



# Willowsford<sup>®</sup>

CONSERVANCY



## Board of Trustees Meeting

April 25, 2023



## Agenda

- Welcome (530pm)
- Resident Comments (535pm)
- Board Business (540pm)
- Executive Search (550 pm)
- 2023 – Upcoming Program Highlights (600pm)
- Land Stewardship Update (605pm)
- Willowsford Farm Update (620pm)
- Finance Committee (635pm)
- Executive Session (645pm)



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# Board Business

- Board Minutes Approval
- Board Resolution – New Officers
- Employee Handbook Updates
- 2023 Board Meeting Schedule



# 2023 Board Meeting Calendar

## 2023 Board Calendar

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

- September 26
- November 28



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A decorative banner at the top of the slide features a dark grey background with the text 'Executive Search' in white. The banner is bordered by a strip of small, colorful images including plants, trees, a bar, a house, a person, a table, and a fire.

# Executive Search

- Search Committee Update (Claudette)





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# Upcoming 2023 Program Highlights

- Eco-System & Volunteer Training (April 27)
- Farm Stand Opening (May 18)
- Farm Stand & Wagon Rides (May 20)
- Eco-System & Volunteer Training (May 25)
- Nature Journaling Workshop (June 5)
- Farm Camp Week 1 (July 17)
- Farm Camp Week 2 (July 31)
- Annual Bonfire (Sept 23)



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## Looking Back – First Quarter



- Welcome to Emily Lawrence, our new Ranger
  - Tree planting maintenance completed
    - Amenities opened
    - Meadow projects seeded
    - Native Plants are popping!
    - Grange trail improvements
  - Pond Maintenance has started
  - Spring brush hogging completed
  - Garlic Mustard removal ongoing
- Bee-Hotels Created by boy scout Andy Joseph
  - Monthly Volunteer Trainings Begun

# Northstar Substation Update

Agreement for the planting was signed in February.

The plan includes:

- A berm on Conservancy open space for a visual buffer.
- Trees, shrubs & native grasses planted along the berm and in the remaining Conservancy open space area.
- A hedgerow planted behind the resident homes adjacent to the planting project.

In March, Willowsford Conservancy received a \$150,000 check from NOVEC.

- NOVEC has nearly completed the construction of the berm (completion anticipated end of April).
- Native grasses and forbs will be seeded on the berm immediately. All trees and shrubs will be planted in the fall during more ideal conditions and to allow the berm to settle.
- The Conservancy will prep the area for the planting by installing fence and irrigation over the summer.



# Wishing Star Substation

Dominion Energy is constructing a substation adjacent to the Grange Village.

The substation will have a transmission line to connect it to a second substation project, Mars, in Southbridge.

- Construction is estimated to begin in Sept 2023
- Site preparation has begun
- Completion projected to be in the winter of 2025.

