplaines, President and CEO of Norfolk Botanical Gardens moderated the event and the panelists included Dr. Pete Schultz, Virginia Tech Agricultural Research and Extension, Lisa Hamaker, Owner of Taste Virginia Tours, and Bev Sell, Former Executive Director of Five Points Community Farm Market.



## Leadership Development Committee

Chair

Monica Meyer Beale, Virginia Symphony

### Vice Chair

Ashley Bussey, S.L. Nusbaum Realty Co.

## Members

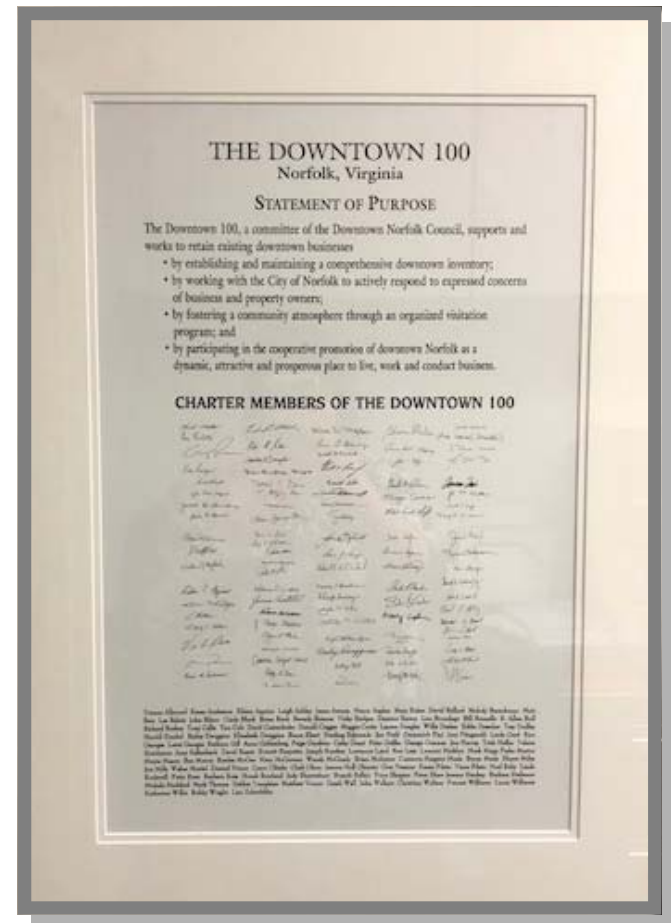
Andrew Bennett	Old Dominion University
Ally Dazey	KPMG LLP
Kimberly Deal	Harvey Lindsay Commercial Real Estate
Walter Ezell	City of Norfolk
Sean Flynn	Norfolk Festevents
Megan Frost	Chrysler Museum of Art
Bern Glasser	U.S. Trust—Bank of America Private Wealth Management
Maureen Glover	Southern Bank
Chelsie Harris	Sheraton Norfolk Waterside Hotel
Blair Horth	VIA design architects, pc
Jazzarae Jones	Music Theory Studios
Abigail Mathews	Seven Venues—City of Norfolk
Jessica Montfort	Larchmont Branch Library
David Morales	VisualZen, Inc.
Nicole Naidyhorski	Kaufman & Canoles
Marissa Nihill	American Red Cross
Blair Priest	Norfolk Southern Corporation
Cameron Rountree	Williams Mullen
Christopher Topping	Virginia Community Capital
Matthew Trichon	Norfolk Admirals
Hunter Walsh	Hampton Roads Chamber of Commerce
Joshua Weinstein	Norfolk Southern Corporation

**DNC Staff Liaison**

Mary Miller

## Past Downtown 100 Steering Committee Chairs

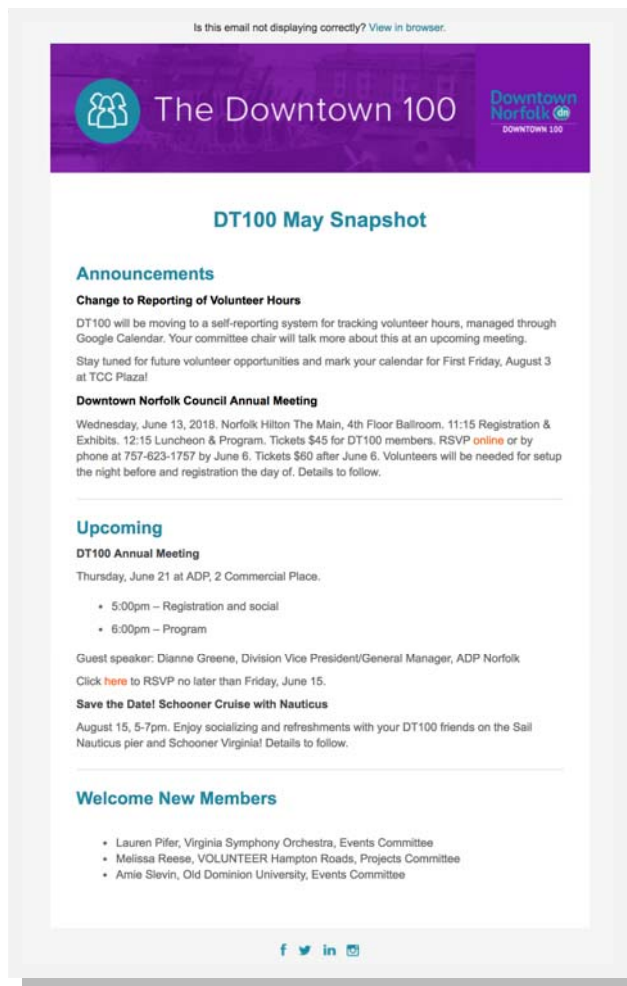
Brian Bock  
David Chase  
Luke Downing  
Mike Fowler  
Ed Kimple  
Darren Klink  
Tommy Leeman  
Penny Dorsey O'Connor  
Melissa Taylor  
Tom Van Benschoten



