

LAKE BARCROFT VILLAGE, INC.

Minutes of the Board of Directors Meeting
May 8, 2014

Attending: Carol Bursik, Ann Cook, Dawn Donald, Dale Gianturco, Diane Kilbourne, Debra Lee, Adele Neuberg, Carl Neuberg, Julie Uritus, India Walsh, and Clyde Williams.

Clyde called the meeting to order at 3:10 pm at the Mason District Governmental Center.

Minutes: The Board reviewed the minutes of the April 10 meeting. Since there were no amendments or corrections, the minutes were approved by acclamation.

Village Coordinator's Report: Julie distributed her report showing that we have 83 members with the addition of William Leavey in April. The position description for the Coordinator was posted to Lakelink. So far, we have three applicants who live in Lake Barcroft and two external candidates. Julie provided a handout on Eric Creely's Eagle Scout project, which involves building and installing signposts with house numbers at cost for Village members. The announcement has gone out to all of our members by e-mail and USPS for those who do not use e-mail.

Two programs related to the Notebook Project will take place in May at the Mason District Governmental Center: on the 12th Fairfax County will present a session on safety in our community and on the 22nd Larry Rosenthal will discuss the financial and legal aspects of getting your affairs in order.

Julie mentioned that in resolving problems with the office computer, Steve Richardson identified 332 viruses, even though the machine has virus software installed. Steve loaded a new virus detector and is working to clean out all existing viruses.

Treasurer's Report: Dawn distributed the Profit and Loss Detail for April 2014 and the Profit Loss Budget Performance, which compares the figures for April with the actuals-to-date and the 2014 budget. We made three \$100 donations to charitable organizations in memory of three deceased members, and we received one memorial donation. We decided to formally adopt a policy for honoring our members.

Motion: Dawn moved and Adele seconded that we contribute \$100 to a charity selected by the family at the time of a member's death. Motion passed.

Adele will contact Larry Golfer about including this information in the next LBA newsletter. We also want people to know that they can give memorial contributions to the Village.

Dawn noted that Vistaprint will provide free business cards for a \$5 shipping fee. She circulated a sample card with her information. Any Board member who would like business cards should give their contact information to Dawn, and she will place the order.

Dawn established a Village account with Merchant Services for credit card and debit transactions and will be purchasing two desktop credit card terminals for the auction. The fee is \$5 per month plus \$25 per month when the terminals are active. There is also a small transaction fee for each credit or debit charge.

During a review of the Profit and Loss statement Dale asked about the policy for providing services to members who are late in sending their payments for membership renewal. Most checks came in on time, but we should establish a policy for this situation. Dawn will determine the size of the problem and will draft a policy for the Board to vote on at the June meeting. Julie will check with Richard Morton to see if he can modify the Access database to accommodate a grace period for renewals.

Committee Reports

Programs (Ann): The committee is currently short on members. Ann asked if volunteers could help with some of the programs, such as serving as a van driver for the museum shuttle and helping with the luncheons. India will coordinate with the committee on identifying volunteers to support programs.

Communications (Adele): The new brochure is in progress, and Glen Ruh is taking a look at the current version. A draft will be out soon.

Membership (Adele): The committee met this past Tuesday and came up with a number of good ideas. There will be a series of small gatherings of current members over the summer to remind them of what the Village is all about, including a review of our services and programs. In May the Kassings will host the first gathering of about 10 people. Harriette and Carol will help facilitate the discussion and answer questions. We will provide handouts of the FAQ, our brochure, and the calendar for the coming month. Ann asked that we also promote the social aspects of membership, and we will be sure to include that in the discussion.

Planning and Strategies (Dale): The committee met last week and talked about the differences between full membership and associate membership and tax deductibility. They will have a report ready in June or July that will include IRS requirements, what other villages do, and an analysis of the value of volunteer services. Dale would like to get a copy of the chart Carl prepared last year showing the estimated value of membership and the cost of joining the Village.

Volunteers/Services (India): There are three new services that we will advertise to members:

- a daily house-watch service for people who are out of town or on vacation;
- a check-in for members who live alone and want to receive a phone call or make a call to someone on a daily basis;
- a phone tree based on neighborhoods for weather emergencies--members would opt-in for a check-in and follow-up from someone who lives within two blocks of their house.

Business:

Auction Committee: Diane Kilbourne and Debra Lee presented a summary of the work that has been done thus far on the auction. They, along with Adele Neuberg, make up the team of co-chairs who are planning the event, overseeing and facilitating the work of eight sub-committees, and reporting progress and obtaining approvals from the Village Board.

The auction will take place on October 17, 2014, from 6-9 pm at the Unitarian Universalist Church of Arlington. The theme will be "Neighbors Helping Neighbors." Ticket sales will cover the food and facility costs, so that the revenue will come from the proceeds of auctioned items. The proposed ticket price is \$25 in advance and \$30 at the door. There will be an auction web site linked to the Village web site. The web site will provide information about the auction, list the advertisers, and allow individuals to purchase tickets online. The committee anticipates 240 attendees.

Debra provided a handout showing the proposed budget, with projected revenue of \$25,500 and estimated expenses of \$9,755, yielding projected net revenue of \$15,745.

Motion: Carl moved and Dawn seconded that we approve \$10,000 for auction expenses with the understanding that we will have estimated income to cover this amount. The \$6,000 in ticket sales and \$4,000 in ads total \$10,000. Motion passed.

Quarterly Membership Meeting: Clyde recommended that we sketch out an annual plan for the four meetings each year. For our June 16 meeting we decided to present an orientation for people who don't know about the Village. We will cover what we do, why we need members, and why we raise money. There will be a table for each focus area (membership, volunteers, programs, etc.) so that people can talk with committee chairs and members who have been

involved in the work of the committee or benefited from their work. There will be short presentations to the attendees by committee co-chairs. We will also have an LCD running photos taken at our events and possibly a raffle for a gift card. Ann volunteered to co-chair the coordination for this meeting.

Annual Report: Dawn has received input for the content of the report, and John Hall may be able to help with the writing and editing. We discussed the scope and format for the 2013 report and considered doing a 1/2 size booklet to reduce cost. We will look at the reports produced by Mount Vernon and Alexandria at Home to get ideas on how to keep the report simple and brief. We can distribute it electronically as well as in hard copy.

Summer Social: We discussed whether to have another members-only party this summer. The Island Party last year was well attended and a lot of fun. We decided to organize a social again this year. Adele will check into a venue. We will need to put together a group to plan and organize food, decorations, music, etc.

The meeting adjourned at 5:00 pm.

Respectfully submitted,

Carol J. Bursik, Secretary