

**Fairlington Citizens Association
Executive Board Meeting Minutes**

Fairlington Community Center
3308 South Stafford Street
Arlington, Virginia
July 10, 2013, as approved

Special Presentation

Arlington County Board Chair J. Walter Tejada and Mary Chevalier of the Arlington County Transit Department made presentations on the Columbia Pike Streetcar Proposal, made copies of their presentations and a fact sheet available, and then responded to questions from Fairlington residents in attendance.

Executive Board Business Meeting:

Board Members Present:

President Guy Land
Vice President Kent Duffy
Secretary Carol Dabbs
Director Jacob Gelbaum
Director Joe Hartman
Director Mark Jones
Director Carrie Street
Director Michelle Woolley

Board Members Absent:

Treasurer Ed Hilz

Call to Order

The meeting was called to order at 8:28 pm.

Approval of Agenda

The Agenda provided by email on July 9th by President Land was approved without objection, but we agreed to move directly to the most urgent items due to the lateness of the hour. As a result, some items were not covered.

Approval of Minutes

A motion to approve the third version of the June 12th minutes, which includes changes from Director Street, was approved without objection.

Officer Reports

President Land

No time for this report.

Vice President Duffy

No time for this report

Treasurer Hilz

Three monthly docs were provided in advance by email, which we noted.

1. Financial Report—working balance up a little from July 2012;
2. AFB Profit and Loss Statement—profit up almost 10% compared to July 2012; and
3. Checks Issued—which included a quarterly bookkeeping bill, SurveyMonkey fee, and a tee shirt order in time for July 4th sales.

Secretary Dabbs

Voice Mail box—one call which alerted us to a problem with downloading the June AFB was the only significant call. There were several hang-ups and a couple of advertising calls as well.

Other:

No time for this item.

Unfinished Business

Kids T-Shirt Purchase

It was moved, seconded, and passed 8-0 that we retroactively set the toddler and youth size tee shirt sales price at \$10.

D&O Insurance Coverage

Some of the documents sent to us by Treasurer Hilz didn't open, and the price comparison chart did not answer all of our questions or enable a full comparison. Director Jones indicated that he'd requested and received openable copies of these documents from Treasurer Hilz, and we asked that he forward them to us all. We'd like Treasurer Hilz to arrange for one of the insurance agents to speak with us at our August EB work meeting.

Fairlington Farmers Market Update

Director Street briefed us, and sent the following report to be included in these minutes: The 10-member working group continues to meet regularly to discuss possible sites. A few member of the larger group will meet this week with Rob Swennes to learn more about what a partnership with Field to Table would involve. Lane Erwin has received a few emails opposed to the market, citing FCA's influence/agenda being imposed on the community. Lane requested Carrie inform the board of these emails since FCA was cited.

Social Media Intern Update

Vice President Duffy has suggested that our intern's blog be cross-posted to our Facebook page. Otherwise her efforts are moving along well. He's learning from her blog post. He thinks that her video is good, and President Land sees the internship as a success already.

Fourth of July Parade/T-Shirt Update

Director Street reported that we sold 29 shirts at the July 4th event, of which 14 were in toddler or youth sizes; we had ordered 30 kid shirts for this event. Further details are available in Treasurer Hilz's email to us. She recommends we continue to sell toddler and youth sizes, for which we'd need to re-order kids' shirts. We may want to consider alternate vendor, from whom perhaps we

could obtain women's sizes. We also discussed possibly having a special tee shirt for this fall's planned 5K run, with additional printing on a regular FCA tee.

Quaker Lane Parking Restrictions Update

Vice President Duffy received 84 responses to the survey—66 (78.6%) are in favor of private auto parking along Quaker Lane. 79% of respondents considered themselves to live near Quaker Land, and 19% were concerned about noise. Both Glen and Meadows Presidents are supportive of the change to allow overnight parking by private vehicles overnight. Comments with concerns will be responded to by Vice President Duffy individually. He sees this as lots of support for this possible change. There will be an article in AFB announcing the forum in August and the survey results. President Land requested a cross tabulation comparing the opinions among those self-identifying as living near Quaker Land and those not so self-identifying.

New Business

August All Fairlington Bulletin

President Land had wanted to know the additional cost to do a center color spread for the 4th of July photos. While this would be similar to the Fairlington Villages newsletter layout, the printing job is different enough that we can't predict cost based on their costs.

Four pages are run through the printer at a time, so multiples of 4 color pages could be done. No estimate has been received yet to do this. The difficulty is that if we do 4 pages in color, some advertisers could potentially get color ads without having paid extra, because placement is based on timing of submission and rotation of the full page ads we have most months. Single page inserts trigger additional pay to the Advertising Manager, although President Land is not quite clear why.

A question was raised as to whether color would look ok on the flat stock we use, as Fairlington Villages uses glossy stock? Color might add a couple of days to production time due to drying time, further complicating our schedule.

Based on the information we have requested from Global, President Land would be favorable or not to doing this; he will pass on to us what he gets from Global with his assessment and seek our guidance.

After this Friday, we won't be able to act on it for the August issue, and the opportunity to publish the July 4th photos in color will be lost.

Fairlington 5K

The FCA lead of the committee to organize this effort is Director Hartman, with Director Gelbaum also on the committee, whose members have some experience in organizing 5Ks. President Land showed us an example of the type of shirt we might issue for this, and indicated that he wants to explore with Dan Branch, co-chair of the Abingdon PTA, the possibility of merging their fall 5K with ours. There is also a possibility of including a 1K walk in the event. October 12, 19, or 26 are possible dates. Street closings would have to be worked out, possibly by professional management. Megan Hurst, Director Hartman's friend has company that can

manage for \$900, which seems like a reasonable. This assumes a charge of \$25/per participant, plus the cost of tee shirts.

Questions raised include whether there is an FCA financial commitment and whether we'd have liability for this because our name is on it, or whether it is just the use of our name and some of our time and talent? Sponsors would be recognized on the tee shirt, probably. Another question is whether it would be open to outside participants or primarily patronized by Fairlington residents or owners. Director Hartman indicated that the goal would be no net cost, between entry fees and sponsors. Perhaps FCA could be reimbursed for some up-front costs. President Land hasn't talked to Dan Branch yet; he'd hoped to do so on the 4th of July.

At our August meeting, the committee was asked to recommend a date, to present a game plan for finances (including estimates with a worst case for financial exposure and management company fees/services), and also to report on county permits needed, etc. President Land also hopes to sort out the relationship of our event with the Abingdon PTA event by that time. Having this information at that point will enable us to promote the event in the September AFB and run a major story in October the AFB.

August 14 Meeting

President Land recommended that we hold a discussion of the Quaker Lane situation as a prelude to the EB session at the August meeting. One agenda item we do plan to cover is swag.

September Meeting Program

President Land has not had a discussion with Moran's staff yet; Abingdon Principal Uyeda not likely available so early in school term. General interest in having Moran in September was expressed.

70th Anniversary Tree Planting/Activities

Secretary Dabbs noted that we have budgeted \$1000 for all 70th Anniversary activities, with \$100 already committed for the tree itself.

Adjourn

President Land adjourned the meeting at 9:00 pm.

Respectfully submitted,

Carol J. Dabbs
FCA Secretary