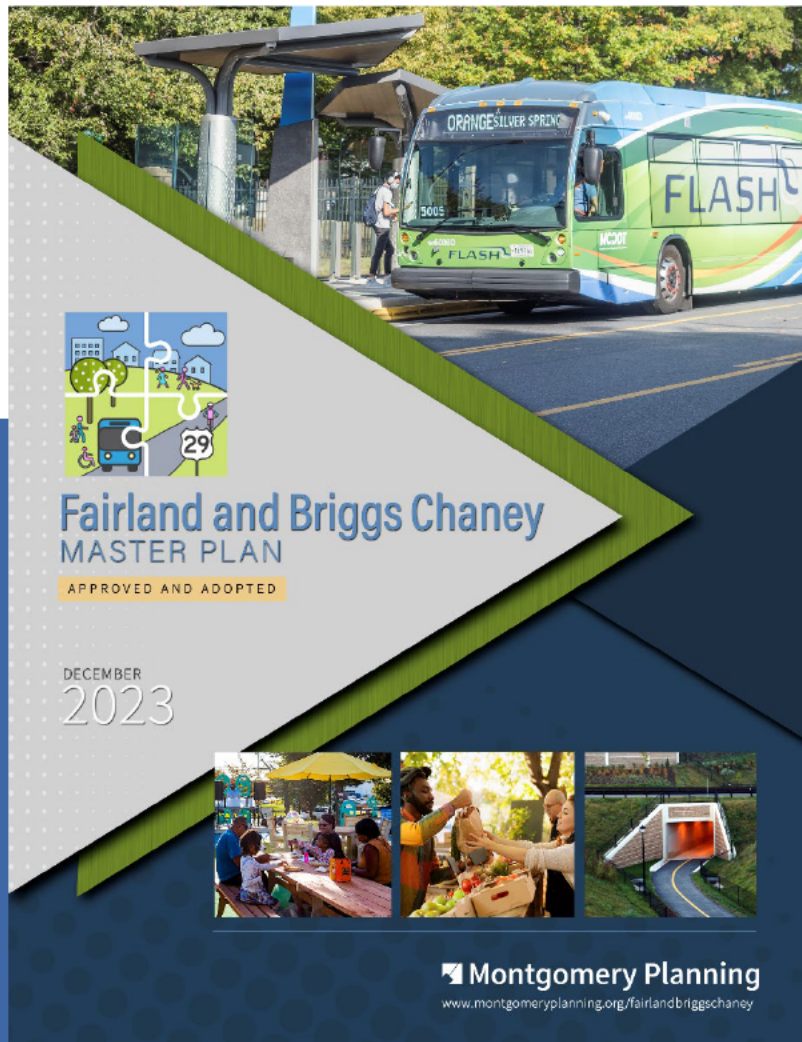


## FAIRLAND AND BRIGGS CHANEY IMPLEMENTATION ADVISORY COMMITTEE – NEW MEMBER APPOINTMENT



### Description

Appoint three (3) new members and one (1) alternate member to the Fairland and Briggs Chaney Implementation Advisory Committee, established by the 2023 *Fairland and Briggs Chaney Master Plan*.

## Planning Staff

SK	Sophie Kotzker, Planner II, East County Planning, <a href="mailto:Sophie.Kotzker@montgomeryplanning.org">Sophie.Kotzker@montgomeryplanning.org</a> 301-495-2117
JM	Jessica McVary, Supervisor, East County Planning, <a href="mailto:Jessica.McVary@montgomeryplanning.org">Jessica.McVary@montgomeryplanning.org</a> , 301-495-4723
CS	Carrie Sanders, Division Chief, East County Planning, <a href="mailto:Carrie.Sanders@montgomeryplanning.org">Carrie.Sanders@montgomeryplanning.org</a> , 301-495-4653

### MASTER PLAN INFORMATION

#### [Planning Staff Contact](#)

Sophie Kotzker  
[sophie.kotzker@montgomeryplanning.org](mailto:sophie.kotzker@montgomeryplanning.org)  
301-495-2117

