



Willowsford
CONSERVANCY



Board of Trustees Meeting

April 30, 2024

5:30 to 7:30 pm

Boat House

Zoom





Agenda

- Welcome & Resident Comments (5:30 pm)
- Board Business (5:35 pm)
- Old Business (5:40 pm)
- New Business (6:10 pm)
- Staff Updates (6:30 pm)
- Finance Committee (7:00 pm)
- Executive Session (7:20 pm)

Opening

- Public Comment
- Approval of 2/27/24 Meeting Minutes
- Approval of Agenda
- New appointments/executive positions

Existing Business

- Note of Resolution for Property Tax Exemption Application
- Approval of Advisory Board charter and related materials
- Approval of volunteer process for sales
- Approval of camping/amenity rentals to non-residents
- Approval of Employee Manual
- Fence Encroachment
- Development Around Willowsford Updates

Property Tax Exemption Application

- Staff applied for Property Tax Exemption under Loudoun County's 2024 application process.
- Board approved application under Resolution
 - Application submitted April 1
 - Reviewed by county
 - Presentation to BOS would be in August or September

Advisory Board

- Advisory Board Charter
- Two Committees to be Stood Up
 - Land Use
 - Fundraising

Lead Volunteers

- Board has approved a new process for a small group of trusted volunteers to get trained on procedures and Zettle to support the upcoming CSA/Farm Stand sales as well as amenity rentals
- *Board approved Lead Volunteer Process*
- *Application Form shared with vetted pool of candidates*
- *Each applicant will complete background check and training*
- *Goal is to have lead volunteers in place by 5/16*

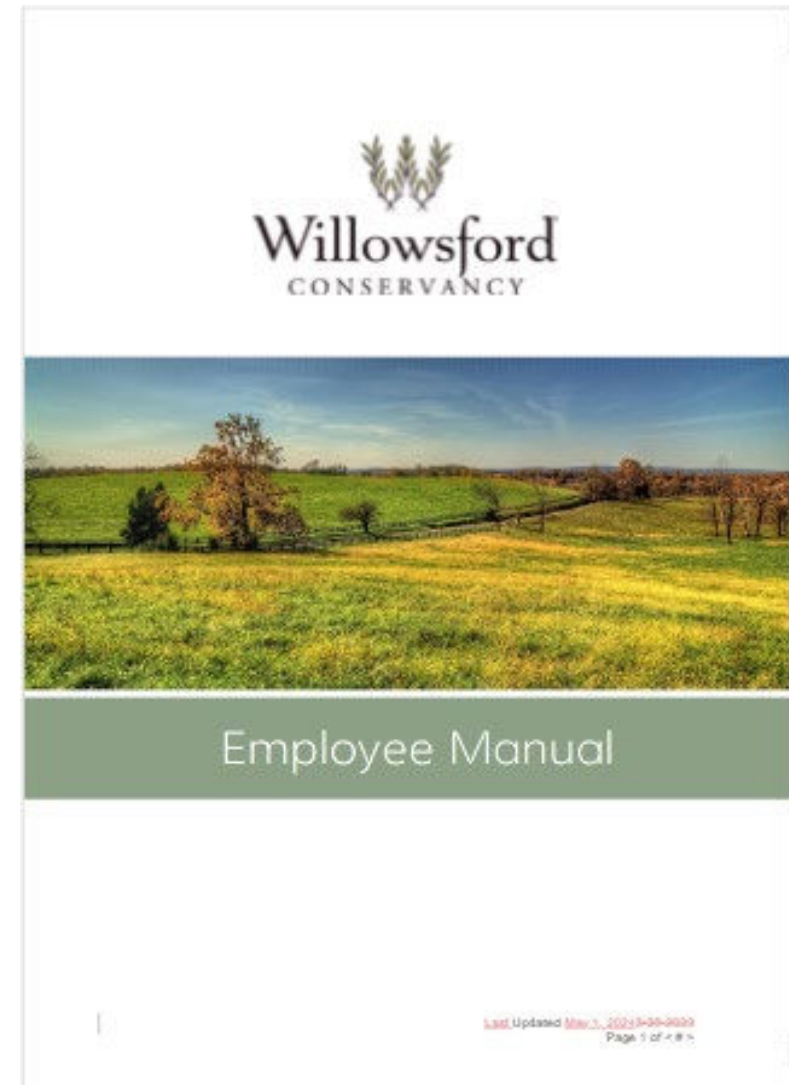
Camping & Amenity Rentals

- Camping & Amenity Rentals run from 5/1 to 10/31
- Staff improved booking system
- Board has approved two tiered approach to Camping & Amenity Rentals for 2024
 - Resident rates similar to 2023
 - Non-resident rates added - ~25-40% higher