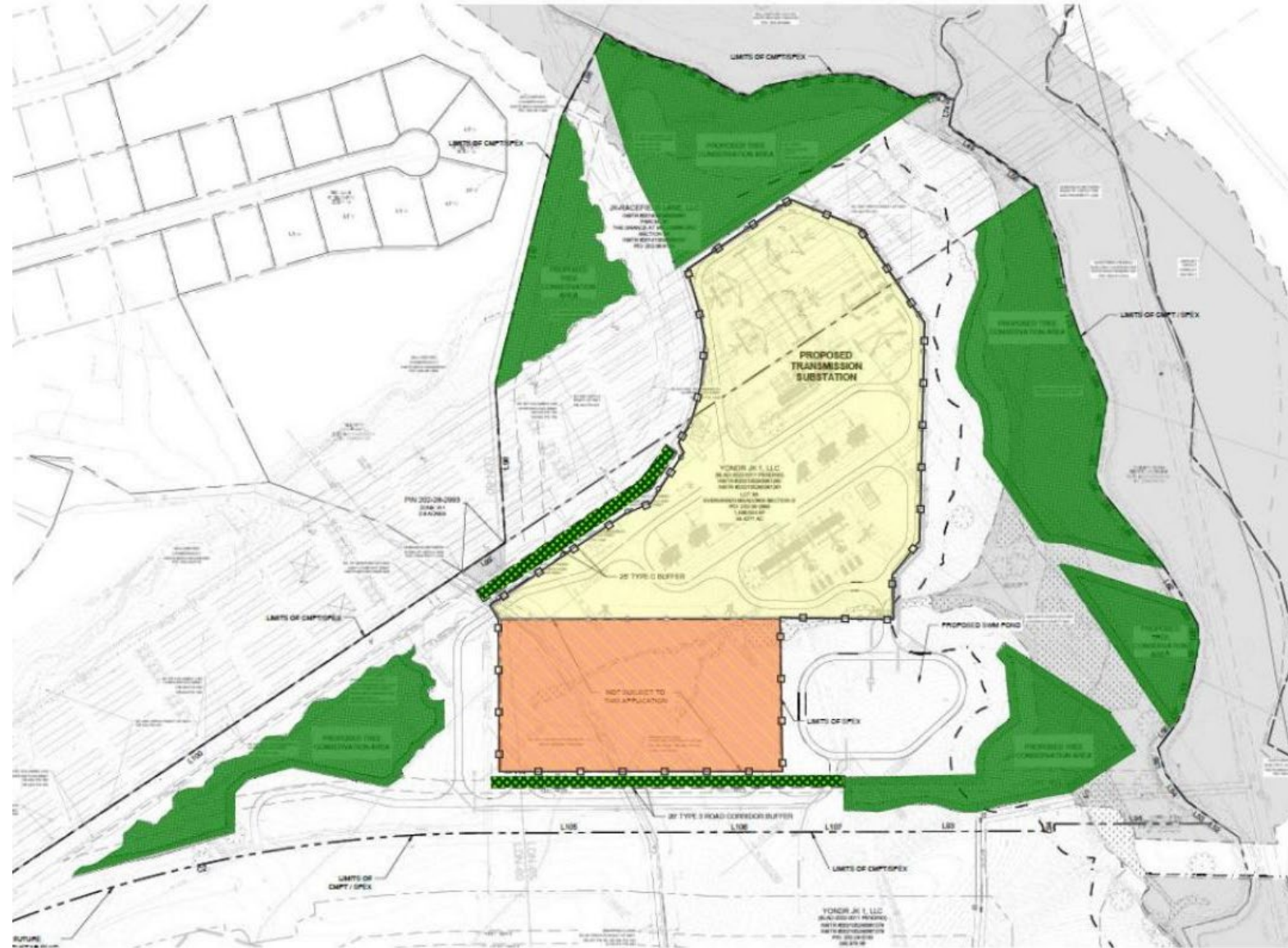


# Wishing Star Substation

The visual impacts to Grange residents should be relatively minimal with the greatest amount of impact to residents along Weathervane Place.

We have confirmed that a forest buffer will be preserved, and two sections of the parcel will be kept forested in perpetuity. This will have no impact on our trail system that borders the parcel.

There is also discussion with Dominion Energy foresters on planting the transmission line easement adjacent to the Grange with native plants to increase a vegetative buffer. This would also provide a measure of visual buffer for the future Northstar Blvd.



