



## Board of Trustees Meeting

February 28, 2023





# Mission & Vision

## 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.



## Agenda

- Welcome (530pm)
- Resident Comments (535pm)
- 2023 – Upcoming Program Highlights (545pm)
- Land Stewardship Update (550pm)
- Willowsford Farm Update (600pm)
- Finance Committee (610pm)
- Executive Search (625 pm)
- Board Business (630pm)
- Executive Session (645pm)





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# Upcoming 2023 Program Highlights

- Let's Talk Trash Awareness Campaign (March 11<sup>th</sup>)
- Sustainable Thinking (March 23<sup>rd</sup>)
- Eggstravaganza (w HOA, April 1)
- Build a Bird Box Workshop (April 6)
- Earth Day Celebration (April 21)
- Farm Stand Opening (May 18)





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# Looking Back

## Winter Work Snapshot

- Built the greenhouse for native plants
- Improved firewood operations for increased wood quality and production
- Conducted trail survey inspection of trail infrastructure
- Combated trash and dumping on Conservancy property
- Improved trailhead security
- Completed Lightridge House Demo Work
- Removed hazardous trees along the trail system
- Concluded the 2022-2023 Deer Management Program







# Security Concerns

Monitoring suspicious activity and unwanted congregations at trails heads and amenity parking areas is an ongoing need. Conservancy response strategy includes active engagement with Loudoun County Sheriffs Department (Deputy Thomas) and with the HOA, specifically around security patrols.

Areas of particular focus:

- Cedar Pond Pavilion - Parking Lot - 26035 Pond Pavilion Lane
- Northern Greens Trail Head - 25359 Grassland Grove Drive (corner of Dahlia Manor and Grassland Grove)
- Grant Campsite - 23785 Everfield Drive (Trail head parking lot)
- Sledding Hills on Grassland Grove & Braddock

Specific actions undertaken by Conservancy staff include:

- Installation of trail cameras to monitor the parking area
- Installation of a fake surveillance camera with solar powered blinking lights to be a visual deterrent.
- Increase in surveillance signage



# Community Awareness

## **Spotted Lanternfly**

The instars will first start showing in May and continue through September. It is important for the community to be aware of how to identify these and to crush & kill them on sight.

### **Where we stand**

Spotted lanternflies are much less selective than many publications suggest and can just as easily be opportunistic feeders. We are looking into ways to provide the community with additional resources, such as sticky trap tree bands, to better equip them to combat where they are. The Conservancy and HOA continue to work in tandem surrounding this issue.







# Deer Management Report

- **125 deer harvests – 92% antlerless**
- **47%** of the harvests were taken using archery, about **17%** higher than historical average.
- **6** incident reports; two involving lost deer, the remaining four due to adverse resident interactions.
- No positive identification of CWD in Willowsford
- This was the first year the DMP took place in the Grange, initiated by resident request.

## **2023:**

- Working with an app developer to create a streamlined process that will benefit not just Willowsford, but other DMPs in Northern Virginia.
- Due to increasing coyote populations and a greater frequency of negative resident-wildlife encounters, we are evaluating allowing each hunter to take 1 coyote per season.

Village	Total
Grant	61
Grove	5
Greens	46
Grange	8
Nuisance	5





# 2023 Capital Improvements – Pond

## **Pond Inspections**

Terracon completed their inspection of the four Conservancy ponds and provided their assessment.

### **Allen Farm Pond – Highest priority**

- Embankment reconstruction to meet Virginia Dam Safety requirements
- Spillway armoring
- Vegetation removal

### **Twin Ponds**

- Vegetation removal
- Riprap placement around outfall pipe and emergency spillway channels