Employee Manual

- Sick Leave added and PTO updated
- Reviewed by Senior Leadership
- Will include Appendices which can more easily be updated:
 - Benefits Guide
 - Purchasing Policy
- Next Steps
 - Final formatting
 - Staff approval/COI forms



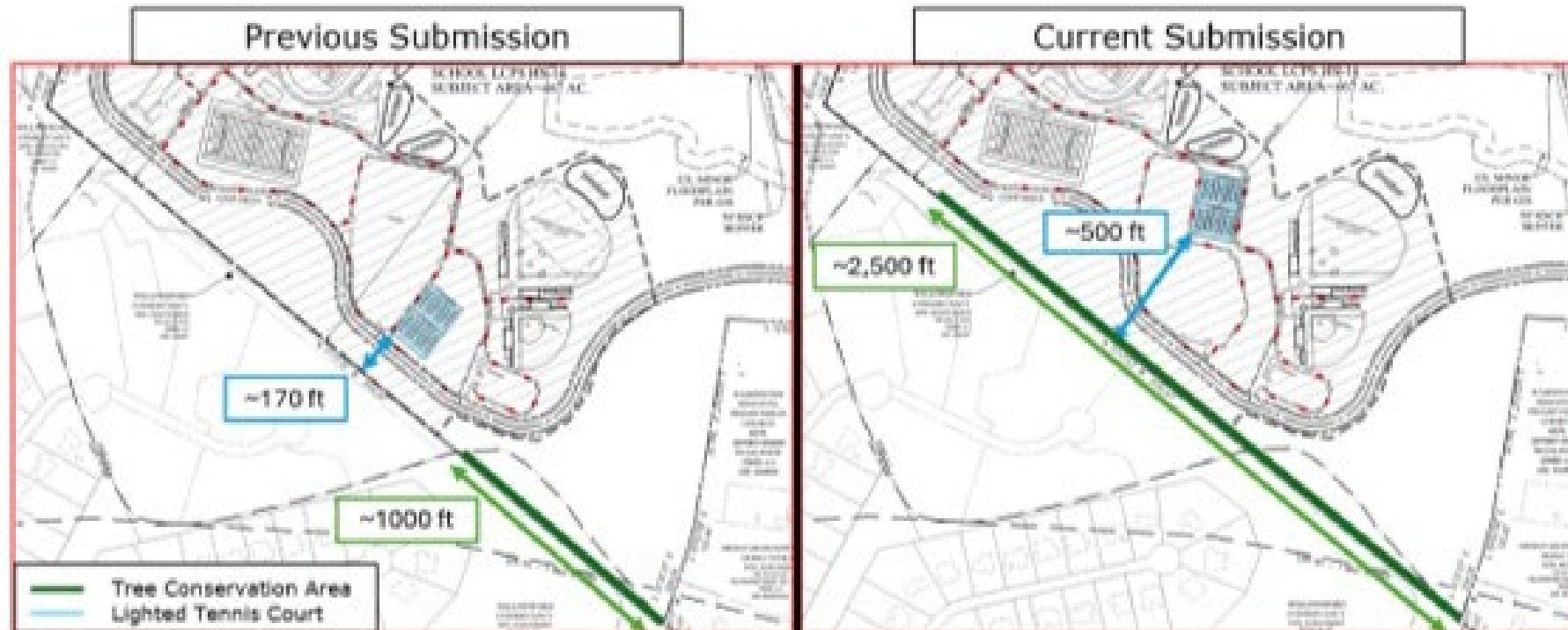
Fences/Encroachment Issues

- Lawyers consulted on best course of action
- Letter/email will be sent to homeowners by attorney
- Contractors will survey properties
- Then, staff can remove fence on Conservancy property