#### [Planning Division](#)

East County

#### [Report Date](#)

August 28, 2025

#### [Planning Board Information](#)

MCPB  
Item No. 1c.  
9-4-2025



### Summary:

This document contains the following information:

- A recommendation to appoint three (3) new members and one (1) alternate member to the Fairland and Briggs Chaney Implementation Advisory Committee, established per the recommendations of the 2023 *Fairland and Briggs Chaney Master Plan*.
- A summary of the process to issue a call for letters of interest, review prospective candidates, and develop a recommendation for Planning Board appointments.
- A one year update on the initiatives undertaken by the Implementation Advisory Committee to date.

## OVERVIEW

### ABOUT THE MASTER PLAN

The 2023 *Fairland and Briggs Chaney Master Plan* is the first community and corridor-focused Master Plan to be approved and adopted after *Thrive Montgomery 2050*. The *Fairland and Briggs Chaney Master Plan* is an amendment to the 1997 *Fairland Master Plan* that seeks to establish a renewed vision for a portion of Columbia Pike (U.S. 29) over the next 10 to 20 years. The master plan embraces a future for this corridor as a more complete, equitable, transit-oriented, and compact community. The northern and southern limits of the plan area extend approximately five miles along the U.S. 29 corridor in east Montgomery County.

The *Fairland and Briggs Chaney Master Plan* was approved by the Montgomery County Council on December 12, 2023, by Resolution Number 20-348. On December 21, 2023, the Montgomery County Planning Board approved the Resolution of Adoption, Resolution Number 23-124, and transmitted the plan to the Full Commission of the Maryland-National Capital Park and Planning Commission. The Maryland-National Capital Park and Planning Commission adopted the approved plan by Resolution Number 24-03 on January 17, 2024.

### PLAN RECOMMENDATION

The *Fairland and Briggs Chaney Master Plan* includes the following recommendation and guidance to establish an advisory committee:

#### **Recommendation 3.D.2.4** (page 72)

This plan supports the establishment of a Community Advisory Committee to help realize community-centered aspects of the Plan. The committee should work in coordination with the Eastern Montgomery Regional Services Center to build greater community understanding, advocacy, and engagement in the planning process, public improvements, and overall community health and well-being. Additional guidance for the committee is provided in the Implementation chapter of this Plan (see Section 5.D).

#### **Section 5.D – Community Advisory Committee** (page 131)

This Plan supports the creation of an advisory group to help realize its community objectives. Montgomery Planning should initiate the formation of a new advisory committee, with a staff liaison working in close coordination with civic, business, and neighborhood groups within the plan area.

The committee should work in coordination with the Eastern Montgomery Regional Services Center to build greater community understanding, advocacy, and engagement in the planning

process, public improvements, and overall community health. Members of the committee should include representatives from the various constituencies interested in implementing various aspects of the Plan, including residents, business owners, property owners, social services organizations, and civic leaders.

The advisory committee could undertake the following initiatives:

- Interact with property owners and developers to ensure that development is contributing to and meeting the needs of the community identified in this Plan.
- Seek to enhance commercial properties in the plan area by communicating and advocating with responsible county departments (e.g., Montgomery County Department of Housing and Community Affairs (MCDHCA), Montgomery County Department of Transportation (MCDOT), Montgomery County Health and Human Services (MCHHS), Montgomery County Department of Permitting Services (MCDPS), Montgomery County Department of Environmental Protection (MCDEP), Montgomery County Fire and Rescue Service (MCFRS)) to help ensure consistent enforcement of property maintenance, building code, fire code, and parking standards. Efforts should seek to improve business success, customer and employee safety, health and comfort, efficient traffic and pedestrian circulation, green space maintenance, heat island mitigation, and aesthetics.
- Seek to improve multi-unit residential properties in the plan area by communicating and advocating with responsible county departments (e.g., MCDHCA, MCDOT, MCHHS, MCDPS, MCDEP, MCFRS) to help ensure consistent enforcement of property maintenance, building code, fire code, and parking standards to improve resident safety, health, and comfort.
- Explore potential partnerships, civic advocacy initiatives, financial resources, and development opportunities to support the implementation of transportation infrastructure and access improvements on private property in the plan area, in coordination with community stakeholders, and affected homeowners' associations and other property owners.
- Support initiatives to increase community education and engagement in the planning process.