# Wet Meadow Prescribed Burn

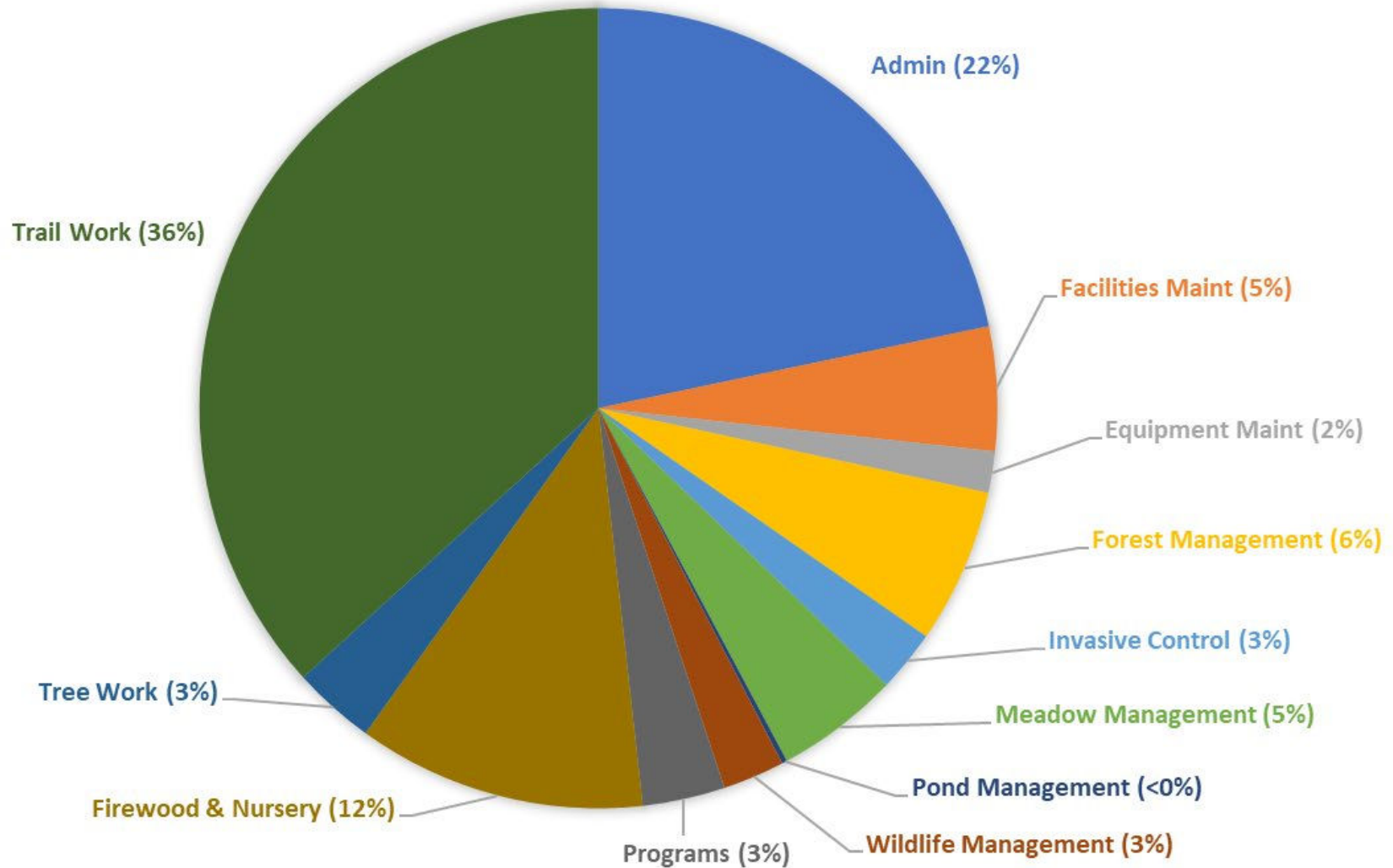
In April we performed a prescribed burn on the Wet Meadow to control the invasive *arthraxon* and to encourage native plant development. The burn went smoothly and received community support and interest. The Conservancy team will continue to monitor and document the meadow's progress and treat any reoccurring *arthraxon* with commercial grade vinegar. This project provided an opportunity to educate the Willowsford Community on the benefits of prescribed fire.





# First Quarter Labor Hours

## 1ST QTR TEAM WORK DAYS





# Moving Forward

## Projects in the Near Term

May	<ul style="list-style-type: none"><li>- Pond Management</li><li>- Invasive plant removal</li><li>- Intern onboarding</li><li>- Hiking Spree</li><li>- Group Volunteer Days</li><li>- Vegetative Survey Begins</li><li>- Cedar Pond Pavilion Maintenance</li><li>- Two volunteer days</li><li>- Greens N. Trailhead Obstacle Course Construction</li></ul>
June	<ul style="list-style-type: none"><li>- Targeting <i>arthraxon</i> and dogbane in Wet Meadow</li><li>- Hiking Spree Concludes</li><li>- Three programs offered</li><li>- Invasive management continues</li><li>- Hidden Meadow Pavilion Maintenance</li></ul>
July	<ul style="list-style-type: none"><li>- NOVEC-Paddock Gate Planting Site Prep Begins</li><li>- Forest Management Project in Greens begins</li><li>- Four Program Offerings</li><li>- Focus on invasive removal in meadows</li></ul>



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# First Quarter Farm Update

## Planting

- On schedule, everything looking good

## Maintenance

- NH tractor front end overhaul
- Maintenance updates available

## CapEx

- Permits obtained, project moving forward

Organic Certification (detail on next slides)



# Organic Certification



## The definition of Organic Certification

Organic certification verifies that your farm or handling facility located anywhere in the world complies with the USDA organic regulations and allows you to sell, label, and represent your products as organic. These regulations describe the specific standards required for you to use the word “organic” or the USDA organic seal on food, feed, or fiber products. The USDA National Organic Program administers these regulations, with substantial input from its citizen advisory board and the public.

