

Lake Barcroft Village
Board of Directors Meeting
MINUTES 14 NOVEMBER 2024

A regular meeting of the Lake Barcroft Village (LBV) Board of Directors was held on 14 November 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, Treasurer Ross Kory, Secretary Cathy Williams, additional Board members Elizabeth Boris, and Jane Guttman, and Executive Director (ED) Cindy Waters. **Unable to attend:** Board members Lisa DuBois and Liz Gianturco.

The agenda for the meeting and minutes from the October 7, 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. Total revenue in October was \$1,800, and total expenses were \$5,558 for net income of (\$3,708). Year-to-date net income is (\$4,228). Our budget goal is (\$6,007) net income by year-end. Our biggest budget challenge is in the donations category, which is currently at 30 percent of the annual budget goal. Ross noted that a large percentage of donations typically comes from a relatively small group of large donors. He believes our membership successes this year help us make the case to our donors that ongoing investment in LBV creates meaningful returns for the community.

Action: Walt will make the case for contributions to LBV at the quarterly meeting next week, on Lakelink, and in an article for the December LBA newsletter. Cindy will post a Lakelink suggestion that donors include LBV in their Giving Tuesday donations next week. Nazir suggested that we poll LBV volunteers and members to ascertain the number of volunteer hours/miles contributed to Village services; this will help make the case for the value of LBV to our members. Elizabeth suggested testimonials from members and volunteers would also help with fundraising and marketing.

Action: Walt asked Ross to develop a draft 2025 budget for consideration at the December Board meeting.

ED's Report: ED Cindy Waters submitted a written report prior to the meeting. There are two new social members. She noted that she is able to receive emails on the new Village phone, and the new phone number has been posted on the website and in the LBV ad in the LBA newsletter.

Committee Reports:

Communications – Jane Guttman submitted a written report prior to the meeting. She noted that she made some tweaks to the cellphone appearance of the LBV website. She commended Ellen for the articles she has written for the LBA newsletter.

Fundraising— Lisa DuBois reported by email in advance of the meeting that she will look into holding an Antiques Roadshow fundraiser. At Cindy’s suggestion Cathy checked on availability of the St. Alban’s parish hall on Saturdays in January/February. Cindy has ascertained that Paradigm Experts is available on all five of the available dates to assist with valuation of items. An admission fee of \$15 for members and \$20 for nonmembers was suggested. Snacks have been provided in the past.

Action: Cindy will meet with Lisa to discuss plans for the Roadshow.

Programs – Cindy submitted a written report prior to the meeting. Monthly meetings of the music group were included; however, upcoming rehearsals for the holiday performance December 14 at Will O’Neil’s were not included. Elizabeth suggested that Board meetings be included on the schedule sent to members.

Membership Marketing – Cathy Williams submitted a written report prior to the meeting. She thanked everyone for helping with the very successful Mix and Mingle event last week. She also noted that Barnes & Noble has given us a \$2.00 per item discount on books for the holiday bags, and bags will be ready to distribute in early December.

In light of the phone number change and the social dues change for the Village, Cathy made a motion to reprint 500 copies of the LBV brochure with the corrected information at an estimated cost of \$220. The motion was seconded and carried. Board members suggested updating the photos during the reprinting process.

Cathy noted that the newsletter survey results indicate most members read *The Villager* newsletter and most do not print it out. About half of respondents said they would like a printed copy. There is marketing value in having copies available at quarterly meetings and other in-person events. The Board discussed pros and cons of printing and mailing the newsletter to members and decided to try this for the February issue if there is a sponsor to cover costs. The Board will consider continuing to print and mail later issues if sponsors can be found. Cindy suggested we could mail only to those who request printed copies.

Action: Cathy will follow up with the Membership Marketing Committee.

Keeping in Touch (KIT) – Elizabeth Boris submitted a written report prior to the meeting. She reported that some of the coordinators are unsure of their role and the names of members in their groups. Board members agreed that we need better communication with the coordinators

and that the leadership of the KIT function should rest with the Board. Walt will thank Louise Ziebell for her leadership of KIT at the next quarterly meeting. Elizabeth will continue to oversee this function for the Board and will seek LBV member(s) to assist. She noted the need to find ways to reach out to members who are unable to attend in-person events.

Old Business

Quarterly Meeting Nov. 21 -- Walt has confirmed speaker Mark Mitchell from Expedia Cruises. His topic will be cruising vacations. Cindy will take a speaker gift. Cathy will take cookies. Cathy and Nazir will help set up chairs. Walt will work on slides. The meeting will be in hybrid format.

Other Business

Board Nominations – Cindy reminded the Board that nominations for Board positions are to be voted on at the March meeting. Ballots are mailed in late January. Nazir, as vice president of the Board, is chair of the Nominating Committee. He agreed to convene a committee meeting in December.

Action: Cindy will send a list of Board terms to Board members.

Date of Next Board Meeting – Thursday, December 12, 2024.

The meeting was adjourned at 4:07.

Respectfully submitted,
Cathy Williams
Secretary