

Lake Barcroft Village
Board of Directors Meeting
MINUTES OF 8 FEBRUARY 2024

A regular meeting of the Lake Barcroft Village Board of Directors was held on 8 February 2024 via Zoom. The meeting was called to order by President Walt Cooper at 3:02 pm.

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

The agenda for the meeting and minutes of the 11 January 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 reported that the January report will be submitted later. In general, it was a good month, with revenues from dues renewals and donations approximately equaling expenses.

Executive Director's Report: Executive Director Cindy Waters submitted a written report prior to the meeting. She noted that since her report two late renewals have been received, for a total of 77 members. There were many transportation requests in January and February. Approximately 8-9 volunteers are active, not all of whom are drivers. It's sometimes difficult to find drivers.

Committee Reports:

Communications – Jane Guttman noted that there are no additions to her written report submitted prior to the meeting. The next *Villager* will include a new President's Column.

Fund Raising—Lisa DuBois submitted a written report prior to the meeting indicating that all potential sponsor letters were sent with personal notes in December. A second mailing will be done, with follow-up phone calls, in late February. Elizabeth Boris has a solid lead who would like to contribute online. Grant options are in progress.

Action: Lisa asked that we create a blurb on the LBV website homepage that describes sponsorship options and make the "Donate" button available on the home page rather than subsumed under the "Get Involved" heading. Walt will develop suggested sponsorship language and Jane will make the suggested changes on the website.

Nazir Bhagat suggested we create gift level designations. Walt stated that this will be considered once we have a larger donor base.

The wine and cheese fundraising event is scheduled for June 1, and Barbara Selig will donate wine and glasses and her time for the event. The cornhole fundraising idea has been tabled.

Walt noted that he would like to make the Fundraising Committee a standing committee. He has sent a draft Bylaws amendment to Lisa, who approved the proposed language, and to Liz Gianturco, who chairs the effort to update the Bylaws. If Liz approves the language, he will submit the proposed amendment to the Board for approval.

Programs – Cindy submitted a written report prior to the meeting. She noted that Dining Around events have been suspended due to low turnout, and the Co-ed Lunch attendance has declined. The committee is planning backstage excursions to Arena Stage and Signature Theatre, and is investigating the possibility of a winery tour.

Membership Marketing and KIT – Cathy Williams submitted a written report prior to the meeting. She reported that the Membership Marketing Committee developed and Don Christian designed a new information box on LBV volunteers to include in the March LBA newsletter.

Marcia Grabowski sent an email to KIT coordinators asking for feedback on a format that could be used to report to the Board on the number and type of connections made with LBV members in their sections. So far only one person has responded, suggesting a KIT coordinators meeting be convened to discuss the goal of KIT and to develop a more qualitative way to assess the effectiveness of the program. An online KIT coordinators meeting is planned for late February or March.

Operations and Ad Hoc Committee on Updating Bylaws—No report.

Old Business:

Volunteer Appreciation event – Several options were discussed, including inviting a speaker from the Area Agency on Aging, and inviting a musical group to provide entertainment. Cindy noted that the most successful events in the past have been very informal. She and George have sometimes invited volunteers for an informal barbecue on their deck, and they are willing to do this again this year. The consensus of board members was that we proceed with this format. We might consider inviting individuals who have received services from volunteers as well as Board members and volunteers.

Action: Cindy will suggest some possible dates (during warm months) for hosting an event at her home.

Election of Directors – Three current Board members whose terms expire in March have agreed to run for reelection to the board.

Action: Cindy will develop a ballot listing the three Board members as candidates for reelection and send the ballot to all members next week.

2024 Budget – Treasurer Ross Kory submitted a proposed budget prior to the meeting. He noted that the revenue estimates are conservative, and there are slight increases in budgeted amounts for fundraising, general meetings, and marketing. The proposed annual deficit is \$6,000. After discussion Cathy moved to approve the proposed budget. Ellen seconded the motion. Motion carried.

Walt noted that since the Board has never increased membership dues and has no plans to do so, we should place more emphasis on donations in our budget planning in the future. He would like the Board to develop an aspirational goal of \$25,000 revenue from donations; this would likely mean increasing sponsorship revenue to \$10,000 annually. Cindy noted that no other villages in our immediate area have raised membership dues. The LBV vote to allow social memberships a few years ago has been a huge plus in keeping our membership numbers stable.

Board members agreed that we need to continue to develop events and programs that are of interest to our members. Several ideas were suggested including reinstating the symposium program (speakers on a variety of topics), increasing the number of local trips to local attractions, and holding potluck suppers for KIT groups and/or the entire membership.

New Business:

Conducting a Board Retreat – Walt noted that the most recent Board retreat was held in 2020. Those present said the retreat was helpful, especially for new Board members. Walt would like to convene the Board in April or May for a facilitated retreat to discuss strategic planning. We might consider inviting Village members who are interested to join the Board for part or all of the discussion.

Action: Cindy will include with the mailed ballot a separate response form for members to indicate interest in being part of the retreat. Responses could be mailed to Cindy with the ballot or separately mailed or emailed. Walt will draft language for the invitation and send to the board for approval prior to the mailing.

Other Business:

Board Meeting Space Reserved -- Cindy has reserved the dates March 28, June 27, September 26 and November 21 for LBV quarterly meetings at the Mason District Government Center. She noted that the Center will undergo renovations this year, so meeting dates may be changed with notice.

Getting the Word Out About LBV – Walt reported that he will talk about the Village at the next Lake Barcroft Association meeting. Cathy suggested we consider sending a pdf version of *The Villager* to all LBA members. This would familiarize our neighbors about Village activities, and would also be appealing to potential sponsors, whose support would be advertised to the entire Lake Barcroft community, not just LBV members.

Action: Cindy will ask the LBA administrator about the possibility of including The Villager with the electronic version of the LBA newsletter that is sent to Lake Barcroft residents online. An alternative would be to attach The Villager to a Lakelink message, but Lakelink reaches only about half of Lake Barcroft residents.

Next Board Meeting: The next Board meeting will be Thursday, 14 March, 2024, 3:00 pm via Zoom.

The meeting was adjourned at 4:13 pm.

Respectfully submitted,

Cathy Williams
Secretary