

Waterford Citizen's Association minutes 1/18/03

Present: Ed Lehmann, President; Jim Waggoner, Treasurer; Nick Ratcliffe, Chairman of Beautification Committee; John Protopappas, Vice President; Anne Hardy, Secretary

- Agenda:
1. Budget
 - a. Income
 - b. Expenses
 2. Member Renewal Process
 3. Directory
 - a. Data Collection
 - b. Space ads
 4. e-Mail Announcements
 5. Dates of Member Meetings
 6. Youth Activities Committee

1. a. Budget Income:

Membership: Up in general due to mailings

BBQ Revenue: Last year was an average year and so good for projecting such

Interest Income: Self explanatory

Apparel Sale (Caps): About 200 left but sales are getting harder

Directory Ad Revenue: Previously unexplored idea with good potential for offsetting costs

1. b. Budget Expenses:

Quarterly Newsletter: Well received and worth keeping

3. Directory Data Collection and Ads

Membership directory: Ed talked to several businesses about ads at \$35 to 40 per ad. It was mentioned to solicit youth athletic groups. They would include their logos and try to scare interest among uninvolved youth. There was discussion about whether non-members should be included. Anne mentioned well intentioned members who've forgotten to renew will be upset to have been dropped from directory. Also several people wanted extra copies, Edith mentioned. Ed mentioned individual cost of production. Anne mentioned charging additional \$2 charge per extra copy as a reasonable charge. Nick questioned additional charges needed for blanket 20197 mailings, and was it necessary. Could we drop the cost and use it for the 4th? The 4th was way over budget but was covered by non-use of beautification budget.

Directory: Printing costs discussed. Jim Wagonner was going to look into what it costs him at work. Nick suggested having a way to identify members from non-members as an incentive to get them to join. Ed says there are only two non-members currently in book. Edith mentioned that discussion of raising dues will cause people to get serious about cutting back.

1. b. Expenses cont.

July 4th: Nick asked why is field-mowing costing money now, Jill rents field with understanding of payment of mowing? Just coordinate mowing. Hillsboro stopped their 4th due to costs. Could we include them? We should at least invite them. Nick suggests including Paeonian Springs. These are possible revenue sources. Ed mentioned we

should include them in other activities with speakers and such. Anne suggested extending warm hand to Lovettsville too when having speakers, etc. since they have organization and good funding.

Street Lights: Why pay if we're not using the leverage to change them?

Landscaping: Coordinate with Lindermans to harmonize plantings. Nick pointed out that what the Foundation does on their properties is their business. Trees donated by Lindermans must be upkept at the expense of the receiver. Donated trees are acceptable. Nick said \$500 a year is reasonable. It would allow the planting of about 2 trees a year.

6. Youth Activities Committee

Youth Activities: Ken Dunn has planned a few things. We need to find an active chair to make things happen. The original activities budget was for organizing the 4th with games, etc. Nick pointed out interest had waned so why have the expense. Anne pointed out that was directly associated with old set-up of long speech in high heat, kids and parents were bailing before the games were scheduled. Now that the activity is in shaded field, interest has increased again to where the expense is necessary. Discussion about axing the expense led to a suggestion of reducing it to \$100 for now since there is no chair. Money is apparently meant for non 4th activities. July 4th money is under 4th budget. Nick pointed out there were other organizations providing events (Zach Lee Fund & PTO) and so no cost might be necessary to WCA. Anne pointed out PTO only provides for elementary school children and not those above or below that age group necessarily; plus many of the youth activities scheduled have been fun for adults too.

Renewal rediscussion: Threaten "no fireworks without your help" says Nick. Edith says be careful this is everyone's key interest. Nick suggests using PTO to generate interest.

Budget rediscussion: Ed suggested coming up with preliminary budget.

5. Dates of Member Schedule

Meeting schedule: Feb 25th as a possibility. Discussion includes road improvements. Someone to come explain rezoning and our responsibilities, rights. Travis-Brown changes. Explanation of wells and water use. Snow removal and are they using salt in the sand mix. Discussion with PTO about how involved Halloween should get. Athletic fields and large properties available for kid use. Interest in broadband internet provision- Jim Gosses. Mary Dudley is leaving Review committee and WCA should work to put new person in place. Alleyway ownership and legal issues.

E-mail: WCA does not give out its e-mail list. Only one e-mail name will reach entire group.

Newsletter: Edith will continue to do newsletter

Database: Jim has copy to keep track of dues. Ed mentioned watch out for two last name families double paying.

Secretarial Stuff: Edith gave Anne copies of previous mailing notices (why re-invent the wheel?), and passed on schedule for posting meeting agendas and reminder notices etc. Officer Meeting needed? Nick suggested it before WCA meeting. Ed said he would e-mail general agenda. John suggested reading e-mail and then discussing need for meeting.