

Minutes of the Regular Meeting
of the
Lake Barcroft Village Board of Directors Version 5 (5-26-17 **Final**)
May 11, 2017

A Regular Meeting of the Board of Directors of Lake Barcroft Village, Inc. ("LBV" or the "Village") was held on Thursday May 11, 2017 at the Mason District Government Center commencing at 3:00 P.M.

ATTENDING:

Jane Guttman, Ron Karpick, Nancy Mattson, Deenie McKay, Richard Morton, Pedro Turina, Victor Utgoff, Sam Rothman, Peg Veroneau, Priscilla Weck and Cindy Waters, LBV Executive Director. Hugh McKay

APPROVAL OF MINUTES:

The Board reviewed the April 13, 2017 Treasurer's Report and directed that the following sentence: "The Village is operating in a deficit mode with a \$4075.00 overrun" be changed to "The Village's proposed 2017 operating budget projects a \$4745.00 overrun." Richard made a motion that the April 13, 2017 Board Meeting Minutes, as amended, be approved by the Board and Peg seconded. The Board approved the April 13, 2017 Minutes.

TREASURER'S REPORT:

Peg Veroneau reported the following:

- Provided a draft Statement of Financial Policy. Ron requested that the phrase 'Village Coordinator' be changed to "Executive Director" and 'LBV' be changed to 'Village.' The Policy was tabled until paragraphs on "Audit" and Petty Cash Fund" are added. As we do not have an LBV credit card, this topic does not need to be addressed.
- The Business and Professional Committee has not received any corporate donations this year. Cindy indicated she had a letter which she will send to current donors.
- There were a number of responses to Ron's LakeLink request for volunteer CPAs.
 - The names of potential auditors were discussed as well as LakeLink query results.
 - Ron will talk to Nadam Salti of Lyric Lane about his potential to be a volunteer CPA.
- There are three levels of accounting review services—Compilation, Review and Audit: The Board determined that a Review, in a written report, is the appropriate level for the Village at this time. We will have to decide on the frequency of the Reviews in the future.
 - Compilation: The Compilation is the lowest level of service that a CPA can provide for a client's financial statement. A compilation basically involves presenting information, consistent with management's representation, in the form of financial statements, *without expressing any assurance on them*.
 - Review: A Review requires an accountant to perform more procedures than is required with a compilation. During a review engagement, an accountant is required by the governing standards to make inquiries of the client and perform analytical procedures related to the amounts and disclosures in the financial statement. By

- performing inquiry and analytics, the accountant is able to provide limited assurance that there is no material modification that should be made to the financial statement. A review typically does not require tests of accounting records or the need to obtain corroborating evidential matter.
- Audit: An audit provides the highest level of assurance and, as such, requires much more work by the CPA than is required for a compilation or review. The most significant difference between an audit engagement and other financial statements is that the auditor is required to corroborate the amounts and disclosures included in the financial statements through test of the accounting documents, physical inspection, the use of third party confirmations or other procedures deemed appropriate.
 - The Annual Dinner cost \$4000.00.
 - LBV spent \$600.00 for gifts of \$100.00 for each of four outgoing Board Members and two founding members who are permanently leaving the area.

EXECUTIVE DIRECTOR'S REPORT:

Cindy Waters, Executive Director, reported the following:

- The DMV Background Check for volunteers costs \$27.00. The Intelicorp Background Check is \$17.00 per person.
- Status of Computer Backup: Present backup is with Passport Portable External Hard Drive. Steve Richardson, a local computer consultant, suggests use of CARBONITE as a cloud backup.

Jane proposed and Peg seconded the Village use the commercial product CARBONITE. The Board approved.

