

LAKE BARCROFT VILLAGE, INC.

Minutes of the Board of Directors Meeting  
July 3, 2013

Attending: Moya Atkinson, Carol Bursik, Ann Cook, Dawn Donald, George Erikson, Stuart Feldstein, Dale Gianturco, Sunny Greene, Carl Neuberg, and Sam Rothman.

Carl called the meeting to order at 3:04 pm at the Woodrow Wilson Library.

Approval of Minutes

Minutes of the June 13, 2013, board meeting were approved.

Treasurer's Report

Dawn distributed a financial report comparing the budget with actual revenues received and expenses paid. We have a bank balance of \$42,078 as of June 30. Our largest upcoming expenses will be the Island Party and the auction. The original budget was based on estimated figures, but now at mid-year we need to conduct a review of our finances and revise the projections as needed.

Report of the Village Coordinator

Moya thanked the volunteers who did such a great job staffing the office while she was away. We now have 87 Village members, 72 approved volunteers, and 42 approved drivers. In May/June there were 18 requests for service.

Moya reported that the design for the Island Party invitation has been drafted, an announcement for the September dinner and auction is in the works, and that interviews with the nine applicants for the Village Coordinator position were scheduled.

Fairfax County will hold a meeting on volunteer driver transportation support on July 9 at 2:45 pm. Moya plans to attend and will send an e-mail to check if anyone wants to join her.

Old Business

Carl asked that we establish dates for board meetings over the next three months. We agreed to set the second Thursday as our regular meeting date; any additional meetings will fall on a Thursday and will be scheduled as needed. We will publicize our meeting dates and continue to encourage non-Board members to attend. The next meeting will be July 18 at 3:00 pm to finalize plans for the general meeting on July 29 at 7:00 pm at the Mason District Government Center.

Dale presented a memo outlining recommendations from the Marketing and Planning Committee to use the 2012 Annual Report as a marketing tool. He summarized the results of their research into the ways non-profits leverage the annual report to obtain donations and market the organization. We plan to give the report to members, volunteers, sponsors, donors, and the media. Dale will work with a group of volunteers to deliver the report in person to Lake Barcroft residents, answer any questions, and request financial support for the village. We will provide stamped, addressed envelopes to make it easy for residents to make contributions. Stuart will call the co-chairs of the Volunteer Committee to alert them to the report distribution project. It was agreed that all directors will be part of the team personally delivering the report.

Dawn compared the demographics of our village to Palisades Village, which serves as a model for many of our efforts (copy of chart attached). Palisades uses their report to raise funds and

has been successful in this approach. Dawn then reviewed a detailed cost comparison of bids from a variety of printers at the 1500-copy and 500-copy levels (copy of chart attached). The lowest estimate comes from USA Printing on Line in North Carolina at a cost of \$2,075 for 1500 copies using an offset process. We have already received earmarked donations that will cover the cost of printing and shipping; the donations and printing costs will appear on the next financial statement generated from QuickBooks.

**Motion:** Dawn moved and Dale seconded that we use USA Printing on Line to produce 1500 copies of the annual report at a cost not to exceed \$2,500. Motion passed.

Stuart presented a refined proposal for associate membership, which was developed by the task force assigned to study this issue. Among the topics included in the proposal were the impact on village participation and revenue, the privileges and powers of associate members, the amount of dues to be paid and the portion that would be tax deductible, eligibility for associate membership and later conversion to full membership, and the timing of implementation. The task force studied the experiences of other villages in formulating their recommendations for Lake Barcroft. It was noted that in the villages surveyed the introduction of associate memberships did not cause significant attrition in full membership and there was no adverse impact on net revenue.

After discussing the proposal the Board determined that the issue needs further study and that we need to seek feedback from the membership as we proceed. We will develop a detailed financial scenario should we recommend new membership levels and try to determine the impact of projected revenues on the Village budget. We need to carefully consider the schedule for putting associate membership to a vote vis-à-vis fall recruitment efforts and upcoming membership renewals. If associate membership is eventually approved, we will need to amend both the Articles of Incorporation and the bylaws.

**Motion:** Sam moved that at the members meeting in March 2014 the Board present one or more additional categories of membership for a vote by the Village membership. In the ensuing discussion the Board decided to introduce the concept to members and allow sufficient time for thorough discussion before scheduling a vote. Stuart will draft the initial communication to go out to our members. The motion was withdrawn.