### **Beaver Dam Pond**

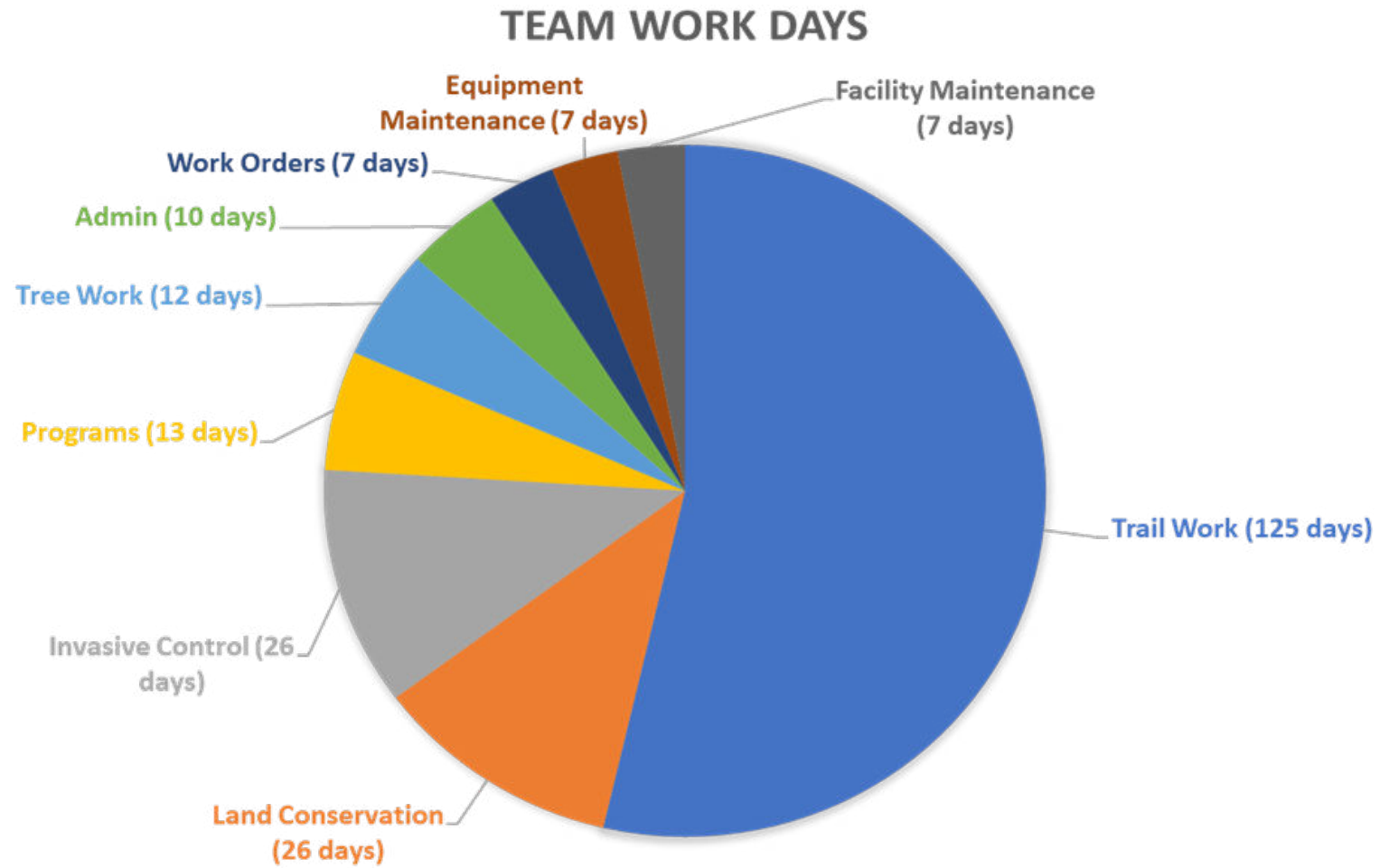
- Vegetation removal

### **Cedar Pond**

- Vegetation removal
- Uncover outfall pipe

**General recommendations:** to meet VDCR requirements, dams that are not reconstructed will need to be monitored by a professional engineer on an annual basis. A hydrologic analysis of the ponds by an engineer is also recommended