---

## BACKGROUND

The Planning Board appointed the first eleven members to form the Fairland and Briggs Chaney Implementation Advisory Committee (IAC) on July 25, 2024. Since the committee's first meeting on September 25, 2024, the IAC has met nine times to establish IAC officers and committee rules and procedures, learn from Planning Staff on the content of the *Fairland and Briggs Chaney Master Plan*, and begin to set a course for master plan implementation. The IAC's current implementation priorities include supporting a healthy community food system and advocating for a continuous network of bicycle and pedestrian facilities. Further, the IAC has met with MCDOT staff to learn about the CIP process and the Cherry Hill Road Bikeway Project that adjoins the plan area. They have also worked

with staff from Montgomery Parks and the County Office of Food System Resilience to learn about community gardens and food systems issues that pertain to the plan area.

This spring, three members resigned from the IAC for various reasons that limited their ability to participate in IAC meetings.

---

#### **CALL FOR LETTERS OF INTEREST AND CANDIDATE REVIEW**

A call for applicants to join the Fairland and Briggs Chaney Implementation Advisory Committee (FBC IAC) was advertised on June 2, 2025, via the master plan's subscription eLetter, with an application deadline of June 20, 2025. Prospective candidates were asked to submit a letter of interest of no more than 300 words highlighting why they wished to serve on the committee and how their background and expertise make them a good candidate for the committee.

Staff received four (4) total letters of interest. These candidates are listed below, sorted in alphabetical order by first name.

Kelli Dominique Hudson

Michelle Armstead

Rhondalyn Cox

Roberta Goldberg

All four candidates who expressed interest in joining the FBC IAC are qualified candidates, who would each bring a unique perspective to the committee. To assist in selecting candidates to recommend for Planning Board appointment, staff reviewed all candidates with consideration to their relationship to the master plan area and prior experience in the community and on other boards and committees, as expressed in their letters and supporting material.

Staff's suggestion for Planning Board appointment to fill three vacancies, and one alternate position, is provided in the Staff Recommendation below.

## STAFF RECOMMENDATION

Staff recommends the Planning Board appoint the following candidates to fill the three (3) vacancies on the FBC IAC for 3-year terms as stated in Committee by-laws.

Kelli Dominique Hudson

Michelle Armstead

Rhondalyn Cox

Staff recommends the Planning Board appoint the following candidate to serve as an alternate member, eligible to fill any vacancies that arise within the next year.

Roberta Goldberg

The candidates have experience serving on various boards, committees, and other county organizations. The selection also includes individuals with professional experience in public health, community organizing, and local business administration.

## ATTACHMENTS

Attachment A: Letters of Interest from the four candidates (sorted in alphabetical order by first name)



June 19, 2025

## ATTACHMENT A

# LETTER OF INTEREST



ATTN:Audrey Vogel  
Montgomery Planning – Upcounty Division, c/o  
Audrey Vogel, 2425 Reddie Drive, Floor 13, Wheaton,  
MD 20902.

**RE: Fairland and Briggs Chaney Implementation Advisory Committee**

My name is Kelli Dominique Hudson, and I am writing to express my strong interest in joining the Fairland and Briggs Chaney Implementation Advisory Committee. As a parent, resident, business owner, and active civic leader in East County, I see this role not as a new endeavor, but as a natural extension of the work I've been doing alongside my neighbors to advance equity, connectivity, and sustainable growth in our community.

