

Minutes of Little Falls Village Board Meeting:
February 7th 2017

Board Attendees: Margie Ott, June Gardner, Susan Harding, Laurene Sherlock, Nancy Wehr, Jane Croft, Gary Ender, Todd Smith (Executive Director),
Village Members: Shirley Humphreys, Elida Bessalel, Marian O'Brien, and Lynn Pekkanen

President's Report: Margie Ott

- Board minutes from Jan meeting are approved. Todd will post these on the web site.
- Lyn Ermer has resigned from the Board because she has gone back to work.

Development Committee: Margie Ott

- No written report
- Todd has set a meeting on Feb 16th with fundraiser consultant named Susan Kelley. (\$5,000 grant will pay for hiring whatever fundraiser gets hired). Susan specializes in smaller organizations.
- Time table to get set by next month to set up a "trash to treasure" event next year.
- Development and Communications committees will coordinate calling other Villages to find out how they operate.
- Villages meeting on "Quiet Skies" this Thursday (2/9/17), Brookmont Church.

- **Membership Committee Report: Nancy Wehr**

- Small group meetings to be held first to recruit new members.
- Last year 10 new members signed up. Todd has already signed up 5 new members this year.
- Suggested ideas: Membership discounts or finder's fee to members who get someone else to sign up for new membership.
- Looking also to increase drivers. Plans in process to find alternate transportation for members so we would have fallback if lacking a volunteer driver. Uber being looked at as well as County Transportation who will hold a meeting in March to discuss the County providing transportation as well (March 13th or 27th).

Gary Ender asks how to target likely new members. US Postal Services has demographic info online. Sumner Village has highest percentage of 50+ year-olds.

AARP has studies that gives info on what this demographic is doing/ where they are living, lifestyle, etc.

Communications Committee: Laurene Sherlock

- Outline of questions to ask volunteers written.
- The Committee met. Members include Phyllis Edelman, from Springfield and Pickett Randolph of Sumner Square
- Trying to figure out where to place profile stories. ("What's your story?") Looking for bulletin boards to feature these stories. Looking to put these in a newsletter as well as Doings! Looking to put in "The Beacon" or Riderwood's newsletter.

Volunteer Committee: Margie Ott

- Volunteers asked what types of events they want.
- "Volunteers Only" meeting has been set for volunteers to give feedback about what they think about what they do and what they would like to change/add. Also a date for volunteer training is getting set.
- Perhaps looking to divide drivers/non-drivers to direct volunteer calls depending on what the task is.
- Perhaps write an article about "asking for help"; something many find difficult.

Finance and Administration Committee: Margie Ott (See attached spreadsheet)

- 4 grant proposals have been submitted (2 grants submitted to both County Council and County Executive):
- One for software to manage Village activity,
- The second would be a large operating request to get salary for LFV Staff. Executive County needs an approved budget to be submitted with fully funded salary worked in. This would become the Village budget starting in September, and would run for a year.
- Margie assumes 133 members as total numbers for budget base giving us \$40,000 in membership revenue this year.
- June suggests fundraiser: having big trucks, fire trucks, ambulances, construction equipment, etc. create a "hands-on" event. Shops of Sumner parking lot first choice for venue.
- Development committee is scheduled for \$5,000 contribution to 2017 year.
- Potential foundations: looking to get \$3,000 to fund Village Plus.
- New budget (for grant application) to get approved via email by next week.
- Todd reported that villages looking to get together to seek a group rate for insurance.

Under MD State Law: LFV needs workman's comp (\$1,200 additional insurance). Currently staff salary: \$35,000 (split between Todd and Manuel). For grant purposes, \$59,118.02 has been written into what would be the new budget

Treasurer's Report: Nancy Wehr (see attached spreadsheet).

- Review of comparison from last year to this. Expenses up this year.
- Lyn Pekkanen asks how many of original members still are members. Thinks we need to get more "Social" (currently called "Associate") members.

Executive Director's Report: Todd Smith

- Went to "how to get volunteers" training session
- Annual report will get produced.
- Todd to change his office hours to 10 or 11 am - 5 pm so he can focus on membership growth.

Meeting adjourned: 6:34 pm