Carl noted that we still need to fill in some vacancies on the committee organization chart. Board members should refer suggestions to the committees seeking help.

Plans for the Village dinner and auction on September 10 are proceeding apace. The order for tickets has gone to the printer, and there has been excellent response to the call for auction items.

The next general meeting is scheduled for Monday, July 29, at the Mason District Government Center at 7:00 pm. Harriette Kinberg has arranged for a speaker from the Fairfax County Emergency Response Team to talk about emergency preparedness. The agenda will include a financial update, as well as information about the auction. Attendees will be able to purchase tickets and make donations.

Carl reported that Larry Golfer will be organizing information to be posted to the Village website. We have engaged Finlay Martin to maintain the site with updates to the text and photographs. The question was raised whether we should put the web maintenance work out to bid. We will do this but at the present time we will rely on Finlay to post the updates. We have advertised for a volunteer to do this work but have not been able to find anyone willing to do it. We will continue to advertise for a volunteer while we re-consider paid help.

We have received eight applications for the position of Village Coordinator; a ninth application is on the way. Interviews are scheduled to begin on July 16.

New Business

A discussion of goals for 2013 was postponed to a future meeting due to lack of time.

The meeting adjourned at 5:22 pm.

Next Meeting

The Board will meet on Thursday, July 18, at 3:00 pm in the Woodrow Wilson Library.

Respectfully submitted,

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Carol J. Bursik, Secretary

## FACTS AND CONTENT COMPARISONS

Palisades Village had completed 2 years of operation and was in its third year. Lake Barcroft Village has been operating 6 months. The time periods for each of the facts is noted.

### FACTS

	Palisades	Lake Barcroft
Members – Regular (2010-2011)	71	79
Members – Associate	51	0
Total Members	122	79
Donatons P-2010 LB as of 12/12	\$42,682	\$19,419
Donors P-1/10-6/11 LB 2011-2012	275	84
Average Donation	\$155	\$231
First Distribution of Annual Report	3000	500 or 1500?

Lake Barcroft Village has been somewhat following the model of the Palisades Village in the following areas, perhaps others:

- Same yearly costs for membership
- Associate Memberships
- Silent Auction

### CONTENT COMPARISON

Palisades Village Progress Report	Lake Barcroft Village Annual Report
Letter by Executive Director	Statements from the 2 Presidents
List of Members and Associate Members	Founding Members only
Financials	Financials
Documented a few activities	Documented a few activities
Volunteer List	Volunteer List
Donors by Donation Size	Donors
Volunteer of the Year Award	--
Grants	--
Partnering Organizations	--
Silent Auction Donors	N/A
Stories about a member & volunteer	--
--	Services & Programs
--	Mission Statement
--	A Beautiful Place
--	Coordinator & Task Force
--	Business Club (Donors)

Prepared by Dawn Donald  
6/30/2013

## COST COMPARISONS

### PRINTING

#### Offset Process

<u>Printer</u>	<u>1500 Copies</u>	<u>500 Copies</u>
<u>Falcon Printing (local)</u>	\$2,794 (1.86)	=
<u>In-A-Bind (local)</u>	2,695 (1.80)	
<u>USA Printing on Line (North Carolina)*</u>	\$2075 (1.38)	\$1,595 (3.19)
<u>A Quick Copy (local)</u>	\$4695(\$3.13)	\$3,550(7.81)
<u>Staples (local)</u>		
<u>*Costs may not include shipping.</u>		

#### Digital Print Process

<u>In-A-Bind (local)</u>	\$4,000 (2.66)	\$2,200 (4.40)
<u>USA Printing on Line (North Carolina)*</u>	\$4,096 (2.73)	\$1,522 (3.04)
<u>A Quick Copy (local)</u>	N/A	N/A
<u>Staples (local)</u>		

Palisades Village used:

USA Printing on Line (North Carolina) 5000 copies 12 page glossy \$2,200 (\$0.44)

There are obvious economies of scale at both levels with offset printing.

LBV Report is 20 page glossy.

An advantage of a 1500 copy run is that the price stays within the \$1.00+ range with the offset printing process.

A disadvantage of the offset process is that at the 500 copy level, the price exceeds \$3.00 per copy.

A disadvantage to an out-of-town printer is that we lose control which is more important in the offset process than the digital process.

A disadvantage with digital printing is that the price per copy is \$2.66 to \$4.40 at both number of copies levels.

Prepared by: Dawn Donald

6/30/2013