



Willowsford[®]

CONSERVANCY



Board of Trustees Meeting

July 12, 2022



Agenda

- Willowsford Conservancy
- Farm update
- Land Stewardship update
- Community Engagement
- Financial update
- Executive Session



Conservancy Update

Strategic Planning Is Underway

- An early product of the process is a summary of the resident survey, which is available on the Document Center on the Conservancy website.
- Capacity Partners has met with over 27 residents, staff and focus groups.
- Next steps include a summary presentation of this survey to the Board and Leadership Team.
- The process culminates with an informed Executive Search and a Strategic Plan.

Farm Stand Highlights

- Opening Day Well-Received
- Farm Stand Sales are trending positively – with exception of weather adverse days, however, goal is to see steady increase in sales
- Engagement Activities on most Saturdays @ 10am will hopefully boost sales
- New Offering – Pop-up Farm Stand at the Boat House – July 14th
 - Featured Food Truck: Seafood at the Shack



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July Farm Update

We continue our focus of **building soil health, improving operational efficiencies, and increasing community engagement opportunities** – all three goals are aimed at providing our Farm and community with greater resiliency.

Here you see the Peach Orchard pastures in the background.



Building Soil Health



Building soil health is a years long process. The farm team is committed to improving soil health in-part by cover cropping 80% or more of our production acres annually and utilizing the laying hens appropriately in the rotation.

This season we have seeded a cover crop in between each raised bed to ensure season-long living roots cover the soil. Ben is mowing that cover crop for maintenance.

Improving Operational Efficiencies

New harvesting protocols include moving larger harvests by tractor forks, reducing lifting by staff, numbers of touches, and frequency of return trips to the packing shed.

Efficiency improvements have the added benefit of increasing staff morale.



Farm Stand

The farm stand is open on Thursdays and Saturdays.

We now have nearly two months of Farm Stand engagement and continue to build out our capacity to make informed decisions regarding product mix, inventory, and community outreach.

CSA subscriptions remain the primary way forward to improve the farm's financial sustainability. Your help in promoting CSA subscriptions is greatly appreciated.





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Trail Maintenance



The summer is the season in which we focus on resolving sections of trail that are usually too muddy to work on productively.

- Installed a puncheon along Wetlands Way to circumnavigate a muddy section of trail.
- Resurfaced several sections of trail in the Grant.
- Signage survey continues

In these dry months, our next few projects will be focused on other wet sections of the trails, particularly in the Greens and Grant.

Future Plantings for 2022



- Due to the success of our spring reforestation project, the **Arbor Day Foundation** approached us with interest in having us accommodate another planting this fall.
 - Pending approval, we will receive up to **\$22,000** in funding for another project.
- The details for our fall planting in partnership with **Loudoun Wildlife Conservancy** are being finalized, but the project will take place on **October 8th**.
 - Total project funding will be **\$10,500**

With the successful completion of these projects, Willowsford Conservancy would receive approximately **\$47,500 of grant funding in 2022** for reforestation projects across the four villages.

This reflects our big push to develop beneficial partnerships with other organizations to help support our mission.

Pond Management

Beaver & Muskrat Removal

- Beavers were removed for a second time from the Conservancy side of Twin Ponds.
- Muskrats tunneled through the HOA dam and had to be removed from the area.

Future Prevention:

This is a reoccurring annual issue, which should be budgeted for as these incidents impact our ability to maintain the water quality of all the ponds.

Pond Inspections

We are currently working with engineers from Terracon on drafting a proposal for the inspection of the four ponds discussed in previous meetings with the Board.



Tenant House Repairs & Renovations

Peach Orchard

- **Flooding Prevention:** Regraded and seeded the area on one side of the house to redirect water flow and installed a combination of a French drain and box drain to redirect surface and subsurface water flow away from the house.
- **Minor repairs and improvements:** Repaired bathroom tile, gutters, maintained water filtration system, and purchased an air-scrubber and new AC unit.

Grant Farmhouse

- House is in good condition.

Lightridge

- All repairs and renovations on hold until further notice.



Future projects: Prescribed Fire

Prescribed Fire for Fall 2022

The VDOF recommends a different approach in our oak savannah establishment due to their limited resources and site factors.

