

Lake Barcroft Village, Inc.

Minutes of Regular Meeting of the Board of Directors

April 14, 2016

A Regular Meeting of the Board of Directors of Lake Barcroft Village, Inc. ("LBV" or the "Village") was held on Thursday April 14, 2016 at Mason District Governmental Center commencing at 3:00 p.m.

ATTENDING

Dawn Donald, Sam Rothman, Peg Veroneau, Jane Guttman, Nancy Mattson, Richard Morton, Carl Neuberg

Sam Rothman, LBV Co-President, brought the meeting to order at 3:05 p.m.

OLD BUSINESS

The minutes of March 10 and March 31 were approved.

TREASURER'S REPORT

Carl Neuberg reviewed the Village financial status. The Village accounts total \$89,223.98. The total is down \$200 from the last month. As of today's date we have 14.6% of the budgeted revenue and have spent 18.8% of our budgeted expense allotment. Budget revenue and expense are close to last year.

Carl recommended that only debit cards be used for local purchases for real-time accounting and that credit cards be used for infrequent Internet purchases.

He reported that the issues with FlagShip Card Services have been corrected; we have updated our PCI policy. The charge is \$14.95 per month but Carl recommended that we discontinue using FlagShip (which provided the swipe card machine for credit card purchases at the auction) and only use PayPal which has no monthly rate. If we have another auction we will have to replace FlagShip.

Carl suggested we reconsider Washington Consumer Checkbook which costs \$162 per quarter. Nancy Mattson asked for a hard copy of the Consumer Checkbook. Cindy Waters said she would look into the cost, if any.

Carl asked for someone to store the road signs, apply the text and post the signs for events and Village meetings. He offered to continue laminating the date. He has the font for whoever will take this task on as well as a map of the locations for the signs. In the past, Carl assembled the signs and set them up and Dave Kassing retrieved them after the meeting.

Staples, BJ's, and Micro Center have our tax exempt status on file. Purchases there must be made with an LBV credit/debit card or LBV check.

Storage space is needed for files, auction items and party goods. Clyde Williams will hold onto the PA system and Carl will house the LCD projector.

Carl recommended that membership fees be reduced to \$425 and \$600, if more funds can be raised. The revenue reduction would be approximately \$9675 but we might pick up ten to twelve new members, thus halving the loss.

Sam, Dawn, Peg and Carl agreed to go to the bank Friday, April 16 at 9:30 to update the signature files.

Carl noted that it costs LBV \$45,000 a year to function. We are doing well and are in parallel with last year. Sam asked if the renewal rate was the same; it is.

Carl finished his report and passed the Treasurer's baton to Peg Veroneau.

EXECUTIVE DIRECTOR'S REPORT

Cindy Waters stated that 36 letters had been sent to people who had participated in a Village event but there were no responses. The Membership Committee had wanted to send out 189 more to those who are 65 or over. Cindy noted that sending these out with the newsletter would bring up the cost of postage. The Board discussed the necessity of sending out 189 letters; Cindy suggested that a phone call would bring more results. Sam suggested that we phone 40 or 50 individuals; if that effort is successful we could reach out to others. Cindy pointed out that some people on the list have moved, others have died and there are quite a few houses on the market, so the list is out of date. Peg asked what the purpose of the letter was and whether it was meant to bring in new members. We discussed the possibility that the letter could comprise the entire LB newsletter June article.

Cindy suggested that the Keep in Touch letter be sent out with the Goodwin House at Home letter. Jane Guttman said she thought it would be confusing to send two disparate mailings together. She mentioned a suggestion made by Judy Hilton that Cindy announce the Goodwin House at Home program in LakeLink. It was agreed that Cindy would post her announcement on LakeLink early in June. The next Villager will contain the entire article about GHAH; the May Lake Barcroft newsletter will have two paragraphs on it. As an alternative, Dawn suggested that we take out three ads in the Lake Barcroft newsletter. Communications and Membership will work up three ads.

Cindy mentioned that the Mason District Governmental Center was already booked when we needed it for four of our upcoming Board meetings: May 12, Sept. 8, Oct. 13 and Dec. 8. We agreed that rather than change the date of the meeting we would prefer to meet at the house of one of the Board members. The May 12 meeting will be held at Sam Rothman's house.

We discussed the bulk rate for mailings. Dawn said we qualified but had to buy 5000 stamps, so making use of the bulk rate was not practical.

