

Minutes
Fairlington Citizens Association Executive Board Meeting
Fairlington Community Center, Arlington, Virginia
August 3, 2009, as approved

Board Members Present:

President Sam Anthony
Secretary Carol Dabbs
Director Christine Chirichella
Director Stan Hanzel
Director Maureen Ryan

Board Members Absent:

Vice President Tom McNally
Treasurer Ed Hilz
Director Brenda Kriegel
Director Greg Van Hoey

Business Meeting

Call to Order: President Anthony called the meeting to order at 7:23 pm.

Approval of March, May, and June Minutes: Was deferred to September.

Ad Manager's report: We reviewed the written report submitted by Beth Andrews. We briefly discussed differences she had with one advertiser, which have been resolved.

AFB Editor report: Gretchen Fallon discussed the costs of changes at different stages in the press run. We asked about trends in content; Gretchen indicates that she'd like to see more whimsy in some articles, such as the recent article about designation of another notable tree in Fairlington. Completely local information, which would not be appropriate in other news vehicles, is particularly welcome. She recommended that the editor be provided with an external drive on which to store photos, in particular, and will make a specific request to the Directors. Despite the HOT article in the August edition, we will make HOT the theme for the September issue.

Spending Plan/Budget Analysis, Part 2: The planned discussion was deferred, but it led to discussion of whether Directors have a limit for expenses for which they may expect reimbursement without a vote of the Directors. After discussion, consensus was that \$225 would be an appropriate interim limit; Director Hanzel and President Anthony will present a proposal for vote in September.

Strategic Plan (Communications): Director Chirichella presented the results of discussions with FCA Minutes, 09-08-03, as approved

Global over the last weeks. Costs can be reduced if the contract allows fewer changes. President Anthony negotiated with the current webmaster, who agreed to continue services at \$175 per calendar quarter, which buys us some time to sort out the new website. She also made us a proposal for an updated website; Director Chirichella is concerned that she may not be able to collect email addresses. Director Hilz brought up some questions regarding the proposal from Global; Director Chirichella asked that he review the proposal before we approve it. It was moved (Chirichella), seconded (Ryan), and passed (6-0) to extend the current web site arrangement for the last calendar quarter of 2009, at \$175. We also discussed the idea that President Anthony send Judy Johnston a letter of appreciation for her services as our first webmaster.

- Director Chirichella also presented an update to the 2009 Communications Plan to the Directors. We discussed the ideas, including the possibility of an event to open the new picnic shelter at Utah Park, but no decisions were made.

Strategic Plan (Outreach): Director Hanzel indicated that there's been good follow-up from the Walk-Through with the County Board. He presented ideas for the following community activities, which we discussed in turn:

- Outdoor Movies at the FCC
- Fairlington 5 K footrace
- Free Art Show or Artist Presentation
- Ice Cream Socials
- Arts and Crafts event
- Increased impact for July 4th event
- Candidates' event—need to assure bipartisan nature

Secretary Dabbs asked if we'd considered a presence at the Arlington County Fair. There was consensus that we need better marketing of our meetings. Director Hanzel indicated he'd like to mull over our discussion tonight before moving forward.

Strategic Plan (HOT Lanes): Director Ryan and President Anthony reviewed what has happened, latest news, and where we go from here.

Adjournment: President Anthony adjourned the meeting at 8:59 pm.

Respectfully submitted,

Carol Dabbs, Secretary

FCA Minutes, 09-08-03, as approved