Recommendation: A selective harvest in established forest followed by a prescribed burn. This project is on hold for 2022, and project design is being reconsidered for potential delivery in 2023 or 2024.



Moving Forward



Projects in the Near Term

<p>July</p>	<ul style="list-style-type: none"> - Broad Attack of Invasives - Three Program Offerings - Focus on Wetlands Way Trail Work - Farm Stand Saturday Program 	<ul style="list-style-type: none"> - Pruning back vegetation along trails - Installing interpretive signage at Pinewoods Loop - Round of Pond Treatments
<p>August</p>	<ul style="list-style-type: none"> - Mowing buffers - Cattail removal at Spring Peeper Pond - Three program offerings - Bench additions along trail 	<ul style="list-style-type: none"> - Resolving wet spots on the trails - Removal of lespedeza, Oriental Bittersweet, mile-a-minute
<p>September</p>	<ul style="list-style-type: none"> - Annual Bonfire and Camp Over - After School Program - Removal of mile-a-minute and oriental bittersweet 	<ul style="list-style-type: none"> - Round of Pond Treatments - Two program offerings



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Community Engagement and Volunteerism

It's not all tomatoes and carrots when it comes to community engagement. The Land Stewardship team helped us by building a screen around the Farm Stand portable.

Regular activities are planned at the Farm Stand for the remainder of this year's calendar.



Community Engagement and Volunteerism



Since June, more than 75 Residents and their families participated in events, including:

- Cedar Pond Walk & Date Night Outdoors in Collaboration with the HOA
- Fishing for Beginners with Trout Unlimited, and Grilling with Gabe
- Herbs: Gardening and Cooking, a culinary event and farm tour in collaboration with Chef Emily

Community Engagement and Volunteerism



New Volunteer Offering

Community Egg Collection

Thirty families registered for the Saturday Eggstravaganza field trip from the Farm Stand to learn about egg gathering and more.

Community Engagement



Upcoming Events

- Aquatic Wildlife Discovery, led by Conservancy Staff (Thurs, July 14)
- Farm Stand at the Boat House (Thurs, July 14)
- Foraging with Julian (Sat, July 16)



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FY 2022 Financial Performance

January- May 2022

Statement of Financial Position

- Total Assets of \$8.391K over prior year of \$8.026K
- Total deferred revenue (CSA Shares - positive \$30K to Prior Year)

Statement of Activity - Notable areas of deviation

Revenue

- Assessments and Fee Revenue down by \$20K
- Collectively Farm sales performing to expectations

Expense

- Positive variance on health expenses (\$42K)
- Net Operating Revenue performing better than budget but deficit (\$41K)

Other

- Investment income – YTD Loss (\$144K)
- Capital Transactions- \$25K positive (sale of used equipment exceeds purchases)



FY 2022 Resale Revenue Trends

- Resale Fees for FY22Budget are \$347,625 - 16% of revenue budget
(Resale fee is calculated at .25% of sale, and budget estimated a turnover rate of 4.5% and an average sale price of \$1.35 million)
- Resale trend data is challenged by Covid-affected market in 2020 and 2021 and current interest rate fluctuations.
- YTD trends are 88% of resale volume forecasted, and 92% of revenue. With June sales, resales fees are trending 3% higher than calculated average. (Budgeted average is \$3358; actual average is \$3473)
- Projecting forward with current trends, resale volume is projected to end the year at 88% of sales and 90% of revenue, for a projected loss of (\$35K)

2022 Potential Expense Budget Impacts

Item	Timing	Est. Impact
Farm truck purchase	Complete	\$37,000
ED settlement	Complete	Confidential
Dam work	TBD urgency	~\$80,000 per dam?
Lightridge house	More urgent	\$81,000 - \$123,000
Peach Orchard House	Grading work completed and minor equipment improvements (Washer, AC, Air Scrubber)	\$20,000
Interim ED	April - December	FT at budgeted expense of ED
New farm equipment purchases	TBD	Neutral based on sale of equipment



2022 Accounting Projects

- Rationalizing chart of accounts to improve analytics to inform farm and retail decisions
- Optimized integration of retail programs and other reconciling procedures into accounting system.
- Staffing- The search continues for the best business operations/accounting solution.



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