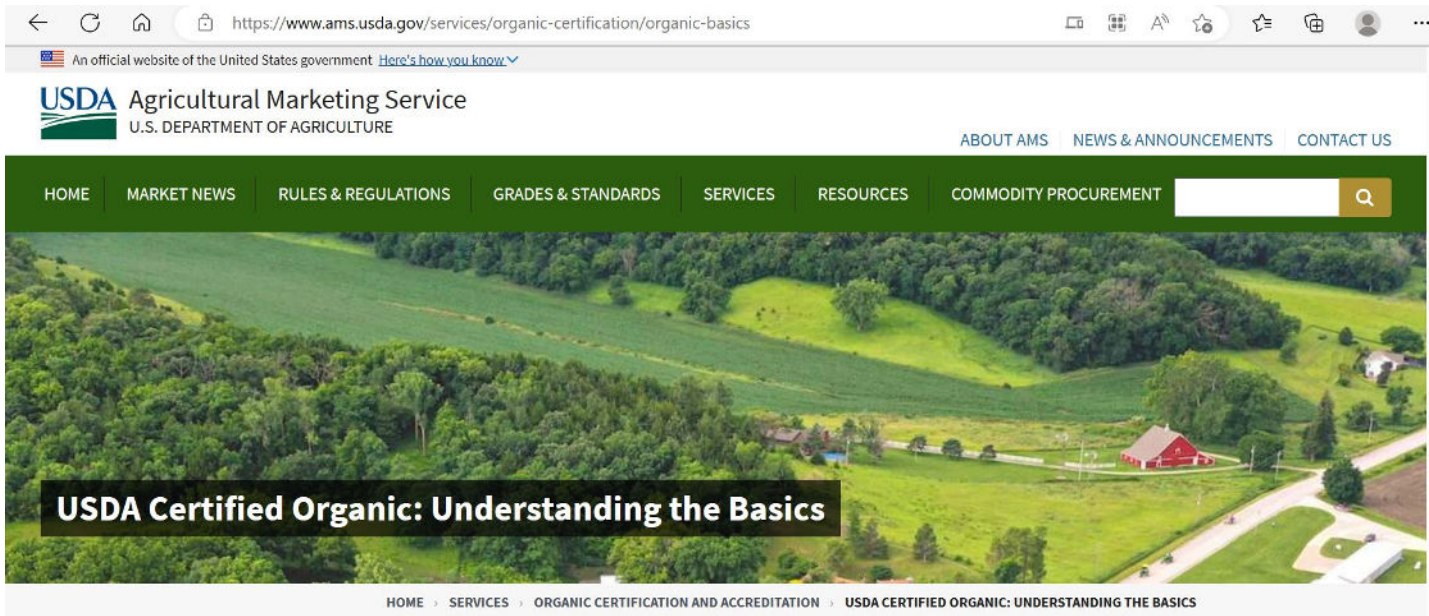
# Organic Certification



## Willowsford Farm

- Annual application/inspection
- CCOF is our accredited certifier
- Filed initial application to verify we're meeting standards
- Pay inspection fee
- Keep appropriate records
- Pass inspection and audit
- Receive certificate

# Organic Certification



## How to get more information

- Official USDA websites
- Nonprofits like Marbleseed
- Subscribe to relevant newsletters like CivilEats
- Ask questions about how your food is grown
- Read food labels

# Organic Certification



## Why this is important to Willowsford Farm

- Consistent with Willowsford's Strategic Plan
- Third party audit improves trust with eaters
- Easier to market
- Limits exposure to persistent chemicals
- Beneficial for habitat & wildlife

Photo: yellow sticky traps to scout for onion maggot flies





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# Finance Committee

Finance Committee Convened April 19, 2023 to Review Performance to Date

## Revenue

- Enhancement Fee (Resales) under-performing by 32%
- Easement (\$150K) & Donation (\$100) Revenue over-performing

## Expenses

- Trending 11% under-budget (details slide 27)

