

LAKE BARCROFT VILLAGE, INC.

Minutes of the Board of Directors Meeting
September 12, 2013

Attending: Moya Atkinson, Carol Bursik, Ann Cook, Dawn Donald, Stuart Feldstein, Sam Rothman, Julie Uritus, and Clyde Williams.

Sam called the meeting to order at 3:00 pm at the Mason District Governmental Center.

The Board reviewed the minutes of our meetings on August 22 and August 26.

Motion: Stuart moved and Ann seconded that we approve both sets of minutes. Motion passed.

Dawn summarized the financial results of the Village Dinner and Auction on September 10. We cleared approximately \$9,000 on the items sold and \$3,600 in ticket sales after paying the restaurant. There was one donation for \$100, giving us a total of \$12,700 earned from the event. A few minor expenses remain to be paid.

To prepare for next year's auction, Dawn asked us to e-mail comments to Janet Hall. Ann suggested that we do something to show our appreciation to Janet for the work she did to make the fundraiser such a success.

Dawn noted that we have received \$23,700 in donations to date. Of this amount, \$7,600 came from the Mardi Gras event and individual donations; \$3,400 came from distribution of the annual report.

Sam asked us to look at Carl's proposed goals for 2013 so that we can discuss them at our next meeting.

Moya distributed the Village Coordinator's report with a statistical summary of the members, volunteers, attendance at events, and requests for service. She recommended that we capture and count referrals to social services and other sources of assistance. She has added five new categories of information to this report to provide a more complete picture of significant actions.

In preparation for the general meeting on September 30, Stuart collected information from seven villages on their use of associate memberships. He found that five villages offer associate membership at a reduced fee level while two others keep their dues at the same level as full membership but reduce the service level. Some groups offered associate membership from the start but others waited 2-3 years after forming their villages. The experience of the other villages is that some members opt for a lower dues rate, but with a gain of new members, there is no net loss in revenue. Stuart met with the Membership Committee on September 9 to discuss the issues associated with a new membership category. The Committee strongly supports the concept but there is no prevailing opinion on the dues structure. The plan going forward is to have a discussion at the next general membership meeting on September 30, issue a position paper to all members, call for a vote, and prepare for implementation in late 2013 or early 2014, if the membership approves a new category or categories of participation in the village.

The Board decided to postpone formation of an Advisory Committee.

On behalf of the Membership Committee, Carol presented two incentives designed to recruit new members and foster the retention of existing members.

Motion: Carol moved and Stuart seconded that we offer “Get a Member, Get a Month,” by which a current LBV member or household will earn a free month extension at renewal for each new member or household they bring into the Village. The start date for the initiative will be September 15, 2013. We discussed doing this as a pilot in the coming year and evaluating how well it works before continuing the incentive beyond one year.

Amendment: Clyde amended the motion to establish an end date of December 30, 2014, for administrative purposes. Stuart seconded the amendment. Motion passed as amended.

Motion: Carol moved and Clyde seconded that we offer a free month extension to LBV members who pay their renewal dues 60 days prior to membership expiration. This will apply to all members who joined in 2012 or 2013. Start date will be September 15, 2013. Although this technique proved effective for Palisades Village, a number of directors felt it would complicate bookkeeping and would be unnecessary for increasing our treasury because we are in a good financial position. Motion failed with 1 vote in favor and 5 votes against.

We discussed logistics for the September 30 general meeting at the government center. Carol will handle refreshments, and members of the Board will come early to assist with room setup and registration. Susan Crawford will present a program on “Making the Most of Your Memory,” and Stuart will initiate a discussion of associate membership.

In Old Business, Julie is working with India Walsh to set up a table at the general meeting on creating a 72-hour kit for emergency preparedness. They will bring examples of pre-packaged kits at two price levels and gauge whether there is interest in offering kits to village members. They are coordinating with Elaine Lindstrom, who is doing a weather emergency program for Lake Barcroft Association.

In New Business, Moya reported that Supervisor Penny Gross has encouraged us to invite Richard Bowers, Fairfax County Fire Chief, to present a program on preventing falls. The Program Committee discussed this as well as services available through the Fairfax County Independent Living Project. We decided that we already have a full agenda for the September 30 meeting but that we will try to schedule Chief Bowers for our November 5 meeting and plan for a number of programs next year featuring Fairfax County services.

Renewal notices for current village members will go out in October using the Village Coordinator’s database. Renewals will be due on January 7; we will make personal follow-up calls to those members we do not hear from.

Sam brought up a Village-to-Village program for exchanging services on a temporary basis to village members for a period of up to four weeks. We need to gather more information before deciding how this could work for our members.

We briefly discussed adding a service to check the outside of a member's house while they are away for an extended period of time. We will discuss this again at a future meeting.

The meeting concluded at 5:10 pm.

Respectfully submitted,

Carol J. Bursik, Secretary