

Lake Barcroft Village, Inc.

Minutes of Regular Meeting of the Board of Directors

June 9, 2016

A Regular Meeting of the Board of Directors of Lake Barcroft Village, Inc. ("LBV" or the "Village") was held on Thursday June 9, 2016 at Mason District Governmental Center commencing at 3:00 p.m.

ATTENDING

Dawn Donald, Ron Karpick, Peg Veroneau, Nancy Mattson, Richard Morton, Cindy Waters, Adele Neuberg, and Janet Geffner attended the meeting. Dawn Donald, LBV Co-President, brought the meeting to order at 3:06 p.m.

APPROVAL OF MINUTES

Ron suggested future minutes identify responsible party/ies and time frames associated with specific actions to be undertaken. After a brief discussion, all agreed and minutes from May 12 board meeting were approved.

TREASURER'S REPORT

Peg presented a brief overview of May's revenue and expenses. Adele and Nancy asked about the credit card fee. Cindy asked for clarification regarding the line item for employee taxes/overhead. The additional category was added to reflect the employer's share of taxes, which is separate from her salary.

Action: Peggy will cancel the credit card account before the next board meeting

The primary expense for May was the Anniversary Party so Adele followed-up with a breakdown of associated costs. The cost of the event was higher than budgeted. Adele indicated that she had mentioned the increase in costs to the board at a previous meeting and gotten the go-ahead.

Eight-seven (43 members & 44 guests) folks attended the party resulting in a \$34/person cost. Many felt the cost was too high. Much discussion ensued. Mention was made of finding another venue. Adele said that was fine, but emphasized that would require the event be planned far in advance of when its been planned in the past. She also offered to let someone else take responsibility next year.

Nancy, said she thought the board had decided not to have the party every year. Adele did not remember that being the case.

Action: Issue unresolved

Nancy also voiced concerns about the ratio of members to guests attending. She thought this was an event for members and asked who the guests were. Cindy explained that the guests were comprised of volunteers, B&P members and non-member board members. Nancy questioned if all volunteers were invited regardless of how often they actually volunteered. She was concerned that some people may sign up to volunteer just to attend the Anniversary party for free. Richard suggested the volunteer list be culled to reduce that possibility. Cindy said that could be done.

Action: No Action taken

EXECUTIVE DIRECTOR'S REPORT

Cindy Waters reported that we have 85 members (one new member as of June 6 and is waiting on one couple's renewal) and 80 certified volunteers. She also noted that the number of request for services in May was low. Adele asked if we have enough certified drivers. Cindy felt that we do, saying 3 new drivers were certified in May.

Cindy reminded the board of the increasing cost of Intellicorp background checks. The fee is \$17/background check and \$27 for the background and license check.

Action: No action taken.

COMMITTEE REPORTS

Operations: George was not in attendance so operations update was tabled until next meeting.

Membership: Ron Karpick reported that 186 letters were sent to individuals of a "certain age" in Lake Barcroft. Of these 5 were returned as undeliverable. He did have 2 responses and spent 15-20 mins on the phone with one couple and 20-30 mins with a second. Cindy asked about the nature of the feedback. Ron said cost of membership was an issue for the respondents, one mentioned the "need" to call Cindy when they need something and one knew very little about the village.

Ron said that though the response was small, the feedback was helpful. He plans to ask members of the membership committee to commit to "talking with 2-3 neighbors" a month about their perceptions of the Village. He reiterated this would not be a sales pitch, just a conversation.

Issue of Ads in the LBA newsletter was discussed. Ron questioned the value of the ads. Cost was brought up as an issue. Dawn suggested that ads be done quarterly to reduce costs.

Action: Ron will investigate the costs of the ads. Nancy offered to help develop the ads. Tabled to next meeting.

Adele asked if an updated list of members could be distributed to the board. She also suggested that when a new member joins, the village sends a message to all members & volunteers welcoming them as new members. It was also suggested that Jane include new members in each LBA newsletter article.

