

Lake Barcroft Village
Board of Directors Meeting
MINUTES OF 12 SEPTEMBER 2024

A regular meeting of the Lake Barcroft Village (LBV) Board of Directors was held on 12 September 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, Vice President Nazir Bhagat, Secretary Cathy Williams, additional Board members Elizabeth Boris, Lisa DuBois, and Liz Gianturco, and Executive Director (ED) Cindy Waters. **Unable to attend:** Treasurer Ross Kory and Board member Jane Guttman.

The agenda for the meeting and minutes from the July 18, 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.

Treasurer's Report: Treasurer Ross Kory submitted a written report prior to the meeting. Net income during the last two months has been essentially break-even. Total revenue in August was \$2,250, and total expenses were \$3,759 for net income of (\$909). Walt noted that year-to-date expenses total (\$4,853), and we are on track to achieve the budget goal of (\$6,000) net income by year-end.

ED's Report: ED Cindy Waters submitted a written report prior to the meeting. She said total attendance at events is down, which is typical for summer months. Two full members did not renew, and three members' dues are late. Total membership is approximately 12 less than this time last year.

Cindy noted that she reaches out to non-renewing members by phone and sends reminders to late-renewing members via email. Walt said we are taking steps to encourage increased membership by reducing social dues and enhancing social activities for Village members.

Committee Reports:

Communications – Jane Guttman submitted a written report prior to the meeting. She reported that there have been 44 direct logins to the LBV website in the last month and several logins through Google. Cindy said she has used Google frequently in the last month to make calendar changes. Ellen Raphaeli is working with Marcia Grabowski to develop an article on the new music interest group for the Oct. LBA newsletter.

Fundraising— Lisa DuBois submitted a written report prior to the meeting. She has mailed a third solicitation letter to potential business sponsors. Cindy reported a check from J.L.Tree

Service has been received, and Ross reported receiving a corporate check. Lisa is also expecting a sponsorship from Arbor Buds.

Action: Lisa will draft a corporate thank you letter for Cindy to send to new sponsors.

A Sponsors button (in addition to the Donate button) is needed on the website home page with a short blurb “Be a Village sponsor.” Clicking on the button should lead to a page with information about sponsorship opportunities. It was noted that previous years’ sponsors should be removed from the Village website.

Action: Walt volunteered to draft language for the Sponsorship page.

Lisa created a “how-to” guide for future wine-tasting fundraisers. She asked for Board feedback on whether to plan a wine-tasting event for 2025. There was agreement that we should do so based on the success of the last two events.

Lebanese Taverna sent correspondence offering a percentage of profits on meals served if we were to hold a fundraising event there. In general events like this in the past have not been very financially successful for the Village. We might, however, consider using the restaurant to cater a Village event at a discounted price.

Action: Lisa will inquire about the possibility of discounted prices for a catered Village event.

Programs – Cindy submitted a written report prior to the meeting. The Silver Fox lunch date for October is changed from the first Tuesday of the month to Wednesday, Oct. 9. Monthly Pilates meetings at Louise Ziebell’s have been added to the calendar. The new Music group plans to meet monthly; 11 attended the first meeting.

Membership Marketing – Cathy Williams submitted a written report prior to the meeting. Primary activities have included creating a member interest form, creating a new Village ad for the LBA newsletter, updating 600 Village brochures with the reduced social dues rate, investigating ways to use social media to promote Village activities, and discussing the possibility of a fall social event to which potential members would be invited. Lisa volunteered to host the social event in her home in late October or early November. Details to be discussed under New Business. Cathy commended Jane for updating the website.

New Business

Report on KIT Program – Walt reported that he invited coordinators of the Keeping in Touch (KIT) program to a meeting on Sept. 9. Five of the 8 KIT groups were represented. He asked coordinators to report on how they keep in touch with their members and whether they need assistance. Activities reported ranged from monthly coffees to personal visits, depending on the preferences of the members in each group. Walt asked coordinators if they are willing to be ambassadors for the Village, and he asked each coordinator to send him the name of one

potential new member. Walt has obtained a list of Lake Barcroft residents by section, with contact information, and he offered to provide this information to coordinators for use in member recruitment.

Elizabeth Boris has agreed to be the KIT liaison to the Board. She will contact KIT coordinators monthly and report to the Board on their activities. She noted that we should highlight KIT in our marketing materials and on the website.

Action: Walt will send the KIT mission statement and list of KIT groups to all Board members.

Quarterly Meetings

- Sept. 26: A speaker from the Fairfax County Police Department will discuss fraud and scams. Cindy will announce the meeting on LakeLink as soon as she receives the information from the speaker. Lisa will help with setup and Cathy will bring cookies. The meeting will not be made available on Zoom.
- Nov. 21: Walt has talked with a travel agent from Expedia about doing a presentation on cruises. He will confirm the date with the speaker.

Possible Members' Social Event This Fall – After discussion the Board decided to hold a Mix and Mingle event for members and their potential-member guests at Lisa's home from 5:00-7:00 on Thursday, Nov. 7. We will use funds budgeted for a summer social to pay for heavy appetizers, beverages and desserts.

Printing of The Villager – The Membership Marketing Committee investigated the cost of printing and mailing the quarterly *Villager* newsletter to members. The rationale for doing this would be to make it more convenient for members to get it and to increase the visibility of LBV in the community; extra copies could be printed and sent to potential members and/or provided at community events. The LBA would allow us to use their bulk mailing permit. The cost per issue would be about \$350 for printing and postage, which would be covered by sponsorships. Lisa volunteered to sponsor one issue, but no other sponsors have been identified yet. Cindy asked who would provide names and addresses for the mailing and in what format. In general, Board members didn't think this would be a cost effective marketing tool, but they agreed to poll members to get their preferences.

Action: Walt will draft a questionnaire for Cindy to send to members asking whether they read The Villager and in what format (printed or emailed) they would like to receive it.

Cindy noted that she could print and mail newsletters to members who prefer receiving a printed copy. She could also take copies to LBV quarterly meetings to use as a marketing tool.

Distribution of Updated Membership Directory – This agenda item was not discussed.

Purchase of New Phone for LBV Office – The cellphone Cindy uses for Village business is nine years old and has a waning battery and no email service.

Elizabeth moved that a new phone be purchased for LBV business. The motion was seconded and carried. Cindy will work with Jane to select a new phone. The cost of the phone will be included in the monthly service fee.

Date of Next Board Meeting – Since Walt will be unavailable on the next scheduled Board meeting date, a decision was made to change the meeting to Monday, October 7.

Other Business

Walt noted that Liz Gianturco and Ellen Raphaeli are working to post an updated version of the Bylaws on the LBV website.

Cindy announced that she has procured meeting rooms for 2025 at the Mason District Government Center: March 27, June 26, Sept. 25. and Nov. 20.

The meeting was adjourned at 4:33/

Respectfully submitted,
Cathy Williams
Secretary