

**Willowsford Conservancy  
Board of Trustees Meeting – Nov. 8, 2022**

**via Zoom**

**Attendance**

Board members: Chase Rowan, Claudette Papathanasopoulos, Greg Licamele, Karyn Moreland, Jake Virag, Avi Sareen

Staff: Kathryn Stephens, Andy Dunham, Taryn McFarland, Brian Keating

**I. Call to Order**

Meeting called to order at 5:35 p.m.

**II. Approval of Minutes**

Minutes from September approved without dissent.

**III. Resident Forum**

Frank Blackstone: The Grant resident and HOA board member, shared budget feedback.

Mike Russiello: The Greens resident and HOA board member, shared budget feedback.

**IV. Board Briefing Book**

Board members were [provided with a briefing book](#), which includes specific details covered during the meeting.

**V. Strategic Plan**

Strategic planning process began in fall 2021 with a community survey that yielded more than 1,100 responses. The Board hired Capacity Partners to lead us through the planning process, including focus groups and priority identification. The process also led to an updated mission and vision.



# Planting the Future

Strategic Plan 2023-2026



## MISSION

To protect our land and promote conservation and sustainable farming so that our community discovers a deeper connection to nature and each other.

## VISION

Willowsford is a world class agrihood that inspires community-based conservation and farming.

### Goal 1: Build Engagement and Community

Strategies include creating ongoing educational opportunities for residents; developing a formalized volunteer program; engaging the whole community, especially youth, about farming and conservation; and increasing awareness of what living in an agrihood means.

### Goal 2: Attain Operational Excellence in Land Management and Farming

Strategies include developing land and farm plans that can be sustained by financial resources and scaled as needed; establishing land and farm advisory boards; partnering with other local farms and land conservancies; establishing relationships with other agrihoods to meet our vision.

### Goal 3: Continue Building a High-Performing Governing Board of Trustees

Strategies include evolving the current board from a working board to a governing board; adopting key, high-level performance indicators to track; activating several advisory boards, including a youth board.

### Goal 4: Build and Strengthen Staff Talent

Strategies include hiring a full-time executive director in early 2023; instituting more cross-training with staff; ensuring the staff's well-being with reasonable expectations and workloads.

### Goal 5: Expand/Diversify Funding Sources to Meet Capital/Operating Needs

Strategies include growing earned revenue from amenity rentals and programs; seek grant funding and corporate sponsorships; establish policies for the developer-funded endowment that can be drawn from in a few years; determine long-term mix of current funding from annual assessment and community enhancement fee (which buyers pay when purchasing a home).

**Greg Licamele made a motion to endorse the Conservancy's 2023-2026 strategic plan. Avi Sareen offered a second. Motion passed 6-0.**

#### **VI.) 2023 Budget**

Details of budget process are available in the briefing book link above.

**Karyn Moreland made a motion to approve the Conservancy's 2023 budget. Greg Licamele offered a second. Motion passed 6-0.**

#### **VII.) Executive Director Search**

The Board hired Good Insights to coordinate the national search for a new full-time executive director. Recruitment will begin in the new year with interviews likely in late winter/early spring. Board members will serve on the search committee.

#### **VIII. Adjournment**

The meeting adjourned at 7:08 p.m. The Board proceeded into Executive Session until 7:58 p.m.