Action: Cindy said she would update the list for members and the board as well as send a welcome note to new members.

Communications: Jane was not present. Dawn suggested that Jane include a reminder about AmazonSmile at the end of each LBA article. Nancy questioned whether or not readers will know what to do.

Jane's request to get a 2-year subscription with Wix for \$11.92/month was discussed and approved unanimously. Jane will need to coordinate payment with Peggy.

Jane, on behalf of Sam, had mentioned the need for a backup photographer/s. A list of photographers has already been developed and can be found Following Tab 1 of the Leadership Notebook.

Fundraising: Dawn reported that the B&P Club boating trip was scheduled for June 27th 6-8 pm. She was unsure how many captains they will have. Louise Ziebell was going to take care of that, but Dawn has not heard as of yet. Cindy cautioned that the lifeguards have been instructed to close and lock gates at 8 pm. If the boat trip goes later than 8 she does have the combo for the lock at Beach 5.

Dawn asked that the Co-Presidents, Vice President, Treasurer and Secretary put this event on their schedules. Other board members may be able to attend depending on space.

Nancy asked if the fundraising committee was focusing on any other activities besides the B&P club. Dawn said not this year. They have talked about other possible activities such as money generated through the Annual Report, a Casino Night and the End of the year Solicitation, but no other major activities are planned for this year.

Richard strongly cautioned about becoming too complacent about fundraising. He said that he has had experiences with other non-profits, who without an endowment, had lost everything and had close down shop. There was general consensus that a fundraising plan needs to be developed; both short term and long term plans. It was suggested that the committee come up with 2 ideas for fundraising and bring it back to the board.

Dawn mentioned it would be nice if someone in the Lake Barcroft community had fundraising experience. Peggy mentioned Paula Rothenberg, the President of Hope Connections for Cancer who lives in the community and has lots of experience in fundraising.

Action: Peggy will provide Dawn with Paula's contact information.

Programs: Nancy Mattson talked about the new German group that will meet the 3rd Monday of every month. The Spanish group will continue. Nancy mentioned they were having difficulty getting people to host the coffee. Adele said they used to let the host choose the date rather than setting the date for them. Nancy commented that it is not the date rather getting the host that is the issue.

Upcoming programs include a Winery Tour in September, a Village potluck in October, and an Antique road show in November. Nancy is having difficulty finding someone to host the October potluck. There will need to be a cap on attendees. The investment group will start in the Fall.

Volunteers and Services: Cindy has reserved Beach 5 for 2 dates (September 11th & 18th) for the Volunteer BBQ. Adele will be out of town on the 11th so someone else will have to coordinate. Asked if we could postpone until the 18th. Cindy mentioned last year there were 7-8 people who came only after the venue was switched from Beach 5 to Adele's house due to weather. Question rose as to whether we should just plan to have the event at someone's home.

Action: Cindy said she will talk to George Waters to see if he is willing to host.

Adele described 3 new Services the Committee is considering exploring further as a result of their May 24th meeting. Each service was discussed separately.

Home Safety/Accessibility Assessment: Adele explained this service would utilize a trained team of volunteers to conduct walk-thrus of members' homes noting any areas of safety/accessibility concerns. The AARP "Home Fit" manual presented by Jan King will be used to develop a checklist of items to be evaluated. Nancy asked if the issues identified would be fixed. Adele responded that they would not and reiterated that this is simply an assessment. Nancy felt that what she would want is someone to fix the issues not assess them. Nancy mentioned that Fire Department will conduct a fire safety inspection and was wondering how the proposed program would differ. Cindy noted the difference was in the extent of issues being assessed. Questions of liability were also raised.

Action: A vote was taken. The board voted to have the committee should pursue this issue further.

