

**Lake Barcroft Village**  
**Board of Directors Meeting**  
**MINUTES OF 18 JULY 2024**

A regular meeting of the Lake Barcroft Village (LBV) Board of Directors was held on 18 July 2024 via Zoom. The meeting was called to order by President Walt Cooper at 3:03 pm.

**Members present:** Past President Ellen Raphaeli, President Walt Cooper, Treasurer Ross Kory, Secretary Cathy Williams, additional Board members Elizabeth Boris, Liz Gianturco and Jane Guttman, and Executive Director (ED) Cindy Waters. **Unable to attend:** Vice President Nazir Bhagat and Board member Lisa DuBois.

**Guests present:** Membership Marketing Committee members Jan Barrett, Marcia Grabowski, and Ken Trotter, and Clyde Williams.

The agenda for the meeting and minutes from the June 13, 2024 meeting were approved.

Unless otherwise noted, officer and committee reports were distributed to Board members prior to the meeting; a copy of each is retained by the Secretary. Summations and additions are provided in each category, below.

**Membership Marketing:** Cathy Williams submitted a written report prior to the meeting. She summarized the Committee's recommendations regarding options for increasing social memberships. Three dues reduction options were outlined in the report, with the cost to LBV of each. The committee recommended Option 2: \$150 per social member, with no couple's discount. The cost for this option would be \$3,075 if all current social members were to pay this amount. This cost could be offset by an increase of 20 new social members. In order to make this work, the Committee recommended concomitant changes to improve value to all LBV members, include creating new committees to engage members (welcome, wellness/healthy living, tech for meetings, refreshments), revitalizing the KIT program and/or renaming it, creating new reports to assist committees in contacting members, sending the directory to each member periodically, exploring ways for members to connect digitally (Facebook, LakeLink), and putting more emphasis on programs for men (a unique niche for LBV in the LB community).

Other members of the committee offered additional comments, focusing on making LBV a vital and ingrained presence in the LB community, an organization not just for elderly people but for everyone interested in leading a healthy life and connecting with others socially. Ken Trotter offered to assist with highlighting LBV events via the LB Facebook page and LakeLink.

Discussion ensued:

- Ways to advertise LBV to contiguous communities.  
*Action: Cindy will contact Supervisor Jimenez' office to obtain a list of neighboring community associations.*
- List LBV committees and interest groups on membership application form with checkoff box to express interest in each. Committee chairs follow up immediately to invite new members

to join their committee. Welcome committee would follow up with personal contact to talk about getting involved in interest groups. Ken would create social media posts on what committees are doing, places to volunteer, celebrate activities enjoyed by members. Emphasize that Village activities help people age *well* in place.

- If full members decide to step back to social memberships, we could encourage them to make a tax-deductible donation equivalent to the difference between their current dues and the social dues amount.
- Timeline for implementing change: September, with reduced dues for current social members to take effect in their next dues cycle.

Elizabeth Boris moved that LBV proceed with a dues reduction for social membership concomitant with the suggestions for improving member value outlined in the committee's report, including creating new committees to engage members, taking steps to revitalize and/or rename the KIT program, creating new reports to assist committees in contacting members, sending the directory to each member periodically, exploring ways for members to connect digitally, and putting more emphasis on healthy aging and programs for men. The timeline for implementation would be September, with reduced dues for current social members to take effect in their next dues cycle. The motion was seconded and carried.

*Action: Walt asked the Membership Marketing Committee to develop a plan for announcing and implementing the plan.*

**Treasurer's Report:** Treasurer Ross Kory reported that June was an active month, with strong revenue of \$1,950 from the wine tasting fundraiser, membership dues of \$2,225 and \$2,307 in interest revenue from our maturing bank CD. This revenue offset an increase in IT software costs and the cost of a new speaker system. The result was a positive net income of \$1,801.

Ross has discussed with Truist Bank the option of opening a Truist investment account, which would enable us to access the market for treasury securities of varying durations and amounts.

*Action: Ross will send details to Board members about the Truist investment account for a possible vote via email.*

Discussion ensued about ways we could make it possible to pay dues online. Cindy collects some confidential data with full member applications and renewals, and it may not be appropriate for this information to be online.

*Action: Ross and Cindy will discuss the information needed from members and how to collect it if we decide to implement an online membership form.*

**ED's Report:** ED Cindy Waters submitted a written report prior to the meeting. She said there are four renewals pending -- one couple and two singles. Total attendance at events, including at the quarterly meeting, is down.

Board members suggested we continue to offer a hybrid format for quarterly meetings to allow people to attend either in person or online. We should also consider offering more refreshments and extending the time for quarterly meetings to allow time for socializing.

## **Committee Reports:**

Communications – Jane Guttman submitted a written report prior to the meeting. She also noted that there have been 100 logins to the LBV website in the last month. Walt noted that he is seeking one or two volunteers to take on the job of submitting LBV content to LBN each month. Ellen Raphaeli volunteered for next month.

Fundraising—No report. Walt noted that sponsorship revenue continues to be low. He will follow up with some of the businesses that received solicitation letters.

Programs – Cindy submitted a written report prior to the meeting. The committee is suggesting several new activities, including a Spy Museum visit, a men’s poker group, cooking demonstrations, a music group, a history discussion group, and pontoon boat rides. Cindy is also looking into a winery tour.

Board members suggested a bridge group and/or a mahjong group. We could also partner with the Woman’s Club for some activities, including offering assistance hosting the house tour.

## **Old Business:**

Bylaws Update – Liz Gianturco noted that the Board needs a policy designating who is responsible for posting Bylaws changes on the LBV website. Bylaws changes made by the Board since December 2017 have not been posted. We must also notify the State Corporation Commission of any Bylaws changes. She has drafted an updated version of the Bylaws incorporating changes made since the last posting and additional changes suggested by the Bylaws Committee.

*Action: Liz will send the updated Bylaws draft to Board members within the next two weeks and will talk with Sam Rothman about the procedure for informing the State Corporation Commission about changes.*

## **New Business:**

LBV Table at August 17 Lakefest – The Board discussed the purpose of the Lakefest event, which is oriented toward nature and preservation of natural resources. Decision not to request a table for the Village.

Labor Day Games Swimming Event Sponsored by LBV – Board members supported reprising this event this year,

*Action: Walt will ask Nazir Bhagat to coordinate this event as he did last year.*

September 26 Quarterly Meeting Speaker – Board members suggested we might generate more interest in the quarterly meetings if we feature lifestyle topics like travel, culture, food, or wellness. A speaker on themed cruises might be interesting.

*Action: Walt will ask Nazir to identify and invite a speaker for the meeting.*

LBV-sponsored Community Event in the Fall – Rather than having a fund-raising event in the fall, Board members discussed hosting a fun event such as a cornhole contest. We could emphasize on the registration form that donations are welcome. We could also have a 50-50 raffle to raise funds.

Next Board Meeting: The next Board meeting will be Thursday, 12 September, 2024, 3:00 pm via Zoom. There will be no August meeting.

The meeting was adjourned at 4:29 pm.

Respectfully submitted,  
Cathy Williams  
Secretary