# 2023 Projections







# Moving Forward

## Projects in the Near Term

March	<ul style="list-style-type: none"><li>- Wet Meadow Maintenance</li><li>- Garlic Mustard Treatment</li><li>- Blue Bird Monitoring Program Begins; relocating boxes</li><li>- Finalization of 2023-2024 Deer Management Program</li><li>- Spring brush hogging</li><li>- Two Land Stewardship Programs</li><li>- Continue trail signage updates</li></ul>
April	<ul style="list-style-type: none"><li>- Pond management begins</li><li>- Meadow treatments</li><li>- Riparian Tree Planting Maintenance</li><li>- Un-winterizing amenities</li><li>- Hunter volunteer days</li><li>- Three Land Stewardship Programs</li><li>- Earth Day Events</li></ul>
May	<ul style="list-style-type: none"><li>- Invasive removal begins</li><li>- Vegetative survey begins</li><li>- Hiking Spree</li><li>- Amenity Maintenance</li><li>- Group volunteer day</li></ul>



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# 2023 Farm Update

## Organic Certification

- CCOF Certified Organic in good standing
- Annual inspection to come in 2023, date TBD

## Food Safety

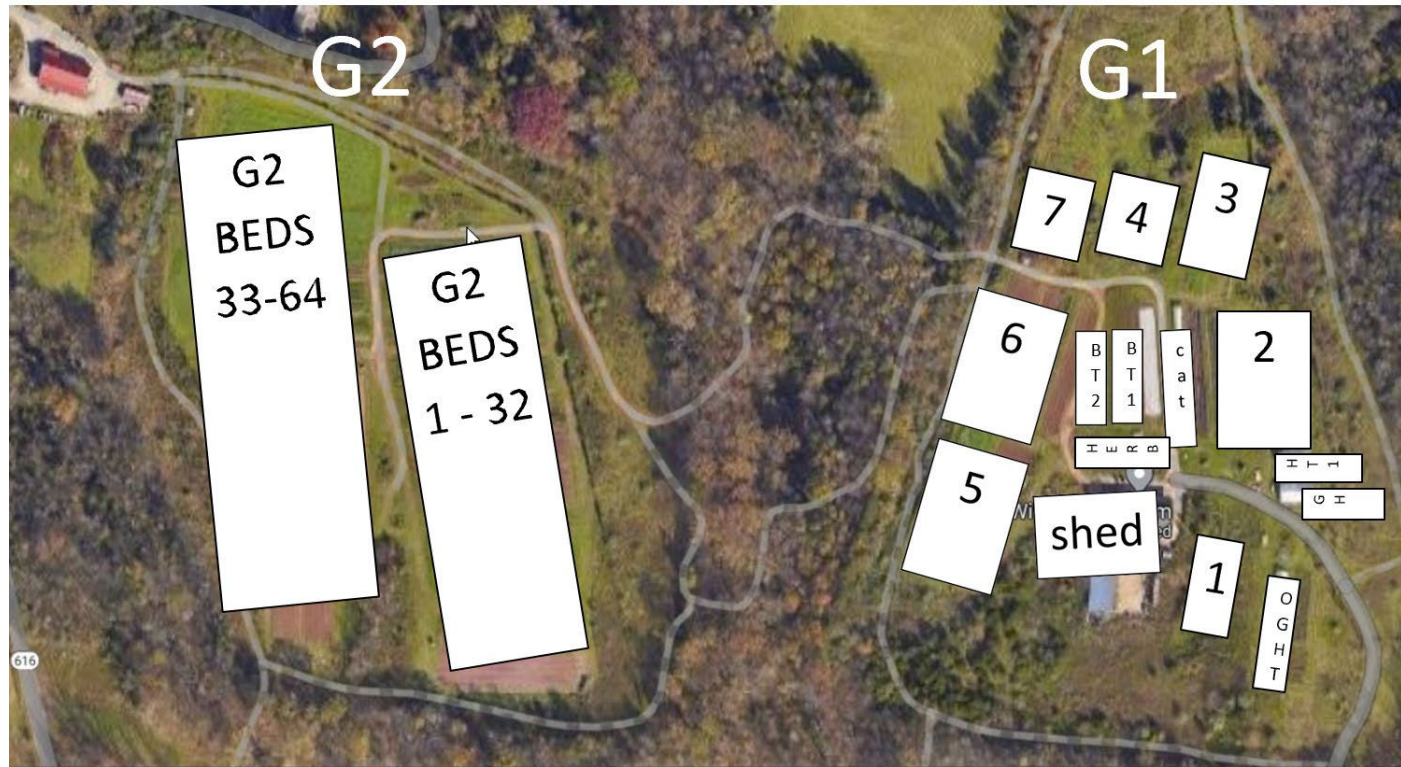
- VDACS granted Qualified Exempt status
- Food Safety Plan in working draft form

