

RFCA Board of Directors Meeting
January 4, 2023
Minutes
Zoom Meeting

Board of Director Attendees:

Marcie Winitt – President
John Ritchie – 1st Vice President
Richard Hildebrand – 2^d Vice President
Kristoffer Hull - Treasurer
Diwakar Sharma – Corresponding Secretary
Ginger Rogers – Recording Secretary

Attendees:

Roberto Bernate – Web Design/Format
Sue Hillmer – Advertising – Directory and *The Farmer*
Ruth Hartman – Hospitality
Stephanie Hammond - Resident
Charly Clark - Resident

The meeting was called to order by Macie at 7:38 PM. The minutes from the December 7, 2022, were approved.

Committee Updates:

Budget – Kristoffer reported that there were no new memberships since last month and that the donation checks will be sent out this week.

The Farmer – Shobha was unable to attend this evening’s meeting.

Sue advised she had received a check for \$156.25 from NOVA Fitness for an ad in *The Farmer* for the remainder of the fiscal year. She forwarded the ad to Shobha and Roberto.

Old Business

The Farmer – printing and delivery for 2022-23.

Current printing costs are creating a deficit of about \$4100. The \$15 membership brings in a bout \$5000/year. The association relies on the block captains and the election day sales for most of its dues. Ad revenue also goes toward the printing.

See breakdown of printing v digital options below.

| <i>The Farmer</i> | Current Process | Minimum Printing | Day & Night*** |
|---------------------|-----------------|------------------|------------------|
| # Issues | 8 | 3** | 8 |
| Cost/issue | \$811.84 | \$811.84 | \$1,234 |
| Tot production cost | \$6,494.72 | \$2,435.52 | \$9,872.00 |
| Distribution/issue | \$150* | \$150* | \$281.52 |
| Tot Dist. Cost | \$1,200 | \$450 | \$2,252.16 |
| Total Cost | \$7,694.72 | \$2,885.52 | \$12,124.16 |
| Ad Revenue | \$3,500 | \$2,625**** | \$5,250 |
| Surplus/(deficit) | (\$4,194.72) | (\$260.52) | (\$6,874.16)**** |

NOTES:

*Assumes standard Boy Scout Rate

**3 printed issues, 5 digital

***provided by Steve Beste

****Applies a 25% discount to current ad costs as 5 issues will be on-line only

*****Applies a 50% increase the current ad costs to defray additional expense

Suggested ideas regarding the options presented:

- Three issues; announce at the March General Membership Meeting; transition over to digital for 5 issues. Print 50 copies for those that want a printed copy.
- Difficult to determine and distribute to those that want a printed copy.
- Increase membership dues to \$20. Many residents already think the dues are \$20.
- Printing costs may go up next year.
- Ask those that want a printed copy to pay. Concerned about asking people to pay when there is \$50K in the savings account.
- Advertisers need to be canvassed regarding a possible rate increase.
- Change in distribution needs to be communicated over all platforms (web site, Facebook, General Membership Meetings, e-blast).
- Resolution for FY 2024. Do a survey to collect data on who needs a printed copy, if charged/copy how much would you pay.
- Explain in the next *Farmer* that printing/distribution costs have gone up.
- The three issues should be in Sept., Feb., and Apr. so that the membership meeting dates and times are communicated to the members in advance of the meetings.
- Next board meeting: decide what the association will do and put a notice in *The Farmer*.

Old Business

Entrance Signs – Marcie will check with Scott to see if there are letters to add the establish date to the brick signs. Ruth mentioned that the houses started selling in 1959 and the first house was purchased in 1960. Use the 1960 date as the established date.

Use of FCPS Facilities – Ginger advised that we are now able to schedule use of the facility and provide the Certificate of Liability about one month before the event. The date for the General Membership Meeting is March 23, 2023.

John will check with Scott about the arrangements for The Taste of Ravensworth. He will also check to see if someone from the Park Authority could discuss the dredging project. He'll also check with James Walkinshaw as a speaker.

PayPal – Kristoffer needs to connect with Roberto on the PayPal issues for the website.

Adjourn – The meeting adjourned at 8:44PM.