



**Executive Committee Meeting Minutes
December 7, 2020**

Members Present: Amye Rheault, Diana Michel, Barbara Beatty, Theresa Kessler, Bill Barfield, Mindy McAllister, Sherrie Brady, Karen Houck, David Houck, Bob Mizer, Lorenda Wieder, Lori Bassford

Call to Order/Board Updates and Issues: meeting started at 7:30 pm.

It was realized that each month's minutes must be approved at the following month's Board meeting. Motion was passed to approve the October 2020 minutes, and all prior minutes.

1. First Vice President (Bill):

External affairs update:

- ZMOD should be fully implemented by mid-summer. With the old way, you had to go to seven different sources to figure out how to put in a backyard shed. Now everything is on one site.

2. Second Vice President (Diana):

Internal affairs update:

- Newsletter format discussion:
 - Booklet stapled centerfold vs. 8 X 11 stapled in the corner - booklet format is more than twice as expensive as simply stapling pages together.
 - Discussed whether or not to enhance the newsletter by printing the first page in color, which would probably cost 6 cents extra (\$400 budget for newsletter).
 - No decision made yet on these ideas.
- Membership drive signs:
 - Lori Bassford has volunteered to make the signs.
 - In 2021 there is a \$400 budget for signs (probably \$200 each for Membership and Halloween). There is no budget for signs in 2020 so it was suggested that we use the unspent \$100 for the All-Night Grad Party and spend on signs if any can be printed in 2020.
 - Sign storage may be too much for one person, also need help to put them up and take them down. Nice to share the responsibility.

- Need to allow for lost signs.
- Sign inventory is a good idea - where they are stored, how many, a map showing where they should go.
- Motion to purchase 15 membership signs for no more than \$200 was passed.
- Membership drive strategy:
 - Want to encourage **renewals** as well as new members. Why do people fail to renew? We should focus on them.
 - The current membership application form is too long. It should be shorter, with bullets. Historically, we have used colored paper to make the application more noticeable. We are sending it separately from the newsletter this time. It was decided to add a banner across the top of the page as an attention getter, rather than a cover letter.
 - Diana would like to wait until a few weeks after the drive to send an email to everyone who did not join. Also, a thank you email to those who did join. It usually takes 3-5 weeks for membership forms to come back.
 - Social media (NextDoor and Face Book) can be used to solicit new members. A few bullet points at a time about what CCVCA does for the community could be posted on FB.
 - A raffle had been suggested as a way to get people's interest, but it was decided that we shouldn't try that at the same time we are trying out new signs.

3. Treasurer (Theresa):

- We have \$16,829.12 in our checking account and \$5,025.11 in savings.
- A few new members have recently joined CCVCA.
- Please submit any reimbursements needed to Theresa before the end of the year.

4. President (Amye):

- 2021 Nominations Committee:
 - Even though no terms are expiring next year, we still need a nominating committee, as our by-laws stipulate this.
 - Three to five members, with at least one person who is not running for an office or currently serving, need to be on the committee.
 - Each officer needs to be contacted to see whether or not they wish to continue in their role. Mindy agreed to do this.
 - Will need a new Robinson rep, as Mindy is stepping down. This is not a Board level position.
 - We need a GMU liaison, as this position was added to the by-laws in April 2018. You don't have to be a student or faculty member to serve in this role. The First Vice President has traditionally kept us apprised of GMU happenings,

but we want people to volunteer and be involved.

- The Boy Scouts have renewed for next year. They have agreed to take on the guard rail project and will submit a plan.
- TJ McCurdy would like to be a NextDoor lead. He and Amye will come up with guidelines for being a lead for CCV. Currently, one only has to read the guidelines in order to be a lead on NextDoor.
- Check out our website – we have a new look! It is still in transition, though.

Committee Updates:

1. Public Service (Bob M.):

- The Fire Department had a \$5 million cut. Not sure about the Police department.
- A new police chief will be starting, due to the retirement of the current one.
- There have been many instances of vandalism to vehicles over the past few Saturday nights in CCV, KPW, and Middleridge. At least thirteen cars were damaged with bats, rocks, hammers, and BB guns. All except one car were parked on the street, so park in your garage or driveway if at all possible. Bob will try to get together with folks from the other civic associations to try to help solve the problem.
- Civic associations can pay a fee to have their members be able to go to the landfill for free once per year OR have a dumpster placed in a common area once per year.

2. Schools (Mindy):

- Robinson is asking for gift card donations for families in need. Also, folks can drop off canned goods and other non-perishable items at Door 6 (on other side of school facing Roberts Rd). Donations can also be dropped off at 5018 Gadsen Drive Dec. 6-11. This is a new family to CCV.
- Robinson is opening up Spring sports.

3. Newsletter (Laura): not present

- The December newsletter was distributed.

4. Beautification (Bertha): not present

5. Scholarship (Bob C.): not present

- Cathy Burdette (Wade Family) is working on a new Scholarship form for the website.

6. Welcoming (Bertha): not present

7. Events (Sherrie):

- Lorenda Wieder has volunteered to schedule our food trucks. She has found a variety of vendors for the winter months. Lorenda likes to support small businesses in our community.
- Both the newsletter and the website have the 2021 Calendar. As we don't know what COVID will bring, the calendar may need to be adjusted.
- The Playground Committee has met a couple of times.
 - They met with a rep from the company who installs equipment for the County. Fairfax County has a matching grant program of up to \$20,000 at a time. We could have a fundraiser.
 - We can't put anything by the basketball court because it is in a flood plain. We could use the existing site if the undergrowth is cleared to improve the sight lines. A young man in the neighborhood would like to do a quarterly cleanup of the park.
 - This committee is dynamic and growing!

8. Women's Club (Karen):

- Sherrie and Kay Nicklaus will judge the holiday decorations this year on Dec. 19. We really don't have any criteria, other than if you won last year you cannot win this year. Due to the rate at which people are decorating this year, we may need to come up with categories and criteria.
- Check out the Cheer Map on NextDoor.

Other Items:

1. Bill B. is asking for old copies of newsletters for the Past Presidents list, as he needs more information.
2. Annette Smith, a long term resident of our community, passed away 2 weeks ago.

Next Board meeting will be **January 25, 2021, 7:30 pm**, via Zoom.

Meeting was adjourned at 9:15 pm.

Respectfully submitted,
Barbara Beatty
CCVCA Secretary