## Crop Rotation (next slides)





# Farm Layout



**WILLOWSFORD FARM – 9 ACRES**  
23595 Founders Drive, Ashburn VA, 20148



# Crop Rotation



## The basics of crop rotation

- Spatially move crop families from year-to-year
- Reduces pest, weed, and disease pressure
- Include cover crops for living roots and nutrient retention
- Incorporate livestock if possible – here we use our laying hens
- Provide cover fallow times for the ground to rest

# Crop Rotation

AutoSave Off Willowsford - Seeding and Tillage Database 2.9.23 • Last Modified: February 9 Andrew Dunham

File Home Insert Page Layout Formulas Data Review View Automate Help

Clipboard Font Alignment Number Styles Cells Editing Analysis

Y407 365

	A	B	C	D	Q	R	S	T	U	V	W	X	Y	Z	AA	AB
1																
		Variety Family Number	Variety Family No. ***	Field	Bed Length	Bed Feet Width	Bed Feet	Sq.Ft/Bed	# Acres/Planting	100 CT FLAT	200 CT FLAT	Prep for Following Year:	Days to Transplant in GH	Days to Maturity - From TP to Harvest	Seeding Date - Prior Year:	
406	2023	6	Chenopoc Space Spinach - 1		6.00 20	180	6	1,080.00	0.0248	D.Seed	D.Seed	365	-	39	03/15/22	
407	2023	5	Brassicac Arugula - 01			100	6	600.00	0.0138	-	-	7	365	28	40	03/01/22
408	2023	1	Alliaceae Montastrell Red Onion		2.00 13-14	400	6	2,400.00	0.0551			9	365	42	95	02/16/22
409	2023	1	Alliaceae Sierra Blanca - Onion		2.00 18	150	6	900.00	0.0207			5	365	42	99	02/16/22
410	2023	1	Alliaceae Gold Coin Onion		2.00 17-18	250	6	1,500.00	0.0344			8	365	42	80	02/16/22
411	2023	1	Alliaceae Ambition Shallot		2.00 15-16	400	6	2,400.00	0.0551			9	365	42	105	02/16/22
412	2023	6	Chenopoc Space Spinach - 2		6.00 18-19	360	6	2,160.00	0.0496	D.Seed	D.Seed	365	-	39	03/30/22	
413	2023	9	Fabaceae PLS 141 Snap Pea - 1	BT1	4-5	300	6	1,800.00	0.0413	D.Seed	D.Seed	365	-	64	04/01/22	
414	2023	5	Brassicac Belstar Broccoli - 1		5.00 1-2	400	6	2,400.00	0.0551			5	365	35	66	03/01/22
415	2023	5	Brassicac Joi Choi - 1		5.00 2	175	6	1,050.00	0.0241			5	365	21	50	03/15/22
416	2023	3	Apiaceae Peione Parsley - 1		1.00 6	150	6	900.00	0.0207	5.0		365	35	74	03/01/22	
417	2023	15	Solanaceae Sakura Tomato - (GH Red Cherry)	BT2	3-4	240	3	720.00	0.0165	2.0		365	35	55	03/01/22	
418	2023	15	Solanaceae Citrine Tomato - (GH Orange Cherry)	BT2	4	60	3	180.00	0.0041	1.0		365	35	60	03/01/22	
419	2023	15	Solanaceae BHN 589 - 1 (GH Determinate)	BT2	1-2	300	3	900.00	0.0207	3.0		365	35	75	03/01/22	
420	2023	6	Chenopoc Red Ace Beet - 1		6.00 13-14	360	6	2,160.00	0.0496	D.Seed	D.Seed	365	-	50	04/06/22	
421	2023	5	Brassicac Piccolima Cabbage		5.00 2-3	100	6	600.00	0.0138	2.0		365	28	50	03/09/22	
422	2023	5	Brassicac Caraflex Cabbage		5.00 3	210	6	1,260.00	0.0289	5.0		365	28	68	03/09/22	
423	2023	5	Brassicac Sora Radish - 1		5.00 5	200	6	1,200.00	0.0275	D.Seed	D.Seed	365	-	26	04/06/22	