Through my company, Peridom Insights, I have helped anchor health equity initiatives throughout Fairland and Briggs Chaney, most notably leading a maternal health project that connects Black birthing people with community-based doulas and culturally competent care pathways. I've partnered with Manna Food Center to address health literacy in their efforts to combat food insecurity across East County. I host educational events in collaboration with Montgomery College East County Education Center, bringing residents, youth, and caregivers into trusted spaces. My work echoes the Master Plan's emphasis on equity, housing, and place-based engagement and deep belief in infrastructure that is co-designed with and by the community it serves.

The Fairland and Briggs Chaney Master Plan reflects a future I believe in, one where place-based progress is guided by those who live it every day. From food system resilience to pedestrian and cycling safety, I am deeply aligned with the Committee's current priorities and bring both the strategic lens and lived investment to serve with integrity, urgency, and collaboration.

Thank you for considering my candidacy. I am ready to bring my energy, experience, and East County commitment to the table.

*Kelli Dominique Hudson*

Kelli Dominique Hudson, MSc, RHIA, CSM, PCC, IATII  
Peridom Insights | Chief Compliance & Innovation Officer  
(240) 358-6643 | [simplify@peridominsights.com](mailto:simplify@peridominsights.com)

**From:** [Armstead, Michelle](#)  
**To:** [Vogel, Audrey](#)  
**Subject:** Letter of Interest for FBC IAC Position  
**Date:** Monday, June 2, 2025 4:57:45 PM  
**Attachments:** [image001.png](#)

---

**[EXTERNAL EMAIL]** Exercise caution when opening attachments, clicking links, or responding.

Subject: Letter of Interest for FBC IAC Position

Dear Ms. Audrey Vogel,

I am writing to express my interest in serving on the Fairland and Briggs Chaney Implementation Advisory Committee (FBC IAC). Having lived in Silver Spring for 30 years, I am deeply committed to the Fairland and Briggs Chaney community, as evidenced by my active participation on the Montgomery County Health and Wellness Committee and my volunteer work with the Montgomery County Rentals Alliance.

With these experiences, I have developed a strong understanding of the community's needs and priorities. I am passionate about advocating for the implementation of the Fairland and Briggs Chaney Master Plan, particularly in supporting a healthy community food system and enhancing bicycle and pedestrian facilities and afford housing and quality health care. I believe that my background equips me to effectively represent community interests and collaborate with fellow committee members to bring the master plan's vision to life.

I am eager to dedicate my time and energy to this role and contribute positively to the community's development. Thank you for considering my application.

Best,  
Michelle Armstead



Michelle Armstead  
Community Health  
And Social Impact Specialist  
**CareFirst BlueCross BlueShield**  
**1501 S. Clinton Street**



**Baltimore, MD 21224**

**301-385-8689**

[Michelle.Armstead@Carefirst.com](mailto:Michelle.Armstead@Carefirst.com)

[www.Carefirst.com](http://www.Carefirst.com)

\*\*\*\*\*

\*\*\*

Unauthorized interception of this communication could be a violation of Federal and State Law. This communication and any files transmitted with it are confidential and may contain protected health information. This communication is solely for the use of the person or entity to whom it was addressed. If you are not the intended recipient, any use, distribution, printing or acting in reliance on the contents of this message is strictly prohibited. If you have received this message in error, please notify the sender and destroy any and all copies. Thank you.

ATENCIÓN: Si habla español, tiene a su disposición servicios gratuitos de asistencia lingüística. Llame al 855-258-6518 注意：如果您使用繁體中文，您可以免費獲得語言援助服務 請致電 855-258-6518 CareFirst BlueCross BlueShield, CareFirst BlueChoice, Inc.

and all of their corporate affiliates comply with applicable federal civil rights laws and do not discriminate on the basis of race, color, national origin, age, disability or sex.

