

**Lake Barcroft Village**  
**Board of Directors Meeting**  
**MINUTES OF 13 SEPTEMBER 2023**

A regular meeting of the Lake Barcroft Village Board of Directors was held on 13 September 2023 via Zoom. The meeting was called to order by President Walt Cooper at 3:02 pm.

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

The agenda for the meeting and minutes of the 12 July 2023 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.

**President's Report:** President Walt Cooper noted that as he takes over the role of President he would like to focus on the big picture rather than getting too deeply involved in committee work. He is searching for a new chair for the Programs Committee which he formerly chaired. He would like each of our committees to have at least two members, and he thanked Elizabeth Boris for agreeing to assist Lisa DuBois on the Fundraising Committee. He encouraged all board members who have ideas for board initiatives to develop proposals on who will lead the initiative and logistics involved. His major concerns for the next few months are 1) fulfilment of the mission stated in our Articles of Incorporation to assist members older members of our community to stay in their homes safely, and 2) to maintain the Village's financial viability.

**Treasurer's Report:** Treasurer Ross Kory submitted a written report prior to the meeting. For August, Total Income was \$7,200, and Total Expenses were \$3,977, for a Net Income of \$3,223. Although net income is positive for now, the year-to-date actuals show that we will be challenged to meet our revenue goal of \$50,000 by year-end. Dues revenue and donation revenue are areas that should be emphasized in the coming months. Cindy noted that she has received three inquiries from potential new members, and Lisa noted that she'll be addressing fundraising initiatives in her report. Other ideas for increasing revenue included putting an article in *The Villager* and LBA newsletter about tax deductibility of donations to LBV, and establishing a gift-level recognition system for donations to encourage giving.

**Executive Director's Report:** Executive Director Cindy Waters submitted a written report prior to the meeting. She noted that she has received one of three late renewal fees, and she has sent out three new member applications in response to inquiries. Event attendance was lower than usual for the months of July and August, as is typical each year. Service requests were primarily for transportation. Marcia Grabowski posted a request for volunteer drivers on LakeLink, resulting in two new volunteers.

**Vice-President's Report:** Vice President Nazir Bhagat stated that in his new role as Vice President he would like to focus on promoting healthy aging and establishing strong bonds among members through shared social experiences. He feels it is important to review and possibly revise the bylaws to include these goals, which apply to social members as well as full members. He likes the idea of horizontal rather than top-down board leadership. He mentioned several initiatives he would like to pursue, including putting a directory of firms that offer senior discounts on the LBV website, creating LBV events to promote fitness such as the 65+ race at the Labor Day Games, honoring Renee Gholz on her 107<sup>th</sup> birthday, and organizing an event to recognize LBV volunteers. He is also willing to host forums related to personal finance and chronic diseases.

### **Committee Reports:**

Communications—Jane Guttman was not present but she asked Walt to announce that the deadline for submission of articles for the next *Villager* is September 15. Articles should be about 600 words, and photos with articles are encouraged.

Fund Raising—Lisa DuBois submitted a written report prior to the meeting which included a list of businesses to which she sent a fundraising solicitation letter at the end of the first quarter. None of those contacted has responded. Personal follow-ups are needed. She has added some names to the list and will send the revised list to the board for additional suggestions and follow-up. A fourth-quarter corporate donation push is planned.

Lisa also submitted a plan for a “Spooky Cornhole” fundraising event at Beach 5 October 21<sup>st</sup> or 28<sup>th</sup>. The goal is to raise \$1,000+ after costs. Proposed income sources are entry fees (\$50 per team of 4), a raffle with 50% of proceeds going to LBV, and sponsorships. Breakeven would be five teams, feasibility 10+ teams, profitability at nine-plus teams with zero donations. Board members agree to go forward with this event. Cindy stated that fundraising events at beaches require LBA Board approval; the next LBA Board meeting is tonight. Lisa will call to see if our request can be put on the LBA agenda. [NOTE: The LBA Board later approved the event and waived the rental fees. The beach is available October 28.]

*Action: Lisa will complete a contract for the event and submit a refundable security deposit. She will advertise the event on LakeLink and will look into getting student volunteers to help with logistics. She asked if Ross could arrange for online or Square entry and donation submissions rather than checks. Board members suggested other promotion venues such as Rotary, Woman's Club, Newcomer's Club and Moose Lodge.*

Lisa noted that LBV was nominated as a possible candidate for the 2024 Woman's Club House Tour proceeds and encouraged Woman's Club members to vote.