MASTERDATA SEEDING+TRANSPLANTING TILLAGE HARVEST MARKET MICRO FSA YIELD

Ready Filter Mode Accessibility: Investigate

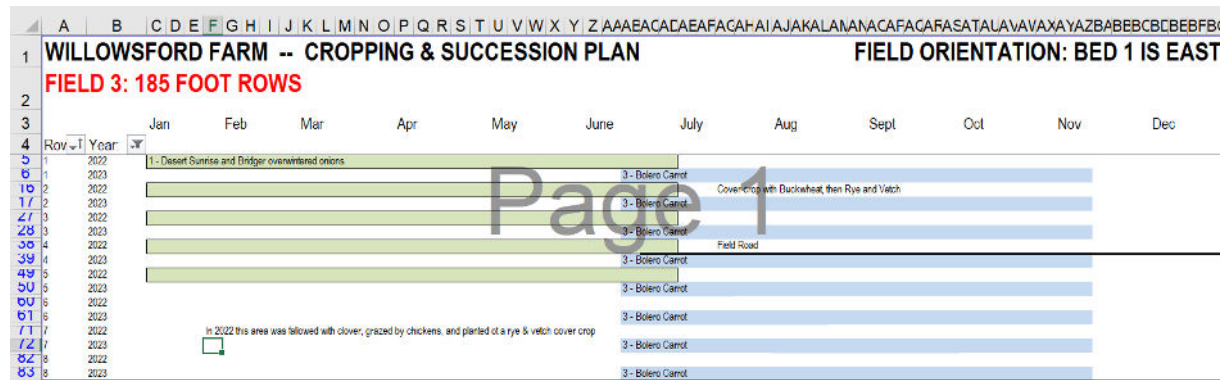
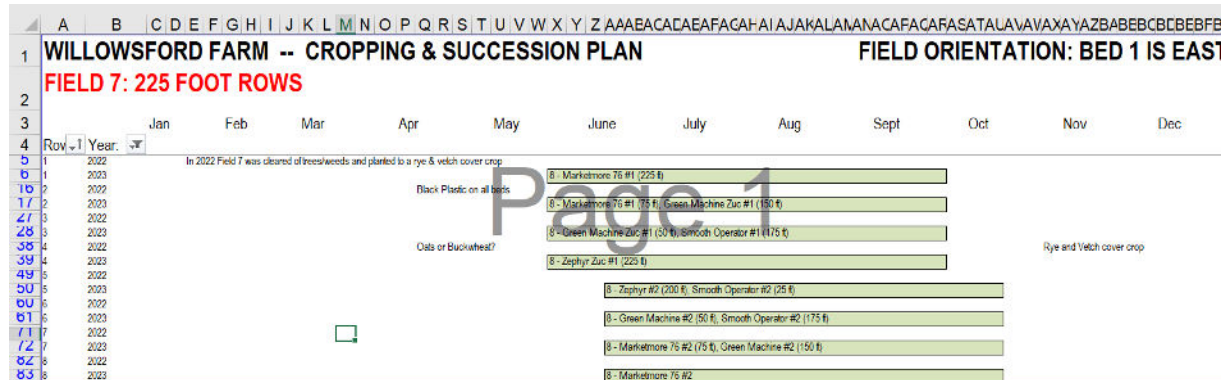
53°F Mostly cloudy 10:50 AM 2/23/2023

