

Kings Park West Civic Association
Board of Directors Meeting
31 August 2021
Location: board member residence

Members Present: Sarah Lennon/President (via Zoom), Mike Stonkey/Vice President, Jonathan Reiser/Treasurer (via Zoom), Adrienne Barna/Member at Large, Kaycie Blaylock/Member at Large (via Zoom), Donna Thomas/Member at Large (via Zoom), Karen Cosgrove/Secretary.

Others Present: Nick Schumaker/Membership Committee

Call to Order: Sarah called the meeting to order at 7:03pm.

Approval of Minutes: The July 2021 board meeting minutes were approved.

President's Report: Sarah stated that she had a good meeting with the President and Vice President of Country Club View Civic Association, which has 486 homes. They shared ideas and the county disposal services rep speak at the meeting. Country Club has an intern support their board. The KPW board members discussed the possibility of gaining an intern from Robinson high school or George Mason. An intern may be able to perform data analysis on why people ended their memberships. The board also discussed the possibility of a member forum outside the membership drive, and having prorated dues.

Treasurer's Report: Jonathan is awaiting the Herald delivery bills, which will be approximately \$2K. He has only paid one delivery fee this year. He also stated that the entire budget was not in the Herald, but we can have it available at the next member meeting. Sara requested that one At Large member look at the Bradford tree options. Adrienne mentioned that Guinea and Commonwealth contain a traffic hazard with the trees blocking the traffic light. Donna will look into the tree issue, and have information available at the member meeting.

Vice President/Scouts: Mike discussed the Scouts' request for "Cheddar Up", which will cause the civic association to get a 1099K notice of income (standard practice). Jonathan stated that this would add to the tax return work, along with additional funds to support the tax return preparation. We would also get a 1099K if we used Paypal. Mike made a motion to start 1 September for a one-year period, and revisit to see what impacts it has on the KPWCA.

Mike also mentioned that he received email from Google regarding spam mail, and to ensure that everyone checks their messages. Lastly, one of the Scout unit memberships' is below 20. Mike is working with the District to remedy, but if unsuccessful, the recommended course of action is to merge units.

Member at Large: Donna is working on the member meeting at the Braddock Hall in the Supervisor's office. She is looking into package dessert options. Adrienne has reserved the Laurel Ridge back teachers' lounge from September thru May. The Zoom reception and wifi capability is unknown. Adrienne stated that whoever reserves this space needs to be registered with the Fairfax County schools. Mike will check on the wifi - we need to ensure a remote option for future meetings. Adrienne also stated that all of the message board info is in the President's files.

Membership: Nick wants to meet to get more info for the membership drive, as well as how to get the information out. He asked what metrics we have on non-members, and is interested in data analysis trends. He discussed reliable renewals, lapsed members, new moves and others (military and renters are a large part). The board discussed incentives for sign ups, and that we would send any ideas to Nick. Ideas mentioned at the meeting include member raffles, discount cards, community donations, and a member table at community events.

Other Business:

There was no word from Kathy about the Halloween festival. Mike will follow up. For elections, the President, Secretary, and 1 At Large Member (Kaycie) are not up for re-election. The Vice President, Treasurer, and At Large Members 1 and 3 are up for election. Jonathan agreed to stay on as treasurer if no one steps up - otherwise, he will return to an At Large position.

Sarah stated that we need to find someone to focus on social media. Sarah will run the election, and will need a sheet that has the current and proposed by laws. Kaycie will contact the Supervisor's office to check Zoom options for the member meeting.

The next Herald deadline is 15 September. We will need the proxy form, by laws proposal, position, and the corrected budget. We will also want to advertise on the sign boards.

The next meeting will be the September 21st board meeting.

Adjournment: Sarah adjourned the meeting at 8:42pm.