## Net Operating Revenue \$250K favorable

- Easement revenue to be offset by \$90K in Q3/Q4 additional material expenses

# FY2023 Q1 Performance Summary

Statement of Activities			
REVENUE	ACTUAL	BUDGET	Deviation
4000 Revenue	615,321.81	391,005.00	224,316.81
5000 Cost of Goods Sold	-16,139.98		16,139.98
<b>GROSS PROFIT</b>	<b>\$599,181.83</b>	<b>\$391,005.00</b>	<b>\$208,176.83</b>
EXPENDITURES	ACTUAL	BUDGET	Deviation
6100 Maintenance	34,653.40	44,847.00	-10,193.60
6300 Land Stewardship	6,517.65	17,349.00	-10,831.35
6400 Events	540.76	1,824.00	-1,283.24
7000 Payroll and Benefits	292,123.44	295,896.00	-3,772.56
7100 Employee Housing	1,806.01	1,974.00	-167.99
7200 General & Administrative	10,420.38	9,453.00	967.38
7300 Professional Fees	17,264.85	30,033.00	-12,768.15
7400 Travel & Staffing	11,860.74	19,645.00	-7,784.26
7500 Other Expenses	4,429.42	4,518.00	-88.58
8000 Taxes	11,340.00	12,639.00	-1,299.00
8100 Insurance	7,051.58	9,747.00	-2,695.42
<b>Total Expenditures</b>	<b>\$398,008.23</b>	<b>\$447,925.00</b>	<b>-\$ 49,916.77</b>
<b>NET OPERATING REVENUE</b>	<b>\$201,173.60</b>	<b>-\$ 56,920.00</b>	<b>\$258,093.60</b>

# Transfer Fee Performance & Assumptions

<b>Transfer Fee/Resales</b>	<b>2023 Budgeted</b>	<b>2023 YTD Actuals w/ Projections</b>	<b>Deviation</b>	
FY23 Estimate Budget	\$ 308,717	\$ 296,412	\$ (12,305)	
Avg home sale	\$ 1,420,000	\$ 1,412,116	\$ (7,884)	
Fee	0.25%	0.25%		
Total Homes	2319	2319		
Rate of Sales per year	3.75%	3.62%	-0.13%	
Estimate of Total Sales	87	84	(3)	
Average sales per month	7.25	7.00	(0.25)	
Average Fee Per Sale	\$ 3,550	\$ 3,247	\$ (303)	
<b>2023</b>	<b># of Resales budgeted</b>	<b>\$\$ budgeted</b>	<b>Actual Receipts</b>	<b>FY23 Resales # Actuals</b>
Jan	3	\$ 10,650	\$ 2,938	1
Feb	4	\$ 14,200	\$ 10,235	3
Mar	4	\$ 14,200	\$ 13,573	4



# CSA 2023

## CSA 2023 Presales

- 43% to Budgeted Goal for Season
- Above average early CSA sales trends did not continue in March/April, with current sales now trending more comparable to national trends.
- 2023 "credit purchases" are \$50K less than at this time in 2022. Expectation is that online farm stand sales month over month will mitigate the presales credit delta.

## CSA 2023 Marketing

- Multi-level promotion ongoing
  - Segmented email marketing to current, lapsed and new
  - Influencer Campaigns
  - Outreach to neighboring HOAs & Willowsford Social Clubs
  - Engagement with Stroll Willowsford & potential B2B Drop Site Promotions
  - Farmer phone banking planned for late April
  - **But the most effective is Word of Mouth marketing– Board engagement here is greatly appreciated!**

# CSA 2023 Pre-sales

CSA Share Category	Season to Date	This Time Last Year	% Change
<b>Veggies</b> (adjusted for IHW)	140	194	-39%
<b>Flowers</b>	26	29	-12%
<b>Eggs</b>	184	181	2%
<b>Credits</b>	40	104	-160%
<b>Total # of Purchases</b>	390	508	-30%
<b>Total \$\$</b>	\$ 127,350	\$ 160,204	-26%
<b>Total Number of Unique Customers</b>	221	217	



# 2023 Annual Fiscal Audit

May - Preliminary Planning & Confirmations

June - Audit Fieldwork

July - Draft Financials

July - Final Financial Statements & IRS Form 990



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# Executive Session

