

Kings Park West Civic Association
Board of Directors Meeting
16 November 2021
Via Google Meet

Members Present: Sarah Lennon/President, Karen Emmons/Treasurer, Jonathan Reiser/Member at Large, Donna Thomas/Member at Large, Karen Cosgrove/Secretary.

Others Present: Nick Schumaker/Membership Committee, Natalie Lapidot-Crotoru/Welcome Committee, Keith Joidon/Halloween Committee

Call to Order: Sarah called the meeting to order at 7:04pm.

Approval of Minutes: The October 2021 board meeting minutes approval was delayed until the next meeting, due to board members that were unable to attend today.

President's Report: Sarah reiterated that the Halloween festival went well, and that there was a good membership drive. She said there was a good social media push, and that we may want to use NextDoor to reach a wider audience. Sarah requested that Karen Cosgrove send the bylaws to Tim for posting on the website.

Treasurer's Report: The report is at the end of the minutes. Karen Emmons requested the board discuss the Halloween budget. We budgeted \$3K, it cost around \$4.5K, and it appears to be \$6K next year. Sarah stated that we should not assume \$6K for next year, and went through the history of the past missed celebrations that allowed extra money in the account for this year. Keith stated that his budget in '18 was \$4.5K, and that he pushed it further this year due to the lack of festivals in the past couple of years. Keith will try to hold the dates with the vendors for next year, and suggested we think about how the festival should be in the future, for example stages vs. more amusement areas. Sarah stated that the board will discuss further next month, and requested that Keith provide an estimate for next year, under COVID and non-COVID conditions. Keith also mentioned items in question, such as insurance coverage, the cookie truck, and a police officer. He also brought up the possibility of local sponsor tables at future events.

Vice President/Scouts: Mike informed Sarah that the Scouts collected approximately 2 tons of food at Laurel Ridge last Saturday, during their Scouting for Food campaign. Sarah stated that she signed the necessary scouting forms.

Members at Large: Kaycie provided her update via email - the Halloween yard contest was good. A few people wanted to post pictures of themselves like the KPW page, but that isn't allowed on the KPWCA page so that frustrated them, but there is nothing we can do about it. Of the 3 winners, only one is a member, and she suggested doing \$25

each (much different than last year). For the holiday contest, Kaycie proposed giving the board sections of the neighborhood to canvas. The board would give Kayce their top 3, and she would narrow the list down. Kaycie will contact the houses and get permission to post the houses on FB, but she is open to doing it like Halloween again. There will be more posts than Halloween, so she may need extra time to go through the information. There was A LOT of activity on the KPWCA page because of the approach we took for Halloween. Dumpster Day was normal. Some trusted people said they had given checks to their block captain but weren't current on the report, which happens every year. Sarah stated that there was some confusion on how to post the houses for the contest, and suggested we send out more detailed information for the next activity.

Jonathan has a draft for the next message board with the holiday contest. He stated that someone pulled off the letters from the Commonwealth signs, and that he is continuously monitoring the signs. Sarah gave Jonathan permission to spend the necessary funds to fix the letter issue. Donna is working on tree removal quotes. She verified that the funds are coming out of the common grounds account. She will have better information at the next meeting.

Welcome Committee: Natalie, the new committee chair, presented her ideas to move from large paper packets to smaller, more concise welcome packets. She stated that much of the information in the current packets is out of date, and that we would be able to put major website links into a smaller packet. She will create a Word document with website resources, for Tim to upload. Sarah suggested that we keep a few full packets for the members that don't use the internet as much. Sarah also suggested that we translate the welcome letter into different languages. She also asked Natalie to write a small piece about the welcome packets, for the Herald this week.

Membership: Nick thanked everyone for their help during the membership drive. There are approximately 720 households as members, and there were about 740 at this time last year. There were low sign-ups last November/December, and Nick would like to encourage January '22 sign-ups. The Herald was a huge driver of memberships, and the block captains were great - engaged ones really make a difference. He posted at least 6 times on social media, and the most engagement was with the Cathy DeLoach posts, and with Nick's post with member benefits. Nick also mentioned that the signage disappeared, but he saved a couple of signs in his house.

Nick will send the volunteer names from the membership forms, to the appropriate committees. He will also award the block captain prizes this weekend. Sarah suggested that he use the December herald as a push for membership. Nick will also email members that made additional donations, to express our appreciation. Keith suggested looking at membership as a marketing and awareness issue. He offered to send Nick festival pictures as a way to generate membership interest. Sarah suggested

doing posts about what the civic association does, and what membership dues cover. She asked everyone to think of creative ways to post this information.

