

**Fairlington Citizens Association
Executive Board Meeting Minutes
Conducted via ZOOM due to COVID-19
May 13th, 2020**

Board Members Present

- Guy Land
- Jenn Davies Beck
- Ed Hilz
- Rebecca Sayres
- Kent Duffy
- Donald Staren-Doby
- Chris Weathers

Board Members Absent

- Samuel Wolbert

Quorum Present?

- Yes

Residents or other Attendees Present?

- No

Regular FCA Meeting

- Call to Order at 7:00 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.
- Approval of Minutes
 - There was unanimous consent to approve the minutes of the April FCA meeting distributed by Rebecca Sayres via email.
- Officer Reports
 - President, No report.
 - Vice President, No report.
 - Treasurer, No report.
 - Secretary, No report.

Unfinished Business

- Family Movie Night
 - The Board agreed not to cancel family movie night. Guy Land will reach out to Laura Barragan, Arlington County Special Events Coordinator, to gauge the direction the County is moving regarding COVID-19 reopening's. A decision regarding movie night will need to be made by August.
 - The Board agreed no generator would be needed if movie night takes place. Julie Butler will research reserving equipment, along with movie ideas.

- Response to COVID
 - Jennifer Davies reports: food distribution has been impacted since APS has not made a determination regarding summer school;
 - The County has purchased reusable masks for distribution;
 - There are/have been COVID cases in Fairlington;
 - Community stakeholders (Condo Assoc. President's, volunteers, etc.) have been phenomenal with assistance in organizing/communicating and has received positive feedback from the community regarding COVID relief efforts.
- AFB business model, deferred.

Unfinished Business

- Promotion of Advertisers on Facebook
 - The Board engaged in a robust discussion regarding advertising on the FCA/FAS Facebook pages. The Board reached a general consensus that advertising should be done exclusively on the FCA page, with the understanding that regular content (e.g., neighborhood news, FCA speakers, etc.) must also be posted. FCA articles will then be linked to the FAS page in an effort to gain followers. Details regarding the frequency of advertisements, fees, etc. are TBD.
- High School Graduation Event
 - Jennifer Davies reports there has been a strong response from Fairlington parents seeking to commemorate graduating senior high school students in the June AFB. The June edition will include a two page spread highlighting seniors who are graduating from the community. Jennifer Davies and Julie Butler will explore additional ways to celebrate high school graduations.
- 4th of July Celebrations
 - Fairlington Villages has cancelled the 4th of July parade. The Villages will be distributing American flags to residents.
 - The Board discussed a variety of ways to celebrate the holiday while adhering to COVID restrictions. Ideas included having a firetruck drive through the neighborhood and residents competing in a 4th of July decorating contest. Guy Land will reach out to Terry Placek, FV President, about doing something in place of the parade.
 - The June AFB will include a piece stating that the FCA is exploring ways to engage the community for the 4th of July.
- Family Movie Night
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 - The Board agreed no generator would be needed if movie night takes place. Julie Butler will research reserving equipment, along with movie ideas.

New Business

- Response to COVID
 - Jennifer Davies reports: food distribution has been impacted since APS has not made a determination regarding summer school;
 - The County has purchased reusable masks for distribution;

- There are/have been COVID cases in Fairlington;
- Community stakeholders (Condo Assoc. President's, volunteers, etc.) have been phenomenal with assistance in organizing/communicating and has received positive feedback from the community regarding COVID relief efforts.
- The Board agreed to stream monthly FCA meetings (via Zoom) during COVID.
- Webmaster Arrangement
 - The Board discussed a letter received from its Webmaster, Christine Chirichella, expressing frustration with lack of communication, short notices, and lack of compensation for additional work completed on behalf of the FCA. The Board consented to compensate Christine for additional work completed for the month of May. Kent Duffy will inform Christine of the compensation and communicate that the Board is reevaluating the webmaster role in general as it pertains to the FCA's digital media strategy.
 - The Board discussed the need to develop a broader digital media strategy. This may require a volunteer or consultant to assist in advancing. Donald Staren-Doby will explore his contacts for potential help. The Board also discussed placing an ad/article in the AFB soliciting a volunteer from the community.
 - The Board concurred that an FCA Communications Director is needed.
- Creating Fairlington Cares Inc.
 - Guy Land put forward a motion for the establishment of a 501c3, FCA affiliate, Fairlington Cares Inc.; the Board approved its creation 7-0, with 1 abstention.
 - The AFB will include a piece on the Fairlington Cares survey and where to take it.
- Speed Zone, deferred.
- Meeting Logistics, deferred.
- Arts Outreach and Activities, deferred.

Adjournment

- President Land motioned to adjourn at 9:05 pm, which was unanimously approved
- Submitted by Rebecca Sayres, Board Secretary