## Downtown 100 Communications

### HIGHLIGHTS

- Provided members, through email and social media, updates about DT100 events, causes, and announcements.
- Replaced newsletter with 1-page "Snapshot".
- Appointed Social Media coordinator to help boost online presence.
- Used de-centralized approach to communicate to membership, with committees participating in Facebook events and communications.



## Downtown 100 Events Committee

### HIGHLIGHTS

- For the first time ever, we held a Pizza, Pints, and Planning event where members were encouraged to gather and brainstorm on ways to better the Downtown 100 and help shape our member's experience in the organization. We had a huge turnout and the great ideas were flowing. Some take-away items were to hold more pop-up events, more "piggy backing" off of existing events already taking place around Norfolk, and to hold more early access tours of new businesses. Some of the events that came out of this planning session were the Governor's School for the Arts tour, a wine tasting course at Origin Wine Social in Freemason, and a look inside Push Comedy Theater's improv comedy shows.
- The Holiday Hop took place at Hell's Kitchen, Grace O'Malley's and the newly renovated Tap It Local. We raised money for Susan G. Komen this year in an effort to support a fellow DT100 member and were successful in our fundraising efforts thanks to over 50 members and guests being in attendance.
- Our mixer this year was with the Hermitage Young Associates Board and the MOCA Young Professionals Board for the Art of Burning Man Exhibit which took place at the Hermitage Museum & Gardens. It was an excellent opportunity to meet new people, network, and enjoy the art installations and live performances.
- On Wednesday, May 30th, the DT100 held a Bike Cruise along the Elizabeth River Trail followed by a social at Waterside District's Crush Bar. We had a great turnout, despite the cloudy weather, and the Pace bikes had never been more handy with over half of the riders opting to use Norfolk's new bike share program! Social Cycling Norfolk joined the tour and told us about bicycle up keep and maintenance, and all their events cycling about the city. So many members had been on the trail before without ever realizing it, so it was informative to hear from the Friends of the Elizabeth River Trail Foundation on the wayfinding updates and improvements we can expect to see along the trail over the next few years. We hope to make this an annual event going forward!

## **Downtown 100 Events Committee**

### **Chair**

Megan Patrick Noa, CBRE | Hampton Roads

### **Vice Chair**

Katie Fenimore, Virginia Arts Festival

### **Members**

Leigh Anne Abiouness	Ann P. Stokes Landscape Architects
Dominique Chambers	ADP
Janelle Clarke	T. Parker Host
Matthew Crowe	Hilton Norfolk The Main
Wiley Grandy	Crenshaw, Ware and Martin, P.L.C.
Lea Gust	
Caitlin Hagerty	
Landon Hinton	JLL
Chris Holder	Knewton
Christine Johnson	Kaufman & Canoles
Lamont Maddox	Guidance Law Firm, P.C.
Michael Mahgerefteh	Harvey Lindsay Commercial Real Estate
Mike Mars	Towne Benefits
Taylor Martin	Virginia Zoo
Cory McNett	Southern Bank
Taylor Miller	Foodbank of Southeastern Virginia
Denise Olivieri	Todd Rosenlieb Dance
Bobby Olson	Max Media LLC
Lauren Pifer	Virginia Symphony Orchestra
Antoine Privott	SP Plus Corporation
Steven Pyle	City of Norfolk
Jay Rixey	Vandeventer Black LLP
Ryanne Shields	Port of Virginia
Amie Slevin	Old Dominion University
Matthew Thomsen	Spirit of Norfolk
Brad Tuggle	Virginia Stage Company
Abby Weber	The Curtis Group
Rehn West	Nauticus
Arlene Winslow-Potts	Mercer
Sam Woomer	Dogtown

### **DNC Staff Liaison**

Noel Gramlich

## **Downtown 100 Membership Committee**

### **Chair**

Elizabeth Greer Napolitano  
Divaris Real Estate

### **Members**

Julie Ladversicht	
Ashlynn Riley	Chandler Realty
Zachary Robinson	Work Program Architects

### **DNC Staff Liaison**

Noel Gramlich

- Membership requires that the applicant must live or work in Downtown Norfolk or work for an organization who is a member of the Downtown Norfolk Council.
- Commit to membership of one year to renew by mutual choice on the first day of each calendar year.
- Must be an active member of a committee and annually must attend at least 75% of monthly committee meetings.
- Must attend at least 4 DT100 sponsored events, projects or socials during the calendar year.
- Must attend at least 1 Downtown Norfolk Council meeting or function during the calendar year.
- Must agree to volunteer to support the DT100's projects. A minimum of 10 hours of volunteer support per year is required.

### **HIGHLIGHTS**

- Reached 100 members during the year.
- Re-implemented Table for Ten: Quarterly small group networking.
- Started "New Member Monday", highlighting new members on the Downtown 100 Facebook page.



# Celebrating 20 years of helping to make Downtown Norfolk a better place to live, work and play!