## How do we keep records?

- Excel file
- Organizes us for Organic Certification, food safety, and field planning
- Plan in the winter, implement during the growing season



# Crop Rotation



## How do we implement?

- Excel file
- Organizes us for recordkeeping, field work, and food safety documentation
- Laminated copies stay in the office and on the tractors during field work

# Crop Rotation



What is the outcome when implemented properly?

Improved

- Soil health & fertility
- Nutrient retention
- Utilization of crop inputs
- Yield
- Produce quality
- Return on investment
- Quality of life for farm team

Photo: Exposed fungal hyphae following spader pass in 2022 garlic field





# CSA 2022 & 2023 Pre-sales

## CSA 2022 Season ended strong

- Serving over 330 unique CSA customers
- Significant positive feedback on high quality CSA Shares.

## CSA 2023 Presales – Trending 11% above this time last year

## CSA 2023 Marketing

- Multi-level promotion ongoing
  - Segmented email marketing to current, lapsed and new
  - Meet the Farmer Events
  - Outreach to neighboring HOAs (in process) & Willowsford Social Clubs (planned)
  - Engagement with Stroll Willowsford & potential B2B Drop Site Promotions
  - But the most effective is Word of Mouth marketing– Board engagement here is greatly appreciated!

# 2022 CSA Season

<b>2022 Season - Inclusive of Winter</b>		
<b>CSA Share Categories</b>	<b>#</b>	<b>\$\$</b>
<b>Veggies</b>	292	\$ 119,830
<b>Flowers</b>	38	\$ 15,200
<b>Eggs</b>	273	\$ 29,652
<b>CSA Shares/Gross Sales</b>	<b>603</b>	<b>\$ 164,682</b>
<b>Credits</b>	130	\$ 84,375
<b>Total # of Purchases</b>	<b>733</b>	
<b>Gross CSA Sales &amp; Credits</b>		<b>\$ 249,057</b>
<b>Total Number of Unique Customers</b>	<b>331</b>	



# CSA 2023 Pre-sales

CSA Share Category	Season to Date	This time Last Year (2.23.23)	% Change
Veggies	82	74	11%
Flowers	20	15	33%
Eggs	149	85	75%
Credits	35	52	-33%
Total # of Purchases	286	226	27%
Total \$\$	\$ 96,795	\$ 87,349	11%
Total Number of Unique Customers	157	148	6%



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## FY 2022 Year End

- **Net Operating Revenue = \$87,834** (will be the Reserve Contribution)
- **Revenue**
  - Transfer fee income underbudget (\$27K)
  - Revenue from Farm & Program under-budget due to change in activities
    - No wholesale activity
    - Farm camp revenue over-estimated
    - Other program activity deferred
  - Grant revenue higher than budgeted due to easements
- **Expenses**
  - Under budget in Salary (open positions)
  - Over budget in Recruiting & Legal



## Transfer Fee Performance & Assumptions

Transfer Fee/Resales	2023 Projections	Actuals 2022	Budgeted 2022	2022 Performance
FY23 Estimate Budget	\$ 308,717	\$ 320,859	\$ 347,625	(26,766)
Avg home sale	\$ 1,420,000	\$ 1,394,880	\$ 1,350,000	92%
Fee	0.25%	0.25%	0.25%	
Total Homes	2319	2300	2300	
Rate of Sales per year	3.75%	3.96%	4.5%	-0.54%
Estimate of Total Sales	87	91	103	(12)
Average sales per month	7.25	7.58	8.58	(1)
Average Fee Per Sale	\$ 3,550	\$ 3,526	\$ 3,375	104%





