

Fairlington Citizens Association
Executive Board Meeting Minutes
Fairlington Community Center
August 11, 2021

Board Members Present

- Guy Land
- Jennifer Davies
- Ed Hilz
- Julie Butler
- Paulin Leonida
- Bobby Calise
- Jennifer Clardy Chalmers
- Lydia Redway

Board Members Absent

- Chris Weathers

Quorum Present?

- Yes

Residents or other Attendees Present?

- No (virtual)

Call to Order

- The Executive Board meeting was called to order at 7:12 PM.

Approval of Agenda

- There was unanimous consent to approve the agenda (with adjustments as necessary) distributed prior by President Land via email.

Approval of Minutes

- July minutes were not previously submitted. Will be submitted electronically for approval following minutes.

Officer Reports

- President
 - No report
- Vice President
 - No report
- Treasurer
 - IRS is claiming that they have not received FCA's 2019 tax return. The 2019 tax return indicated that the refund should be applied to the payment due on the 2020 tax return. IRS claims that FCA owes a tax payment for the 2020 tax return. No payment would be due if the 2019 tax refund had been applied to the payment due

on the 2020 tax return. Ed Hilz and FCA accountant are looking into it. Will update, as necessary.

Unfinished Business

Family Movie Night - Director Julie Butler: Proposed date is September 24. 7:00 PM start time. Pending County approval. "Honey I Shrunk the Kids". Pass 8-0.

Fall Jazz Concert - VP Jennifer Davies: TBD possibly a Fairlington Celebrates the Arts in October.

Blood Drive - Director Jennifer Chalmers: September 22 is proposed date at FCC and approved by the County. Pending hospital and volunteer schedule. Strong community support.

Diversity, Equity, and Inclusion Statement - Director Lydia Redway; Review of the statement. Recalls no major changes proposed at previous July meeting. Ready to adopt. Lydia motions to adopt the motion. Julie Butler seconds. Motion passes 8-0 to adopt guiding principles for FCA Board.

New Business

Mid-year Budget Update -Treasurer Ed Hilz reports that there was a review and no revisions made.

T-Shirt Sales - VP Jennifer Davies noted invitation by FFM to sell Fairlington swag. Opportunity to publicly put a face to FCA. VP Davies requested assistance in conducting swag inventory and tabling at FFM. Guy Land, Julie Butler, Lydia Redway, Paulina Leonida and Jennifer Chalmers all motioned to assist.

Fairlington Cares - VP Jennifer Davies - Fairlington Cares completed the strategic planning process. Confirmed a mission statement. Steering committee was composed of Guy Land, Michael McGinn, Jennifer Davies, Deb Staren Doby, Jeni Hornback and Jeff Kost. Next steps are to operationalize the new nonprofit, including a communication strategy, launch event, fundraising opportunities and logo.

Communications Plan Kick-off Discussion - President Land introduces Regina Betencourt, AFB's editor, who also serves as a communications specialist to discuss proposal to increase FCA's profile and revenue potential.

Regina runs a marketing and communications firm. "Build the foundations and visual identity" for companies and organizations to then have a clear path forward. Argues to keep on a strategic path to not waste resources or energy.

- Q 1 - What does FCA mean? Liaison/access for government to discuss issues. Conduit for community specific issues. Broader reach than other platforms. Source of news. Representing the interests of a section of the community that not always has a voice. Community involvement / give back. FCA serves as a “connector”between and among groups.
- Q 2 - What are we missing? Reaching everyone, differentiating between HOA. Regina comments that we need to define our scope and objectives.
- Q 3 - What is the ideal FCA in 5 years? More community coming together, more engagement. Getting more people involved. What type of metrics can be measured? volunteer #, attendance # at events, # committee participation, social media presence.
- Q 4 - Target audience? ~1000 people that attend FFM of this week (Guy) Have a few different target audiences; (i) volunteers; (ii) impacted by policy/gvt to solicit info; (iii) meet up places like pools - resource for HOAs? Tap into “other” Fairlington groups; Sports, kids, hobbies, interests.
- Q 5 - Competition on time demands - Other HOAs that have similar needs. Observation that many demands by many orgs. Regina says streamline and making opportunities more efficient and effective.

Next steps: Regina will post the discussion summary for FCA Board to review and provide feedback / identify any missing pieces. Next Regina will do the research on what info/metrics available; speak to Fairlintononians. Will come up with a 1 year plan w/ specific goals; eg # of volunteers, # of events, # of board members. Help with ways to execute goals. Evaluation after year 1.

Adjournment

- Zoom ended at 9:05.

Submitted by Jennifer Davies, VP, acting as Board Secretary for Chris Weathers