Cindy said that we had been unable to fulfill one member's request for a ride weekly to the Army/Navy base where the member plays bridge.

The Volunteer Interest form was brought up. Cindy said she relies on the current form for volunteer interests but thinks that the proposed revision of the form contains too much detail. Jane said the reason for the new form was to provide more information about available volunteer activities. Richard Morton mentioned that he had never been asked to update his schedule. Cindy said that she doesn't use the schedule portion of the current form because she sends blast emails to volunteers.

The Annual Report has not been started yet. Jane offered to help Dawn. Sam noted that the whole Board would be involved.

Cindy noted that she notifies all drivers in the months when their car insurance is due to update that information. A few volunteers wrote back to say they no longer wanted to serve as drivers. The total

number of drivers has been reduced which therefore has reduced the total number of volunteers. The total number of volunteers for all activities has gone down from 85 to 75.

Richard suggested that each month's LB newsletter article include a paragraph that says "If you are interested in volunteering, call . . ."

Cindy recently put out a call for help with Apple products. Two teenagers and three or four others responded. Rather than doing a background check on the teenagers, Cindy suggested that another certified volunteer join them at the member's house.

COMMITTEE REPORTS

Sam brought up the Aging Well Summit on Saturday, April 16. So far no one has plans to attend.

Programs: Nancy Mattson mentioned that on May 14 there will be a talk on computer security.

Communications: The members thought the new web site looked good. Jane asked about transferring the many pictures of past events to the new site. It was decided we do not need photos of all past events and that we should have the current year's and the preceding year's photos. Dawn suggested that the old photos be archived somewhere. Cindy suggested a link to 2013. Jane asked if we needed fifty photos of each event; the consensus we do not. The Board members were asked to go over the site carefully to decide what should be included.

Vendors: Richard Morton asked if Marcella Marcey, Jane Karpick and Bob Gonzalez were still interested in the committee. Sam said that Bob Gonzalez has been maintaining and updating his own contractor list and that Bob and Jane Karpick wanted to continue.

Operations: We discussed that the duties of this committee had not been finalized. The financial plan was never fully approved.

OLD BUSINESS

Records retention: since not everyone had read the policy we deferred the vote to the May meeting.

Richard reported on Club Express; he has heard that there are better systems available. Richard dislikes the fact that the end-user community has no control over what reports Club Express produces. There is no way to "ask" for new reports; the system decides what reports to issue. At this point Richard does not know if the data can be extracted and put in another format. In addition, new forms for entering data cannot be created. New fields can be added for data collection. Club Express does not generate end-of-year tax letters. Club Express gets high marks from new villages that don't have procedures in place.

Cindy mentioned that we could use a field for Member Start Date in our current database.

Richard reviewed another system but it only works in the cloud. He said that WAVE is trying to put a system together. We agreed to wait to see what the result of that effort is.

We discussed the Advisory Council and did not see a need. The discussion was tabled.

Anniversary party invitations have been printed and should be in the mail soon. Adele Neuberger has them.

We mentioned a previous decision to celebrate nonagenarians at the Anniversary Party.

Some committee descriptions have been sent to George (Communications, Vendors, Program).

NEW BUSINESS

We briefly discussed whether to attend the annual V to V conference in September in Cleveland. No decision was made.

We need someone to filter the ideas that would pertain to us on the V to V web site.

Sam mentioned that Sally Determan suggested that our membership fees might be deductible. We agreed to tell members to check with their accountants.

Nancy Mattson brought up the fact that Cindy needs a new phone. Dawn thought a new phone had been approved and said she would check the minutes.

Dawn reviewed the March 10 action items; all had been covered.

ACTION ITEMS LIST

- Interview Burma Klein on marketing the Village
- Jane will find out about discounts for multiple ads in the LB Newsletter
- Define duties of Operations Committee
- Review Financial Policy
- Figure out what to do with boxes of LBV items at the Neuberg and Waters houses
- New phone for Cindy
- Communications and Membership need to design three ads for the LB Newsletter

ANNOUNCEMENTS

The next regularly scheduled board meeting will be May 12, 3 p.m. at Sam Rothman's house.

ADJOURNMENT

The meeting was adjourned at approximately 4:55 p.m.

Respectfully submitted,

Jane Guttman

Secretary