Sarah closed with a member idea to write Herald articles that would include interviewing members of the community. A member volunteered to write a column series profiling community members, framed by the question “what it means to live the good life” in northern VA, or more specifically, in KPW.

The next board meeting will be on December 21st.

Adjournment: Sarah adjourned the meeting at 8:41pm.

Kings Park West Civic Association
FY22 Budget Report
October 01, 2021

11/04/21

	Oct 21	Budget
Income		
Annual Member Dues	11,725.00	21,100.00
Donations	10,001.00	0.00
Herald Classified Ads	0.00	700.00
Herald Display Ads	0.00	8,000.00
Herald Subscriptions	0.00	10.00
Investment Income	2.48	200.00
KPW Directory Ads-print odd FYs	0.00	0.00
Other Income	0.00	0.00
Savings/Optional Donations	0.00	0.00
Total Income	21,728.48	30,010.00
Gross Profit	21,728.48	30,010.00
Expense		
Admin & Misc Activities		
Bank Charge	0.00	50.00
BDC of Community Assoc Dues	0.00	100.00
Insurance-D&O/General Liability	0.00	4,100.00
Other Misc Expenses	0.00	225.00
PayPal Fees	124.11	275.00
State Corporate Registration	0.00	25.00
Tax Prep & Filing Fees	0.00	100.00
Volunteer Appreciation Dinner	0.00	350.00
Admin & Misc Activities - Other	0.00	0.00
Total Admin & Misc Activities	124.11	5,225.00
Common Grounds Maint. Committee		
Area Maintenance Contract	223.00	1,000.00
Beautification & Gardening Grp	0.00	150.00
Message Board Maintenance	0.00	100.00
Utilities	11.37	160.00
Total Common Grounds Maint. Committee	234.37	1,410.00
Herald Newsletter Committee		
Herald Administrative Expense	0.00	100.00
Herald Delivery-\$350/issue	0.00	2,800.00
Herald Printing-8 issues	3,723.71	9,500.00
Total Herald Newsletter Committee	3,723.71	12,400.00
Membership Committee		
Admin Expenses	0.00	240.00
Block Capt Appreciat'n-100 blks	0.00	300.00
Directory Printing-odd FYs, \$3K	0.00	0.00
Welcome Package/Marketing	0.00	100.00
Total Membership Committee	0.00	640.00
Standing Committees		
Halloween Fall Festival Committ	4,039.55	3,000.00
Parks and Lake Committee	0.00	200.00
Scholarship Committee	0.00	3,050.00
Spring Egg Hunt Committee	0.00	360.00
Web and Social Media Committee	66.00	800.00
Total Standing Committees	4,105.55	7,410.00
Support for Special Activities		
Spring/Fall Dumpster Day	0.00	1,700.00
Winter Holiday Decortng Contest	0.00	75.00
Yard of the Month	0.00	100.00
Total Support for Special Activities	0.00	1,875.00

Kings Park West Civic Association

11/04/21

FY22 Budget Report October 01, 2021

	Oct 21	Budget
Support for Youth Groups		
Robinson Grad Party	0.00	250.00
Scout Packs and Troop	0.00	800.00
Total Support for Youth Groups	0.00	1,050.00
Total Expense	8,187.74	30,010.00
Net Income	13,540.74	0.00

Kings Park West Civic Association Change in Restricted Equity Accts from Previous Year FY 22 compared to FY 21 As of October 31, 2021

	Escrow Acct As of 30-Sep-21	Donations in FY 22	Spent in FY22	Escrow Acct As of 31-Oct-21
Braddock Nights Acct	35.00	315.00	-	350.00
Common Grounds Maintenance Acct	5,410.29	985.00	-	6,395.29
Fairfax Family Cemetery Acct	300.00	-	-	300.00
Fall Festival Police Acct	327.76	-	-	327.76
Halloween Fall Festival Acct	964.50	241.00	(1,039.55)	165.95
Herald Newsletter Acct	5,661.93	626.00	-	6,287.93
Parks and Lake Acct	12,843.58	1,158.00	-	14,001.58
Pools in Community Acct	-	234.00	-	234.00
Robinson Graduation Party Acct	10.00	508.00	-	518.00
Scholarship Acct	145.00	881.00	-	1,026.00
Scout Packs and Troop Act	850.00	279.00	-	1,129.00
Spring Egg Hunt Acct	1,400.30	224.00	-	1,624.30
Unrestricted Community Use Acct	-	2,051.00	-	2,051.00
Volunteer Fire/Rescue Acct	80.00	2,499.00	-	2,579.00
 TOTAL IN EQUITY ACCOUNTS	 28,028.36	 10,001.00	 (1,039.55)	 36,989.81