

LAKE BARCROFT VILLAGE, INC.

Minutes of the Board of Directors Meeting
March 28, 2013

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

Carl called the meeting to order at 3:00 pm at the Woodrow Wilson Library.

Committee Structure

Carl proposed that board members each become a liaison to one of the standing committees. Since several directors have been serving as chairs or co-chairs of committees, it will be necessary to identify new committee leaders in those cases.

Dale raised the need for a strategic planning/marketing group that could frame the future direction for the Village, which the functional committees would use as a guide in implementing their own plans. Dale is willing to head up the proposed committee. Fundraising would continue to be an ongoing activity, but separate from marketing efforts.

Motion: Dale moved that we establish a Strategic Planning/Marketing Committee, and Sam seconded. In discussion, question was raised as to how the Outreach/Membership Committee would interface with the proposed committee. Outreach/Membership wants to eliminate outreach activities in order to focus on recruiting and retaining members. Motion passed with one abstention.

Motion: George made a motion to remove outreach from the title and responsibilities of the Membership Committee. Sam seconded, and motion passed.

It was noted that this year the Nominating Committee was also tasked with running the election and counting ballots. These functions will be assigned to a separate group next time around. Also, in the next election the number of candidates on the slate will match the number of board vacancies; however, at the annual membership meeting we will continue to take nominations from the floor.

The Board reviewed the scope and duties of the standing committees. It was pointed out that most of the responsibilities of the Ways and Means Committee are inherent in the Treasurer's position.

Motion: Dawn moved and Carol seconded that we eliminate the Ways and Means Committee. Motion passed.

We need a policy on whether individuals who are not Village members may serve as committee chairs or co-chairs. The Board felt that we should encourage non-members to contribute their talents and be involved in committee work on behalf of the Village.

Motion: Dawn made a motion that we permit non-members to serve as heads or members of committees. George seconded the motion, which passed unanimously.

The Board discussed whether to combine the Services Committee and the Volunteers Committee. The point was raised that the two groups have distinct responsibilities: Services handles vetting a list of contractors and monitors feedback on vendor performance, while Volunteers provide support directly to our members. The work of the Volunteers Committee will increase as more members rely on the Village for assistance. We decided to keep two separate committees.

Systems Administration

Richard Morton will have the title of Database Administrator for his work with our Access system, and Michael Sternad will become the Assistant Database Administrator. We need to ensure that anyone with access to our database, such as office volunteers, has been vetted by Moya and is a member of the Village. Moya will prepare a list of people who have a user-id and password for our system. We also need to identify a new web-master who can update, correct, and add to the information on the Village website. Three names were raised as potential web-masters. Someone will need to take over administration of our accounts on Village to Village network, which Bill Cook has been managing for us.

Staffing

Moya was excused from the meeting so that the Board could consider future staffing needs in private session. The contract for the Village Coordinator expires on April 15, 2013. Moya currently works 20 paid hours per week with support from five volunteers, who each work two hours a week. Moya plans to retire on September 13, 2013.

Motion: Stuart moved and George seconded that we renew Moya's contract for the period of April 15 to September 13, 2013. In discussion, we identified July 15 as the latest start-date of a new coordinator in order to have some overlap for a smooth transition of Village office operations. Motion passed.

We discussed where important Village papers should reside. Dale recommended that we file duplicate paper documents in two locations and retain one electronic file copy, if available. Carol and Moya will each keep copies of minutes; access to approved minutes will be available on the web site. Dawn will maintain the financial documents. It was suggested that we establish cloud storage for a central repository with access limited to specific individuals. Carol and Dawn will investigate our options.

Dawn reported that we have two new Village members for a total of 83.

Carl asked the directors to become a liaison to one of the standing committees and report on their activities at our regular board meetings. The following assignments were established:

Dawn – Fundraising	Stuart -- Volunteers
George – Programs	Carol -- Membership
Sam – Services	Sunny – Communications
Dale – Strategic Planning/Marketing	

Sunny has agreed to head up a study of associate memberships.

Annual Report

We will prepare an annual report of Village activities to inform our members of the accomplishments we have achieved thus far. The report will cover the 2012 calendar year and the election of a new board for the membership organization. Dale has developed an outline of what should be included in the report, and Sue Nixon will help put it together. The committees are asked to write a brief narrative of their activities, and photographs will help tell the story of the Village. Our goal is to have the camera-ready copy finished by the end of April. Copies will go to all Village members and the Lake Barcroft Association for marketing the organization.

New Business

Carl suggested that we hold off on the purchase of a public address system for membership meetings.

Motion: Carl moved and George seconded that we retract the prior authorization to purchase a PA system. We will attempt to negotiate with the Rotary Club for their system. Motion carried.

We decided that job descriptions for board officers are not needed at this time.

Carl reiterated that each board member should call a list of seven Village members to introduce him/herself and ask if there is anything we can do for our members. Phone tree assignments were distributed to the directors.

The Mason District government building is reserved each month for Village meetings. Carl suggested, and it was agreed, that we hold meetings once a quarter.

Closing Comments

The Board discussed what our strategy should be once we reach a threshold of 100 members. Should we consider adding communities outside Lake Barcroft? We talked about doing something special for the founding members and whether to purchase pins or membership cards for Village members. A suggestion was made to contact nearby vendors for service discounts to LBV members.

Adjournment

Carl adjourned the meeting at 5:07 pm. The next meeting will take place on April 4 at 3:00 pm in the Woodrow Wilson Library.

Respectfully submitted,

Carol J. Bursik, Secretary