

Lake Barcroft Village
Board of Directors Meeting
MINUTES OF 12 JULY 2023

A regular meeting of the Lake Barcroft Village Board of Directors was held on 12 July 2023 via Zoom. The meeting was called to order by President Ellen Raphaeli at 3:06 pm.

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

The agenda for the meeting and minutes of the 8 June 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 Ellen Raphaeli welcomed new board member Elizabeth Boris. She thanked Nazir Bhagat for his suggestions regarding speakers for quarterly meetings. She also thanked Fundraising Chair Lisa Dubois for hosting a very successful wine-tasting event.

Treasurer's Report: Treasurer Ross Kory submitted a written report prior to the meeting. For June, Total Income was \$3,650, and Total Expenses were \$3,565, for a Net Income of \$85. The positive net is the result of a very successful wine tasting fundraiser, with revenue of \$1,400 and expenses of \$172.

On June 1 we converted our \$50,000 low-rate CD to a new one-year CD at 4.5% offered by Truist, the bank we used for checking. This will add \$2,500 to our revenue in the next year, equivalent to five full individual memberships.

Executive Director's Report: Executive Director Cindy Waters submitted a written report prior to the meeting. She noted that the three events with the highest attendance in June were the anniversary party at 2041 (23), the wine tasting (35), and the quarterly meeting (23). She asked that those planning a social event provide marketing blurbs she can send to members to advertise the event. She noted that she sent thank you notes to the staff at 2941 and to Ed Addis and Barbara Selig for providing wine for the wine tasting.

Vice-President's Report: No report.

Committee Reports:

Communications—Jane Guttman noted that the deadline for submission of articles for the next *Villager* is July 30. She asked Elizabeth Boris to send a bio to include in *The Villager*. She also asked board members to take photos during Village events for use in the newsletter, website, and brochure.

Fund Raising—Lisa DuBois was not present, but she submitted a written report prior to the meeting. Forty-three people signed up for the wine tasting fundraiser June 10 and three additional people sent donations for a total of \$1,400. Next month we will begin planning for the cornhole contest fundraiser, date to be announced.

Programs—Walt Cooper was not present, but he submitted a written report prior to the meeting. Cindy noted that the Travel Vignettes group has been suspended due to low attendance. The Mystery Book Group is resuming this month. The committee is looking into establishing a Bocce group as a new activity. A suggestion was made that we consider offering a joint social gathering with one or more other villages in the area.

Membership Marketing—Cathy Williams submitted a written report prior to the meeting. She reported that the committee developed a preliminary action plan for membership marketing. An announcement on Village membership will appear in the next Lake Barcroft newsletter. In addition, Cindy has sent notices to Village members encouraging them to invite neighbors to consider joining, and to LakeLink with information about the Village.

Cathy interviewed the Arlington Neighborhood Village executive director Wendy Zenker, who shared many ideas for membership marketing and other Village functions. Wendy is willing to meet with us to answer any additional questions. Next steps: update the member brochure and the marketing action plan and talk with KIT captains about membership marketing. A KIT planning meeting will be held on Saturday, and a meeting of KIT captains will be scheduled after that meeting.

Sam asked whether the committee has considered dropping the word “Lake” from the Village name to entice more members from contiguous neighborhoods to join. Cindy noted that this would entail changing the charter as well as the bylaws. Nazir said we should think carefully about this change; it might result in loss of a sense of community and cohesiveness among the current members who live in Lake Barcroft.

Volunteers and Services—Nazir Bhagat volunteered to chair this committee. He noted that he met with Marcia Grabowski and Cathy Williams to brainstorm. He is considering asking local business to provide discounts for LBV members. He would also like to create a directory that lists volunteer skills and interests to help meet member service needs. Cindy noted that volunteers complete a form about skills and interests when they sign up, and it would be cumbersome to invite only those who volunteered for a specific task to help with a request related to that task. It is more efficient to send all requests to all volunteers.

There was general agreement that the board should do more to recognize volunteer contributions. Cindy noted that there are 56 members on the volunteer list but only about 12 are actively volunteering at present. A recognition event could be held at a beach with catered sandwiches and an ice cream truck like that hosted by Arlington Village, or it could be a Happy Hour or dinner at someone’s home. Elizabeth suggested we plan an event for all members and volunteers and use the occasion to honor volunteers and encourage more people to volunteer. The event could feature stories about how people have helped the Village during the last year.

Actions: Ellen asked Nazir to develop a volunteer recognition event proposal, including whom to invite; the board will consider this proposal at the next meeting. Cathy will invite Nazir to the next KIT captains meeting.

Operations—Liz Gianturco was not present, but she reported that the five-member Ad Hoc Committee on updating the Bylaws will meet soon.

Sam asked that the committee consider a policy change specifying that individuals within a two-mile radius of Lake Barcroft are eligible for membership. This would allow eligibility for people who are not in a contiguous neighborhood but still live relatively close to Lake Barcroft.

Technology—No report.

Old Business:

New Projector – Ellen reported that she found two possible projectors to replace the old one that tends to overheat. She will send a summary to the board indicating prices and features. Elizabeth suggested first asking the community on LakeLink for donation of a projector.

Biennial Report 2021-22 – Sam noted this report is approximately half finished. He will send an email asking board members and committee chairs to send him relevant information about accomplishments in 2021-22.

New Business:

September Quarterly Meeting – Ellen has invited a speaker from George Mason University to give a presentation on climate change for the Sept. 27 quarterly meeting. She asked whether we should continue to offer a hybrid meeting format in spite of our lack of equipment for offering smooth remote access. The consensus was that we should continue to offer a hybrid meeting because some members are unable to attend in person.

Next Board Meeting: Board members agreed to cancel the scheduled August board meeting because many members will be out of town.

The next board meeting will be Wednesday, 13 September, 2023, 3:00 pm via Zoom.

The meeting was adjourned at 4:05 pm.

Respectfully submitted,

Cathy Williams
Secretary