CARBONITE provides the following features for storage of Village computer products:

- Unlimited cloud storage for 1 computer
- Automatic & secure cloud backup
- Free U.S.-based support, 7 days / week
- Access files remotely
- External hard drive backup
- Mirror Image Backup for total computer restoration
- Current Membership/Volunteer Status
 - Members: Total to date: 87 + 1 alum status.
 - Certified Volunteers: 80 (two new certified volunteers – Jenny Alvarez and Alex Sapounakis)
 - Three new volunteers for driving have received training and in process – Mary Ellen Jehn; Linda Lamoreux; Linda Haake and at least two more residents have indicated strong interest in working as volunteer drivers.
- Events in April 2017
 - Silver Foxes luncheon –Kilroy’s Restaurant -- 4
 - Spanish Conversation – 5 members + 3 guests = 8
 - Co-ed luncheon – Peking Gourmet Inn – 14 members + 2 guests = 16
 - Stretch and Balance –3 total
 - German Conversation – 3 members + 1 guest = 4
 - Happy Hour – 19 members + 8 guests = 27

- Village Coffee – 7 members + 1 guests = 8
- Village Pot Luck – 29 members + 3 guests = 32
- Total event numbers = 102
- Request By Assistance Category for April 2017
 - Personal Assistance -- 1
 - Home Maintenance & Repair – 1
 - Home Security Check -- 1
 - Transportation – 18 (1 cancelled; 1 unable to fulfill)
- Home Assessments. Cindy found Jenny Alvarez and Alex Stapounakis. Carl Neuberg is in charge of Home Assessments.

COMMITTEE REPORTS:

- **Operations:** Richard affirmed he would redraft a Document Retention and Destruction Policy inclusive of “how” and “when.”
- **Membership:** Vic and Priscilla: Before moving forward with recommendations to the Board for increasing membership in the Village, we need to have a better idea of the size of the demographic within Lake Barcroft that qualifies for the Village. We note that the Village Brochure mentions benefits but not social events - the latter appearing to be the predominant reason for joining. So we believe a change in the pursuit process, e.g. a shift to socialization is needed. We might meet with potential LBV members in small numbers to discuss LBV benefits, identify how to view LBV web information and then schedule another meeting for follow-up. We also want to investigate additional levels of membership and expanding membership beyond Lake Barcroft. Barcroft Woods was discussed by the Board as a test case of the concept. No Lake Barcroft Associate benefits would accrue to LBV members who live outside of the LBA community. We could use a Lake Barcroft Chart showing where non-members reside to identify this demographic. Analysis of the demographic information could provide a basis for acting on some of the following:
 - Invitations to targeted nonmembers to participate in selected LBV activities. In cooperation/support with Programs Committee, experimentation with some events that might appeal to more "active" members and potential members. Examples:
 - Current events discussions on well-chosen topics
 - Watching and discussing a documentary
 - Walking in one of the many gardens or other locations of interest with a docent
 - An evening of one or more games like chess, poker, scrabble, backgammon, bridge, etc.
 - Formation of a game team - that might enter competitions
 - Small get-togethers with nonmembers to explore together the benefits of membership
 - Follow up letters or calls to encourage joining
 - We think there might be a group of more active seniors that would enjoy and be attracted by such activities.
 - The Board discussed having a LBV table at the Lake Barcroft Ice Cream Social to attract potential LBV volunteers and members.

Communications: Jane provided the following:

- She wrote a thank you letter to Marilyn Finley and Larry Golfer for their support in the LBA Newsletter.
- Lake Barcroft Newsletter - Need to discuss what the June article will contain. The Washington Post article on Villages was proposed as one article.
- The Villager - May issue is published.
- New Web Site - March minutes, latest calendar and May Villager are all on the web site
- There was a Biennial Report discussion
- Cindy plans to attend the Annual Village to Village Conference at the Baltimore Harbor, November 6-8: "Advancing the Power of Aging." The Board approved her reimbursement. Ron suggested that Board Members consider attending. There was discussion as to whether the expenses incurred for the Board Member's attendance should be paid by the Village or if their expenses should be a taxable deduction. Early Bird Registration ends on July 31, 2017.
- When available, the Biennial Report, 2015-2016 will be sent out by e-mail and placed on the LBV website.

Volunteer Services: Pedro discussed cultivation of non-members and repeatedly working with them to encourage them to become members and/or volunteers when we meet them at Happy Hour and Quarterly Meetings as well as lunches or other informal events. We must make very clear to non-members exactly what LBV membership offers. Ron indicated that each Board Member, through personal contact, should identify potential candidates to replace them in the future. There was discussion about having a Member/Volunteer recruitment table at the Ice Cream Social. There was a discussion of the need to bring Annual Membership Dinner photos, tri-fold posters and Villager copies to place on the table.

