

RFCA Board of Directors Meeting  
May 3, 2023  
Minutes  
Zoom Meeting

**Board of Director Attendees:**

Marcie Winitt – President  
Richard Hildebrand – 2d Vice President  
Diwakar Sharma – Corresponding Secretary  
Ginger Rogers – Recording Secretary

**Attendees:**

Roberto Bernate – Layout/Format, *The Farmer*  
Sue Hillmer – Advertising – Directory and *The Farmer*  
Shobha McConnell – Editor, *The Farmer*  
Ruth Hartman – Hospitality  
Stephanie Hammond – Resident  
Bob Nielson - Resident

The meeting was called to order by Macie at 7:34 PM. The minutes from the April 12, 2023, meeting were approved.

**Committee Updates:**

Budget – No update; Kristoffer was out of town.

**Old Business**

Community Clean-Up Day: Marcie never received a response from her e-mail to Fairfax County re the Community Clean-up Day.

Community Yard Sale: Scheduled for May 6, 2023, from 8 AM – Noon at the Pool parking lot. The Boy Scouts will not be able to assist at the Yard Sale. Instead of a food truck, Marcie will order Munchkins from Dunkin Donuts to be delivered by Uber. Diwakar has not heard from Steve re setting up a membership table. Diwakar will meet Walter Monroe to hang up the Yard Sale signs on the Tennis Court fence.

General Membership Meeting, May 25, 2023:

- Announcements
  - Overhaul of By Laws – Marcie will send for our approval
- John will need to get a speaker
- Board of Director Elections
- Certificate of Liability – Ginger will send Kristoffer an e-mail to purchase

**New Business**

Bob Nielson – *The Farmer* – Proposal to continue delivery of the printed version to dues paying members:

- 1) Current Costs

99 cents/copy x 860 copies x 8 issues per year = \$6811.20

- 2) Deliver hard copies only to dues paying members of RFCA (252 members plus 10 extra copies)

99 cents/copy x 262 copies x 8 issues per year = \$2075.04

Savings on printing costs = \$4736.16

With fewer copies we could go to hand delivery saving the RFCA \$1200 a year. Content and formatting costs would remain the same.

Net savings - \$5936.16

Advertising fees in the budget for the Farmer are \$3500. If RFCA lowered these fees by 50% then the net savings would be \$4186.16.

Advantages:

- 1) Only dues paying members receive hard copies of the Farmer. By not getting the Farmer it may incentivize non-members to join and revenue would increase. Non-members could still get the Farmer online at no cost.
- 2) The savings here would offset the cost of the directory (\$2100). All revenue from the Directory (\$2000) would flow to the RFCA bottom line.
- 3) Some people do not use the internet so this scenario would allow them to get the Farmer at a minimal cost to the member.

According to Steve Beste he can easily produce a list of all RFCA members in each zone.

If the weight of the newsletter is less than 2 ounces, they can be bulk mailed for 99 cents each. Over two ounces the cost goes up quite a bit. The current newsletter was less than 2 ounces. RFCA would still see substantial savings if we could keep the weight under 2 ounces.

The group discussion of Bob's proposal:

- Roberto: Even with the lesser number of newsletters printed, the printing costs have quadrupled since we began using a commercial printer v. the school. *The Farmer* is currently limited to 24 pages. If more content is added, and more pages are needed we must print four pages for one page of content. With a smaller number of copies printed, color copy could be added.
- Bob: by going on-line, except for three times a year, disenfranchises people. And the By-Laws don't allow for an on-line version. Why should non-members get the newsletter?
- Marcie: We all agree we don't want this but have problems with delivery.
- Bob: I went to the Merrifield PO, the cost for a 2 oz mailer is not high. If mailed, it would not be that expensive.
- Roberto: Steve broke down the rates.
- Bob: I talked to Steve, he said "go for it." Cost for just members makes sense, but not for 800+.

- Richard: It's been difficult to get people for delivery although there is a small group of people who have volunteered. For the past few months, we've had enough people to deliver.
- Stephanie: I think we have 35% membership because we go door to door. Also, I have a 90-year-old neighbor who wants a paper copy.
- Roberto: Who is going to keep up the list of those who have paid and those who have renewed.
- Diwakar: With the reduced number of copies to deliver we will still need to go many places.
- Bob: My concern is saving money, not logistics.
- Sue: I'm not against the proposal. I'm a block captain and haven't done my block yet, so people must pay again October 1? Yes, FY 10/1/20XX.

Logo Contest: Roberto

- Distribution: on-line version for non-General Membership Meetings. All eight issues will be on-line with an e-mail blast and Facebook notification when it is available.
- Logo: The Plantation scene was taken off so that the content could be added without adding extra pages for the printed version. I would like to have a Ravensworth Farm logo like that of North Springfield. The contest would be open to all residents and school children from Ravensworth Elementary School with a deadline of August 31st and a monetary prize. The logo would be placed on the October Farmer. The Board would vote on the design.

**Adjourn** – The meeting adjourned at 9:48 PM.