Home Maintenance and Repair Analysis: The purpose of this service is to help members evaluate the extent of repair needed for home maintenance issues such inoperative appliances, minor electrical or plumbing issues, damaged drywall, etc. Nancy questioned the value of this service, she felt that most

people understand what needs to be fixed and just want someone to fix it. Janet gave an example of a newly widowed individual who might know very little about minor home maintenance issues and would benefit from such a service.

Action: A vote was taken. The board voted to have the committee should pursue this issue further.

Temporary Support while Incapacitated: Adele explained the purposed of this service it to help members with day-to-day tasks while they or their family members are temporarily incapacitated (broken leg, recuperation from surgery or illness). Cindy felt that the word “incapacitated” should be removed from the title indicating that by definition, this wording was too constricting. All agreed. Adele said they already have individuals who are interested in becoming part of the team.

Action: A vote was taken. The board voted to have the committee should pursue this issue further.

Keeping in Touch: Adele reported that this program is moving forward. The committee is looking to establish “captains” representing the 11 Sections of Lake Barcroft. Intend to a 3-month pilot of the service July – September and will review findings with the committee and determine further steps. There was consensus among the board that caregivers should be included in the target population for this service.

Barge Access: Cindy reported she received a call from an individual who is willing to provide barge rides to members of the village. All thought this was a great idea. Need to determine liability for the village. Cindy felt that it could likely be handled like we deal with automobile drivers and ask for proof of boat insurance. Coordinating barge rides would go through Cindy.

Action: Cindy will ask Sam about potential liability.

Vendor Committee: Richard reported he has tried to get in contact with other committee member and only one person responded and that person did not know s/he was part of the committee. He also has left several messages for Bob Gonzalez (co-chair of the committee) but has not had a response.

Action: Cindy will try to facilitate communication between Bob and Richard.

OLD BUSINESS

Lake Accessibility: Cindy reported that LBA Board is looking at the possibility of installing some sort of lake accessibility device at one of the beaches. She will keep us apprised of any decisions.

Medic Alert: Cindy provided an update on the Virginia Hospital Center Philips Lifeline discount for Village members. Members will be notified about the programs existence. Nancy said she thought the board had decided not to promote a specific vendor and felt the cost of VHC Philips Lifeline was high. Sam has a written a letter to accompany the notification of the availability of the program that directs members to a website that allows them to compare similar type services. It will be up to the member to decide which service works best from them. Nancy reiterated her concern that providing the information would indicate endorsement by the board. Others felt it was simply information sharing and not promotion.

GHAH Presentation: Cindy asked what type of equipment the speaker, Karen Skeens, needed for her presentation at the June 20th quarterly meeting. Nancy and Adele indicated that they were not in charge of the presentation. Cindy said she would contact Karen about her needs. The issue of Information sharing vs. promoting a specific program was raised in relation to this program as well.

V-to-V Conference: Will Janet Kerley be attending the conference in October? This issue was not resolved.

June 20th Quarterly Meeting: Cindy needs someone to volunteer to put up signage. Clyde is in charge of set-up and Sam will be doing the introductions.

ACTION ITEMS LIST

- Peggy will cancel the credit card account before the next board meeting
- Ron will investigate the costs of ads in the Lake Barcroft Newsletter before the next board meeting.
- Cindy will update the list for members and the board as well as send a welcome note to new members
- Jane will pursue the 2-year subscription with Wix for \$11.92/month she will need to coordinate payment with Peggy. Will be completed before next meeting
- The Fundraising committee will come up with 2 ideas for fundraising and bring it back to the board.
- Peggy will provide Dawn with contact information for a fundraising professional residing in Lake Barcroft before next board meeting.
- Cindy will talk to George Waters to see if he is willing to host Volunteer BBQ.
- Cindy will ask Sam about potential liability with barge rides.
- Cindy will try to facilitate communication between Bob and Richard.

ANNOUNCEMENTS

The next regularly scheduled board meeting will be Thursday July 14, 2016 at the Mason District Governmental Center.

ADJOURNMENT

The meeting was adjourned at 5:00 p.m.

Respectfully submitted,

Peggy Veroneau