

RFCA Board of Directors Meeting
February 1, 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*
Shobha McConnell – Editor, *The Farmer*
Steve Beste – IT Support/Web site, Directory Coordinator
Ruth Hartman – Hospitality
Stephanie Hammond - Resident

The meeting was called to order by Macie at 7:34 PM. The minutes from the January 4, 2023, meeting were approved.

Committee Updates:

Budget – Kristoffer reported that the association will probably reach the \$5000 in membership dues budgeted for 2023. Printing for *The Farmer* will be \$3200 v. \$3000 for all of 2022. Coming expenses include costs for The Taste of Ravensworth, and Liability Insurance for use of the school on March 23, 2023. Currently there is ~\$50K in savings (\$69 in interest) and ~\$12K in checking.

The Farmer – Shobha reported that the February copy of *The Farmer* was on its way to Richard for distribution. She posted a sign up page on Facebook for volunteers to assist with delivery but only one person has yet to sign up. The deadline for input to the March 2023 issue is Friday, February 4.

Old Business

Printing v. Digital Issues of *The Farmer* – Shobha sent the board an e-mail proposing printing 3-4 issues, the remaining digital. Marcie advised that the board would vote tonight regarding the printing v. digital copies of *The Farmer*.

Discussion:

Roberto advised that he has received positive input on Facebook from his link to the digital copy on the Ravensworth Farm website. He recommended that some printed copies could be placed in the Free Libraries that are around the neighborhood – the school, the pool, and other areas.

Sue asked that if the ad rates are increased, will the advertisers stay? She sent out an e-mail to six advertisers asking if they would continue to advertise if we raised the rate by 25%. She hasn't received any responses. She didn't ask how they would feel about the print v. digital editions.

Marcie advised if we decided to go digital it wouldn't be until the next FY.

Roberto suggested we send out the digital copy to the advertisers to show the difference in quality of color ads v. b&w. Sue had sent to the advertisers by only got "Thanks" as a response.

Sue asked if we must increase the ad rate if we go digital. Marcie said she saw no reason to raise rates. Roberto added that it costs \$26 to add a page to the printed issue; we currently have 24 pages.

Kristoffer mentioned that the By Laws require the residents be advised in advance of the Board and General Membership meetings. Could we send postcards announcing dates? The previous cost for sending postcards was \$348. Diwakar suggested the first year print three issues and five digital; the second year all digital and send postcards. Richard suggested transition to three printed, five digitals for the next FY. Place a notice in *The Farmer* and discuss at the March 2023 General Membership Meeting.

Vote: Kristoffer motioned to print three issues of *The Farmer*, the remaining to be digital. The motion was seconded. The motion passed unanimously.

Kristoffer agreed to put together a communications plan and send it to Richard.

New Business

The Current State of the RFCA Website:

Discussion: Both Roberto and Steve advised that the current website, previously maintained by Susan Day, was built with proprietary software and is currently antiquated and very difficult for volunteers to maintain. Steve recommended using Square Space to build the site which doesn't need a professional to maintain. It costs \$290/year v. \$300 we are paying today, and it would not be hard to transition the domain name. However, there would be an add-on charge for e-mail blasts. Diwakar mentioned that Square Space is a la carte and would also charge for the PayPal option. Steve added the costs: \$290 + \$20 to transfer to keep the RavensworthFarm.org domain and register with Square Space which would include e-mail forwarding. Kristoffer asked if there could be mass e-mails and if there would be an additional charge. Steve didn't know. Roberto asked what we wanted to add: surveys, up-coming events, what/how do you want it to look.

Vote: A motion was made that RFCA approve \$290 + \$20 to redo its website. Seconded. Approved unanimously. Steve will sign up within the next few weeks and send Kristoffer the invoice.

Community Clean-up Day: Ginger advised that due to COVID, the community clean up day had been cancelled by Fairfax County. In 2022, Fairfax County advised communities they could hold their events by renting dumpsters from commercial vendors. She asked if anyone would like to head the project and contact Fairfax County to see if it was going to restart the event. Marcie agreed to contact Fairfax County.

General Membership Meeting – March 23, 2023

Taste of Ravensworth – John visited all the eateries at the shopping center and left information re the event. Jersey Mike’s will provide a \$80 tray for \$30; Swiss Bakery will provide a \$30 tray of cookies. He will try to get to Agave. Ruth advised that she has paper plates, napkins, utensils, some cups so there is no need to purchase anything.

John has received some messages asking if residents could bring food. Just limit to the vendors at the shopping center. Perhaps the association could have a Chili Cookoff for the May meeting.

Dredging Project – John hasn’t reached out to anyone; maybe Allan would be willing to provide an update.

James Walkinshaw – John will contact him.

The Farmer – Richard and Kristoffer will explain the decision regarding the future of *The Farmer*, printed v. digital.

Certificate of Liability – Ginger will send Kristoffer the requirements from Fairfax County for the Certificate.

Diwakar requested that the meeting not be available through Zoom. After discussion the board decided that more people would come to the meeting if Zoom were not an option.

Adjourn – The meeting adjourned at 9:26 PM.