



Board of Directors Meeting Minutes

Tuesday, March 6, 2018

7:00pm-8:30pm

Corewood Care Office – Shops at Sangamore S-225

Present: Margie Ott, Mary O'Donoghue, Peter Loew, Gabrielle Grunau, Sandy Roy

Absent: Todd Smith, Cecilia Bacigalupo, Susan Harding, Gary Ender

Executive Director: Lisa Rosenthal

Guests:

1. Convene Meeting – Margie presided

- With a majority present, the board approved the February 6, 2018 Meeting Minutes.
- The board reaffirmed that it would meet the 1st Tuesday of the month at 7:00 PM. (Calendar of remaining board meetings for 2018 Include: Apr 3, May 1, Jun 5, no meeting in July, Aug 7, Sep 4, Oct 2, Nov 6, Dec 4.)
-

2. Financial Report – Margie

- The board reviewed the current financials for the month. The \$1,905.64 deficit was without explanation except that it may be due to salary grant funding from Montgomery County applied for on March 1st had not yet been received.
- The board was informed that LFV had received a \$1,500 grant from the BCC Rotary but that the Carl Freeman Foundation grant was not. It was agreed to reapply for the Rotary grant in the Fall.

3. Committee Plans for 2018

- Membership – Peter lead the discussion with recognition that all villages are struggling membership issues. He shared a packet of marketing materials to inform board discussion.
 - Some members expressed concern in continuing to use the tag line “aging in place”.
 - Logo replacement was discussed because most people do not know what our logo looks like. Suggestions:
 - Finding business support to help with the funding of a logo redesign and collateral material development (e.g., rack cards) that speaks to our community. Possible “word cloud that makes the shape of a village”.
 - Todd and Peter would like feedback and ideas in 10 days – Friday, March 16th.
 - Digital marketing - future aspect
 - Getting members to host events in their homes and be neighborly.

- Getting letters out to neighbors inviting them to neighborhood gatherings and to a Board Meeting.
 - Increasing partnerships was proposed with the development committee, partner with vendors and other villages. (Ex: friendship heights neighbors – free dance class. See if you like this and then to sign up for a fee if you wish to continue.) Some partnership efforts are underway: May 8th there will be a table at the Library. Suburban is having free BP checks. Senior Health and Wellness Coordinator will be there from 11 AM to 1 PM.
 - Social workers – reach out to the social workers at the hospitals to let them know that the LFV is a resource post discharge.
 - Volunteer - Mary
 - Fundraising
 - Taste of Little Falls – Lisa provided information on behalf of Susan. May be a lot to coordinate, but Lisa was able to speak to the head of Taste of Bethesda. April 15th Budget and final time table set up. Once we understand what the structure is, we will go to 3 to 4 restaurants we have close connections with and get feedback from them. Then we would divide up the list of restaurants to see if it is financially feasible and if we can make money. The restaurants pay a fixed amount of money for 2 different size of tables. They charge 1>25 per ticket and Taste of Bethesda takes 0.50 per table. Location – Westbard. Talked to Jane and perhaps June Gardner. Possibility Little Falls Shopping Mall. Reducing the number from 25 restaurants and using those restaurants in the immediate vicinity. Sponsorship – Senior care industry. Possibly reaching out to these vendors and seeing if they would be able to sponsor.
 - Finance & Admin – Margie
 - Following review, the board approved the 2018 final Budget.
 - Program – Lisa
 - 40 people at decluttering, 30 people at Tech Moxie presentation. About 1/3 are members and the other are not. Hoping these new people will become members and volunteers. Pickett will do a tour of the National Gallery. The book club and men’s lunch will be started. Soup’s on. Yoga class/ Suburban and Sibley contributed speakers (nutritionist Suburban, Sibley stress management), dog therapy, museum of African American History – an Uber XL to be ordered for this event.
 - It is hard to get people to RSVP and you do not know if people will show up.
 - Non-members going on the van trips – question as to what to charge them. What should be that amount? \$10 to \$15? Decided on \$15.
 - To have a member sit with Lisa at the event at the Little Falls Village.
 - Fixed rate for 2 different sized vans.
4. Executive Director Report –Lisa
 5. New Business
 - Elevator speeches – Gave example of UN business card.
 6. Adjourn

Adjourned at 8:51 PM