

LAKE BARCROFT VILLAGE, INC.

Minutes of the Board of Directors Meeting
April 25, 2013

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

Carl called the meeting to order at 3:05 pm at the Woodrow Wilson Library.

Approval of Minutes

The Board reviewed the minutes of the April 4, 2013, meeting, and with one clarification, approved them.

Treasurer's Report

There was no treasurer's report.

Clarification of Past President's Participation

Ann stated that she intends to be an active director on the Board and will be working with Dale on strategic planning. She will also be part of the call tree for contacting all members.

Report of the Village Coordinator

Moya presented a statistical report of our members, volunteers, requests for assistance, interest areas, attendance at events, and data entered into our Access system. She is receiving more requests, primarily for transportation and computer support. A number of volunteers are willing to run errands, but there have been no requests for that type of assistance yet. Carl suggested that we devote one of our meetings to the volunteers in mid-summer.

Moya is working with Richard Morton to hone the database and ensure we capture information that will be useful to us.

On May 14, Jennifer Robinson, manager of the adult day care program for Fairfax County, will be coming to Moya's house at 7:00 pm. All Board members are invited to attend for the purpose of learning about the services available from the county.

We discussed the fact that personal phone calls and targeted services will encourage more people to become involved in the Village. This week we gained three new members, who will receive information packets from us. They are Kenneth Youngert, Tom Morgan, and Marcella Marcey.

Old Business

George met with Bobby Bermudez, who will be hosting our web site and doing tech support for a modest fee of \$10 per month. We still need a web administrator to refresh

information, update the calendar, post photos, etc. Moya will check the volunteer list to see if anyone mentioned expertise in this area. We want to create a secure, members-only portal for limited access to minutes and financial information. However, we need a web administrator to set this up. Carl will send George a copy of the web-master position description so that he can advertise it.

George is working on the search for a new Village Coordinator who would start the job in mid-July. Moya will review the current position description to make sure it tracks with her responsibilities. George will advertise the vacancy on LakeLink and send information to the individuals who applied last year. We discussed whether the candidates must live in Lake Barcroft. If this is not a requirement and we hire from outside the community, we need to address the location of the office and the cost of renting space.

We are filling in gaps on the organization chart of Village committees, although some vacancies remain. We need someone to be responsible for reserving the room for our quarterly meetings and coming early to get the room ready. Carl will speak to Stuart about recruiting a volunteer to handle this. The Communications Committee needs a co-chair. Larry Golfer is developing content and drafting e-mails for LakeLink and VillageLink, but we need someone, perhaps the web administrator, to assist him. Elaine Lindstrom has expressed interest in working on with the communications group.

Richard raised three questions about the Access database: 1) What type of volunteer hours do we record? There is one category for all functions, whether they represent direct or indirect support to members. 2) How far back do we want to maintain historical information on the Village? Since the system is designed to keep all information indefinitely, that is what we will do. Documents, such as the annual report, will not reside in the database but will be kept in soft copy on the office computer. 3) Is there information that we need to add to the database? We want to identify the founding members, who are not flagged in the system. Carl will supply the information to Richard, who will add the data as a characteristic to the appropriate member records.

Richard pointed out that we currently have no way to capture donations from corporate groups or businesses. He can create a new table for this category; Carl will supply him with the data.

Michael Sternad has agreed to serve as the co-administrator of the database; however, he needs to be vetted as a volunteer with a background check. In our March 28 meeting we said the co-administrator had to be a member of the Village. In discussion we decided this should not be a requirement.

Motion: George moved and Dale seconded that the co-administrator must meet the qualifications of a volunteer but need not be a member of the Village. Motion passed.

Dale presented a comprehensive report of the first meeting of the Strategic Planning/Marketing Committee. The seven members identified three projects for the near term: a review of the recommendations from Andy Mollison at our January 13, 2013, Task Force meeting; a demographic study of our members and volunteers; and research into strategic partnerships with area hospitals. Beyond these focus areas, the committee will look into a variety of other topics, among them gathering testimonials for publicizing the Village, connecting with churches and the county government,

participating in parades and special events, and organizing small groups of neighbors for get-togethers.

Sunny has collected information from Bill Cook on individuals with accounts on the Village to Village network and our Access database. Moya has sole access to the IntelliCorp system for requesting background checks.

We decided that the Committee Tasks Outline Chart is accurate for now. Any updates should be sent to Carl. Ann has some responsibilities that were omitted, and she will circulate them to Board members.

Dale has a draft of the first annual report, but he needs someone to edit and organize the content. He also needs titles for photos and financial information. Ann recommended that Stuart do the final proof, as he has done for our other publications.

Board members reported positive comments from members as a result of our phone calls. Carl asked that we each send him that information.

Sunny has begun a study of possible associate memberships. As a result of a notice she posted on Village to Village, she has a contact in the Chicago area who can talk about what their village has done. Carl will bring this up at next week's WAVE meeting as well.

We will recognize our 43 founding members in a manner to be determined. Dawn will verify the names of those individuals.

Carol sketched out a call tree for emergencies or information that needs to go out to members quickly. There was discussion as to how the tree would be used, whether for emergencies only or for other information, such as the death of a Village member. Ann felt strongly that we should use other means of communication to inform members of non-emergency situations, especially of a personal or sensitive nature. There will also need to be a backup plan when Board members are not available to make calls. Carol will meet with Sunny and Moya to address these issues and present a proposal to the Board for implementation of the call tree.

Sam has submitted his information to Moya for vetting; George has a copy of his DMV record and will supply documentation supporting a criminal check.

George reported that Avery has paper stock for creating business cards for Board members.

New Business

We brainstormed ideas for the first of our quarterly general meetings, scheduled for May 13 at 7:00 at the Mason District Government Center. This meeting will be open to everyone; we want to engage people to attend who are curious about the Village but have not become members. Volunteers, especially, will be encouraged to attend. As to format, we decided that we would have a short speaker presentation followed by small group conversations on what people are interested in doing through the Village.

Ideas for a 15 to 20-minute speaker program covered a variety of topics: home health care, an update from Congressman Gerry Connolly, identity theft, personal interests, travel/living abroad, accidents in the home, and terrorism. Carl will contact the Membership Committee for help in getting a speaker and developing topic questions for discussion. He wants people to interact with each other and the Board as much as possible.

Larry Golfer will be available to help people find out how to connect to our web site and will have a slideshow of photos from Village events to project on the wall.

In answer to a question about what will happen to the comments that we elicit from attendees, Carl said we will organize the ideas on future Village programs and discuss them at our next Board meeting.

The meeting adjourned at 5:15 pm.

Next Meeting

The Board will meet on Thursday, May 2, at 3:00 pm. Another meeting is scheduled for Wednesday, May 8, also at 3:00 pm. Moya will reserve a room in the Woodrow Wilson Library for both meetings.

Respectfully submitted,

Carol J. Bursik, Secretary