

**Willowsford Conservancy  
Board of Trustees Meeting – May 10, 2022**

**The Boat House and via Zoom**

**Attendance**

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

Staff: Kathryn Stephens, Andy Dunham, Taryn McFarland, Mel Dunham

**I. Call to Order**

Meeting called to order at 5:32 p.m. A special note of welcome to Kathryn Stephens, the interim executive director.

**II. Approval of Minutes**

Minutes from March approved without dissent.

**III. Resident Forum**

One resident (a HOA Board member) participated in the Resident Forum via Zoom and asked a number of questions and offered suggestions including the strategic planning process, survey results from that process so far, NOVEC substation, more HOA/Conservancy Board interaction and Conservancy charter/governance matters.

**IV. Board Briefing Book**

Utilizing a new way to provide updates and discussion, staff and Board members walked through this briefing book, which includes many details previously reflected in meeting minutes:

<https://willowsfordconservancy.org/wp-content/uploads/2022/05/Willowsford-Conservancy-Board-Meeting-05.10.2022-V2.pdf>

Additional description, discussion and details for select items in the briefing book:

**Audit and Financial Update**

The Conservancy's auditor presented the annual tax form 990 for review and comments. The auditor declared the Conservancy's recent audit to be clean. The auditor reminded the Board to sign/review conflict of interest policy annually.

The Conservancy's accounting firm resigned 30 days ago because it primarily served smaller non-profits that didn't fit our needs. Jamie McArdle is continuing to assist during this transition.

**Farm Updates**

Grant Farm will be cover cropped in Sorghum Sudan grass to improve soil health and reduce weeds with the potential for a fall maze. Peach Orchard tenant has improved the land to the tune of \$30,000 so far.

#### **Land Stewardship**

Board affirmed proceeding with the easement request highlighted in the briefing book.

Potential prescribed burn with Virginia Department of Forestry this fall (details in the briefing book). Board strongly encouraged an active communications effort in The Greens as details finalize.

#### **Marketing**

Social marketing effort underway with a marketing firm as a pilot for 90 days. The goal is to integrate social media, email campaigns and newsletters.

#### **V. Adjournment**

The meeting adjourned at 7:17 p.m. The Board proceeded into Executive Session until 7:55 p.m.