\*\*\*\*\*

\*\*\*

**From:** [Rhondalyn Cox](#)  
**To:** [Vogel, Audrey](#)  
**Subject:** Implementation Advisory Committee (IAC) Fairland/Briggs Chaney  
**Date:** Wednesday, June 4, 2025 1:06:39 PM

---

**[EXTERNAL EMAIL]** Exercise caution when opening attachments, clicking links, or responding.

Good day, Audrey and Planning Committee,

Service is the core of my experience. As a newly retired US Public Health Service Commissioned Corps officer and former Navy officer, I have worked to advance public health. That service, as well as my educational background, make me a prime candidate for this advisory board. I hope to use my skills to help promote activities that increase equity and consistently employ the promotion of public health. There are many ways in which this can be done. It is through my experiences in the Commissioned Corps, as a Board member with the local chapter of the American Red Cross and also Vice President of my sorority chapter that I look for opportunities to collaborate and better serve the community. Recently, I participated with a group to host a health forum focused on having open dialogue with health professionals.

I appreciate the importance of community engagement. Designing and implementing any kind of health, civic or municipal program plan requires input and commitment from the public. Having a background in public health education has afforded me the chance to understand that this is critical to success. Each perspective has a role to play in the greater advancement of a common goal. Garnering support of the community is a valuable asset and tool.

Through my work with the American Red Cross, as a volunteer and a local Board member, I understand the value of working with various skill sets. Seeking additional local partnerships and audiences with a variety of groups will assist in making a success out of any plan while furthering support. The more that the community-at-large has invested, the chance of progress improves. Through participation with the Implementation Advisory Committee, I hope to utilize my expertise to assist in guiding community objectives and look forward to the opportunity to serve.

Should you need any additional information, please contact me.

Kind regards,  
Rhondalyn R. Cox-Burt, EMBA, MPH  
Mobile: [REDACTED]  
[LinkedIn](#)

**From:** [Roberta Goldberg](#)  
**To:** [Vogel, Audrey](#)  
**Cc:** [REDACTED]  
**Subject:** Application for membership on the Fairland and Briggs Chaney Implementation Advisory Committee  
**Date:** Thursday, June 5, 2025 12:17:47 PM

---

[EXTERNAL EMAIL] Exercise caution when opening attachments, clicking links, or responding.

To Audrey Vogel:

I am writing to apply for membership on the Fairland and Briggs Chaney Implementation Advisory Committee. I have lived in Fairland since 1986. I have strong ties to my immediate community, Tanglewood, and my children attended school at Galway, Briggs Chaney and Blake. There has been a great deal of change over these past nearly forty years. I have seen the rise and fall of several shopping centers, several of which are thriving again. I have watched changes in housing and traffic patterns and observed the relationship of our community to the rest of the county. There is much to appreciate and many challenges. I am familiar with the FBC Master Plan and am excited to have the opportunity to contribute to its implementation.

My background has given me tools to make that contribution. After I retired from teaching sociology at Trinity Washington University, I felt it was important to contribute as a volunteer using my skills to help others. For several years I was a volunteer at HIAS, an organization that supports asylum seekers. In that capacity I mentored a young woman who was navigating her legal, educational and cultural needs here in Montgomery County. I also served as a volunteer leader, helping new volunteers access county resources. More recently, I have served two consecutive terms on the East County Citizens Advisory Board, including a term as chair of the Quality of Life subcommittee. My experience on ECCAB has been very rewarding. I have learned so much about East County, the workings of the County Council and other government offices, and the challenges facing our community. I believe these experiences will be useful if I become a member of the FBC IAC.

We live in a community in transition. It is important to encourage reasonable growth that considers the varied needs of all our residents. Safety, transportation, balanced housing growth, adequate infrastructure and quality of life stand out to me as the most important factors that make Fairland and Briggs Chaney a good place to live. I would like to lend my voice to efforts to meet our community's needs into the future.

If I am selected to serve on this committee I believe my experience as a long-time resident and my volunteer work with HIAS and ECCAB will make a difference in our community. Thank you for considering my application.

Sincerely,  
Roberta Goldberg

[REDACTED]

Sent from my iPad