## FY 2022 Budget/Actuals & FY 2023 Budget

Willowsford Conservancy - FY2022	FY22 Budget	FY22 Actuals	FY23 Budget
REVENUE			
Annual Assessments	\$1,173,000	\$1,175,188	\$1,277,305
Transfer Fee Income Resales	\$347,625	\$320,910	\$308,717
Builders Fees New Home Sales	\$11,000	\$16,000	\$1,500
Amenity Rentals	\$6,000	\$5,327	\$4,050
Program Revenue	\$39,000	\$18,023	\$21,500
Net Farm Revenue	\$276,325	\$101,274	\$201,037
Net Firewood Sales	\$7,500	\$12,261	\$11,000
Grants & Contributions	\$6,300	\$35,280	\$68,000
Lease Income	\$38,400	\$19,299	\$18,000
<b>Total Revenue</b>	<b>\$1,905,150</b>	<b>\$1,703,562</b>	<b>\$1,911,109</b>

# FY 2022 Expenses

Willowsford Conservancy - FY2022	FY22 Budget	FY22 Actuals	FY23 Budget
Total 6100 Maintenance, Equip. & Supplies	\$186,800	\$151,924	\$171,600
Total 6300 Land Stewardship	\$54,200	\$50,365	\$69,400
Total 7000 Payroll and Benefits	\$1,158,680	\$1,097,473	\$1,183,573
Total 7100 Employee Housing	\$13,300	\$19,509	\$7,900
Total 7200 General & Administrative	\$40,300	\$45,251	\$37,796
Total 7300 Professional Fees	\$56,000	\$88,640	\$120,120
Total 7400 Travel, Staffing, Recruiting	\$8,700	\$25,800	\$41,257
Total 7500 Other Expenses	\$50,700	\$52,021	\$18,070
Total 8000 Taxes	\$55,650	\$47,372	\$50,551
Total 8100 Insurance	\$39,500	\$29,351	\$38,986
Total Operating Expenditures	\$1,677,330	\$1,615,728	\$1,750,453
Net Operating Revenue	\$227,820	\$87,834	\$160,656
Capital Allocation & Reserve Contribution	\$227,745	\$87,834	\$160,656
Total Expenses	<b>\$1,905,075</b>	<b>\$1,703,562</b>	<b>\$1,911,109</b>





# 2023 Annual Fiscal Audit

April - Preliminary Planning & Confirmations

May - Audit Fieldwork

June - Draft Financials

June - Final Financial Statements & IRS Form 990



# 2023 Capital Improvements

## Projects

- Pond Assessments & Remediation
- Lightridge Tenant House
- Farm





# 2023 Capital Improvements – Tenant House

## **Lightridge Tenant House**

- Housing option for Conservancy staff.
- Deferred maintenance and interior systems repairs/replace
- Conservancy is acting as general contractor.
- Land Stewardship has integrated this project into the annual work schedule, with inhouse labor resulting in cost savings.
- Necessary demolition is complete
- Currently house is on property designated as open space, requiring a special exemption permit from the County before repairs can continue.
- As of 2/27/23: The County is following up on possible solutions that may make the special permit unnecessary. If a solution is not found, the permit will be needed, which will cost approx. \$3,000 and take 3-6 months to process.



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# Executive Search

- Process to Date
- Next Steps



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# Board Business

- Board Minutes Approval
- Property Tax Exemption
- Board Terms & Composition
- 2023 Board Meeting Schedule



# Board Terms & Composition

Name	Title	Origin	Current Term Expires
Chase Rowan	President	Appointed	2023
Claudette Papathanasopoulos	Vice President	Appointed	2023
Greg Licamele	Secretary	Appointed	2023
Karyn Moreland	Treasurer	Elected	2024
Jake Virag	Trustee	Elected	2024
Avi Sareen	Trustee	Appointed	2023
*Bylaws allow for three - 3 year terms (Post Founder Period)			



# 2023 Board Meeting Calendar

## 2023 Board Calendar

All meetings on Tuesday at the Boat House  
with Zoom Connection Provided

- February 28
- April 25
- September 26
- November 28



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# Executive Session