Fundraising: Richard provided a final edition of the donation letter for submission to the Lake Barcroft residents which the Board approved. The letter is to be sent by USPS to all the residents of Lake Barcroft.

Note: The following information was provided after the LBV BOD Meeting but is included for Board awareness. Cindy provided the fundraising letter bulk mail costs: McCabe's Printing quoted \$675 on the basis of 1050 copies (rounded up from the actual 1045 lots in the neighborhood):

- to print the letter and envelopes then assemble for mailing = \$390.32
- to purchase postage under the LBA bulk mail permit = \$285.00 (rounded)

Jane suggested to Ron the following via e-mail: If Chris has an email list of everyone (or almost everyone) in Lake Barcroft; we could send the letter via email with a PayPal button for residents to make donations. Ron responded he wondered if we should consider a sequential approach; learn what happens with the snail mail approach. He wondered if anyone has done research into the different fund raising approaches. This will be discussed at the next Board meeting.

Programs: Nancy reported that Ellen Feldstein accepted the Programs Committee Lead position. The Board has the responsibility of identifying Programs for the General Membership Meetings; otherwise the Program Committee develops the monthly activities.

- With respect to paying for Happy Hour attendance by non-members, the Board concluded that only a few people abused the rule to bring an appetizer and wine for

themselves and others. The Board decided that a non-member fee would not be charged but the appetizer and wine rule would be enforced. Happy Hour will hopefully continue to be an incentive for non-members to join LBV or to become volunteers.

- Susan Escobar will host a security agenda at the next Quarterly Meeting on June 19, 2017.
- There will be a Writer's Workshop in September
- Start Notebook Project in November.
- Richard suggested that expert-led bus trips to museums might add value as opposed to the car shuttle to the museum as done today.
- Priscilla suggested that special e-mails be sent to LBV members before events occur with a registration date and \$10.00 reservation fee to eliminate no-shows.

Business & Professional Committee:

- Cindy indicated she did not get any positive feedback on her search for B&P leadership.
- There have been no B&P donations so far this calendar year.
- Cindy will send a letter to current and potential B&P members.
- There was a Board decision to discontinue B&P membership invitation to LBV activities as it is appreciated that a donation to LBV does not carry with it any benefits other than a listing on the LBV website.

OLD BUSINESS:

- Cindy is going to the Village to Village 2017 National Village Gathering, Monday, 11/8-Noon, Wednesday, 11/8
- The Board discussed the contents of Storage Cabinet at Dawn's and identified articles to retain and discard. Additional items were proposed for storage there.
- It was noted that B&P Committee does not yet have a potential chairperson and no one has contacted our present members to continue financial support.
- LBV Happy Hour: The Board decided no fee for non-members. The Board decided to ensure the appetizer and beverage rule for attendance was reinforced.

NEW BUSINESS:

- Retail Sales and Use Tax Certificate of Exemption: Is everyone who purchases material for LBV aware of this form which is in the Leadership Manual just after the LBV Bylaws? It expires in June 2018.

ACTION ITEMS: See Attached

ADJOURNMENT:

The meeting adjourned at 5:00 P.M. The next regularly scheduled meeting will be on June 8, 2017, at the Mason District Government Center at 3PM.

ACTION ITEMS

1. The Board will reimburse Cindy's expenses incurred when she attends the Annual Meeting for Village-to-Village occurring on November 6, 7 and 8, 2017.
2. The Board agreed to obtain CARBONITE for LBV computer back-up.
3. Peg will continue to help establish formal Certified Public Account (CPA) review of Village financial books. Ron will follow-up with potential volunteer CPAs.
4. Peg will continue work on a Financial Policy for the Village after the audit has been completed.
5. Ron to follow-up with Carl Neuberger on home assessments.
6. Richard affirmed he would redraft a Document Retention and Destruction Policy inclusive of "how" and "when."
7. Jane and Richard will plan and organize the LBV table for Lake Barcroft Ice Cream Social. Ron will be at the table from 3-5 PM on June 10.
8. Cindy will send a list of LBA members who self-identified as being over the age of 65 to Vic and Priscilla.
9. Ron will give a large map of LBA to Vic and Priscilla to note the demographics of our members and prospective members/volunteers.

Respectfully submitted by Deenie McKay 5/26/2017

Accepted by Board 6/8/17