

**Fairlington Citizens Association
Executive Board Meeting Minutes
FCC - 3308 S Stafford St
December 8, 2021**

Board Members Present

- Guy Land
- Jenn Davies Beck
- Chris Weathers
- Ed Hilz
- Julie Butler
- Lydia Redway
- Paulin Leonida
- Jennifer Clardy Chalmers

Board Members Absent

Quorum Present?

- Yes

Residents or other Attendees Present?

Toni Abernathy, Joe Spyttek, Sky Wilson, Regina Bethencourt

Speaker Presentation and Resident Q&A

Miguel Ruiz & Vicky McCaffrey, Shirlington Branch Library

Regular FCA Meeting

Call to Order - 7:40 PM

- Guy Land presided and noted the presence of a quorum.

Approval of Agenda

- There was unanimous consent to approve the agenda (with adjustments as needed) distributed by Guy Land by email and hard copy.

Approval of Minutes

- November 2021 Minutes approved

Elections of Officers & Directors

- VP Davies relays the procedure and ballot for voting. Officer candidates are Guy Land for President, Jenn Davies for Vice President, Jennifer Clardy Chalmers for Secretary, Ed Hilz for Treasurer, Paulin Leonida for Director, Lydia Redway for Director, Donald Staren-Dolby (not present) for Director, & Julie Butler for Director. One Director position does not have a candidate.
- All present candidates speak in turn on their biography and interest in a board position

Officer Reports

- President: The organization maintained its activity during the pandemic. Speakers from the county board, official government services like the police and fire departments. The relationships with schools are very important. Our neighborhood continues to be affected by development around us, including commercial, retail, and residential. Last year, we launched our effort to be involved with diversity, education, and involvement. And we also continue to keep our community involvement programs like the Santa Ride, Movie Night, and the Fairlington Farmers Market, a separate entity but integral for the community, and Blood Drives that have. We have also been present for the Fairlington condo and HOA association's president's quarterly meetings. We look to continue these efforts. We also look to examine the options for Fire Station 7, a program for the spring that reviews demographics from the census in Fairlington, working with the Fairlington 5k event, inviting a county board member to present to the community, a delegate (Barbara Favola?) to present to the community, investigating further ideas for arts and music in the community, and considering tonight's speaker, Shirlington Library, to have involvement in our community.
- Vice President: VP Davies invites three resident attendees (non-board members) If comfortable, would those (Tony ?), Joe Speetek, Skye Wilson
- Treasurer: Cash balance is \$67,000. Accounting firm keeps the books and develops a P&L statement each month. At end of November, FCA has a profit around \$7,700. Main source of income and profitability is the *All Fairlington Bulletin* even with the paid labor to produce the publication.
- Secretary, No report.

All ballots were counted. The following candidates were elected to the corresponding position:

President - Guy Land

Vice President - Jennifer Davies

Secretary - Jennifer Clardy Chalmers

Treasurer - Ed Hilz

Director - Julie Butler

Director - Lydia Redway

Director - Paulin Leonida

Director - Donald Staren-Dolby

One Director position remains vacant.

Unfinished Business

Santa Ride

- VP Davies reports that all things are ready for the Saturday (Dec 11) event, but weather may be an issue. Two firetrucks are planned to drive the neighborhood. VP Davies will communicate if the event needs to be modified or canceled due to weather by Friday.

Director Butler suggests that the firetrucks should still do the route, even if there is rain, but only stop at FCC.

Blood Drive

- Director Clardy Chalmers reports that participation numbers for the recent blood drive (Dec 7 & 8) will be sent over soon. The blood drive organization has openings for 2022 and likes a lot of the characteristics of the Fairlington Community Center and the two-day timeframe.

Diversity & Inclusion in Fairlington

- Director Redway attended a session with the Virginia Chief Equity Officer. Other resources were offered for the Committee to work with. The Committee is working on discussion guides that will help with situations.

New Business

Virtual Home Remodeling Showcase

- Secretary Weathers reports that a virtual event is just not attractive for vendors. A live event in the FCC is not an immediately available opportunity with the space restrictions currently in place. A virtual event would probably do well with views, but contractors are not showing interest.

Communications Plan

- This section was presented by Regina Bethencourt, Editor for the *All Fairlington Bulletin*
- Managing Editor for the *AFB* presents a marketing & communications plan that is mainly focused on digital platforms. Here are the numbers for online traffic:
 - o FCA Website: Approximately 350 views per month - mostly through Google or directly inputting the url.
 - Home page is most viewed, *AFB* is second most viewed
 - o Facebook: Less than 40 views per month
 - o Mail chimp: 631 engaged subscribers - 36% engage often (open rate)
- FCA is roughly engaging with less than 10% of the Fairlington (and perhaps surrounding Fairlington) population
- Three Recommendations from the research
 - o 1. Grow the email contact list
 - Grow to 1,800 subscribers in a year
 - o 2. Increase the email engagement
 - Use events or important announcements to frequently connect with email subscribers
 - o 3. Increase FCA website traffic
 - Up to 1,000 views per month by November 2022

President Land asks for a motion to adjourn. Director Chalmers motions to adjourn. Secretary Weathers seconds the motion. Motion passes. Meeting is adjourned at 8:59 PM.

Submitted by Chris Weathers, Board Secretary