Programs—Walt Cooper submitted a written report prior to the meeting. He said that we are picking up the pace of events this fall. Coffees have been well attended, some activities that paused for the summer are resuming, a list of fitness opportunities in the area was produced

and distributed to members, and a new Bocce group will meet September 26. The Art Roundtable will resume as an ad hoc rather than a monthly gathering.

Membership – Cathy Williams submitted a written report on the September Keeping in Touch (KIT) meeting and a draft membership marketing plan developed by the Membership Marketing Committee. Re KIT: KIT Chair Louise Ziebell would like to offer a monthly pilates meeting in her home; she will coordinate with Cindy to include it on the events calendar. Marcia Grabowski and India Walsh will coordinate the holiday gift bag project, and KIT coordinators stated they are willing to help the board with volunteer recognition events if needed.

Re membership marketing: Cathy reviewed some of the possible initiatives discussed by the Membership Marketing Committee and asked for board feedback on the draft marketing plan. She asked the board to consider investing in occasional (perhaps quarterly) ads about the Village in the LBA newsletter and in a table runner with the LBV logo that could be used for LBA and other events. There was general support for pursuing these ideas. More frequent announcements about LBV in LakeLink are also planned. Cathy encouraged board members to take photos at LBV events that can be used for updating the LBV brochure and website. Ross suggested we consider ways to market LBV membership to contiguous communities. All agreed that marketing materials are good for exposure but that personal contacts/invitations by Village members are the most effective way to recruit new members.

*Action: Cathy will ascertain costs for ads in the LBA newsletter.*

Operations—Liz Gianturco reported that she is reviewing the board meeting minutes to compile a list of amendments adopted by the board since 2017. This material will be reviewed by the five-member Ad Hoc Committee on Updating the Bylaws, and proposed bylaws changes will be sent to the board for review at the October meeting. Walt suggested that the committee review recent changes in board policies for possible addition to the bylaws. Nazir suggested expanding the mission statement to include promotion of healthy aging.

Technology—Ross noted that a new projector has been purchased thanks to a donation by a Village member. He will not be present to help with AV for the September quarterly meeting. Ellen Raphaeli will help, but one more volunteer is needed to operate the equipment for a hybrid meeting.

*Action: Walt will put a request on LakeLink for technical assistance at the quarterly meeting.*

### **Old Business:**

Biennial Report 2021-22 – Sam Rothman noted that this report is finished except for the financial report and the Executive Director’s report. He will send the report to Don Christian for design as soon as he receives those reports. If any board members would like to review the final copy, please contact Sam.

September Quarterly Meeting – This will be a hybrid meeting. Ellen will introduce the speaker from George Mason University and will produce the PowePoints for the business meeting. Cindy will provide water and cookies.

## **New Business:**

Recognition of Volunteers -- Nazir sent a list of options for a volunteer recognition event prior to the meeting. After discussion the sense of the board was to hold an event in November for all LBV members, volunteers and donors, providing an opportunity for members to celebrate the contributions of volunteers and donors.

*Action: Cathy will ask about dates that we might use the St. Alban's parish hall for the event.*

Future Quarterly Meetings -- The next quarterly meeting is scheduled for November 13 at the George Mason Government Center. Walt has asked Nazir to recruit speakers for this and future quarterly meetings. There was general agreement that quarterly meetings in 2024 should be late in the month to ensure that we can advertise the speaker in the LBA newsletter prior to the meeting. Cindy will request a meeting room for March 28, June 27, September 26 and November 21. The sense of the board is that we continue to hold board meetings via Zoom on the second Thursday of the month at 3:00, with the caveat that we find some occasions to get together as a group.

Communication with Members when Executive Director Is Away – The board agreed that the Secretary should be given a list of email addresses for any needed communication with members when the Executive Director is away.

*Action: Cindy will send a list of member emails to Cathy.*

Student Volunteers – Cindy shared an idea submitted by a Lake Barcroft resident for asking students to volunteer to assist LBV members with chores. After discussion of liability issues involved with adolescents going to LBV member homes, the board decided to ask whether Justice High School groups such as Interact or the Computer Science Club would be willing to host meetings at the Government Center where they could help LBV members with use of smartphones, computers and other technology.

*Action: Cindy will follow up with the man who submitted the idea and with Justice High School.*

Next Board Meeting: The next board meeting will be Thursday, 12 October, 2023, 3:00 pm via Zoom.

The meeting was adjourned at 4:40 pm.

Respectfully submitted,

Cathy Williams  
Secretary