Development Around Willowsford

- Northstar Blvd
- Wishing Star
- Dulles North HS (HS #14)
- Dulles South Community Park



New Business

- None at present

Staff Updates

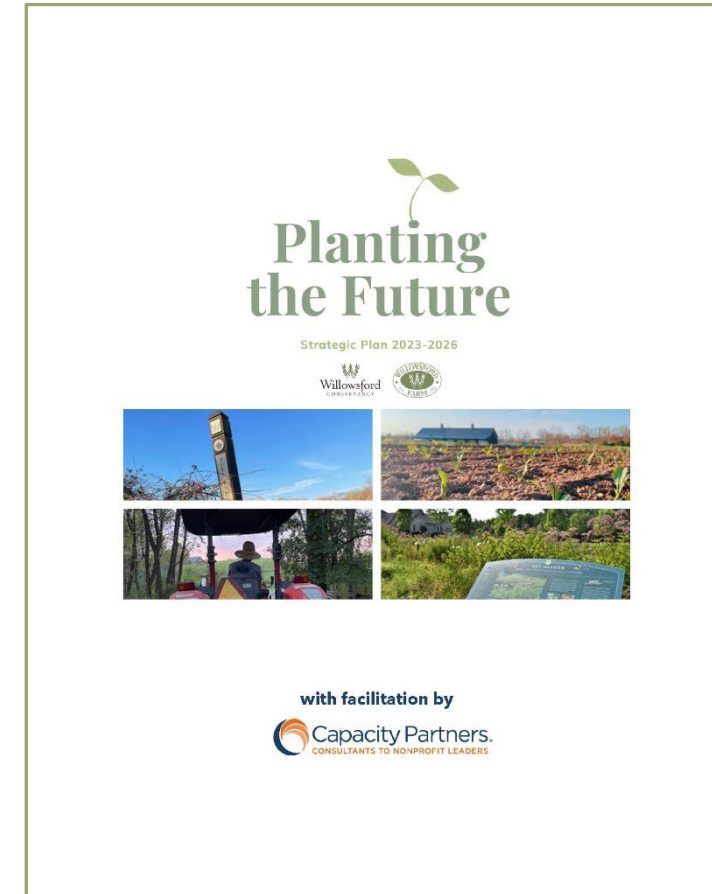
- Sophie/Operations
- Andrew/Farm
- Taryn/Land
- Sarah/Programs & Volunteers

Operations Updates

- Audit – Week of May 6
- Strategic Plan
 - Goal #1: Engagement – planned for May
 - Goal #2: Operational Excellence – Underway with Facility Planning efforts for Farm and Land Stewardship
 - Goal #3: Board MOU, call for applicants, Advisory Board
 - Goal #4: Staff Talent – Business Manager position going live
 - Goal #5: Fundraising Committee

Strategic Plan - Implementation

- March-May – Complete process for all five goals with BRIGHTER STRATEGIES
- Two hour meeting with small group on each goal
- Consider alignment with HOA Plan and Staff priorities





Looking Back: March-April



FARM Highlights:

Repairs and Maintenance

- Removed non-functioning walk-in freezer
- Removed old caterpillar tunnel

Off-season egg and ala carte sales and deliveries continue

Installed well pump house in the Grange

Hired Daris Delph - Farmer position





Farm Highlights (continued)

- Field work – primarily planting and weeding
 - Transplanted approx. 50,000 plants
 - Direct seeding
 - Cover crop planting and termination
- Cover crop photo (left) is from same vantage point as last two board meetings
- John Champe High School students
- CSA dinner with Chef Emily



Coming up at the Farm

- Farmstand opens May 16th & 18th
 - Vendor sampling
 - Live music
 - Food Truck
 - Regular engagement activities – will be communicated in newsletter and on website
- Field work continues
 - Well over 50,000 transplants to go
 - In May, we focus on weed control
 - High tunnel covering

Farm Sales & Marketing Update

YTD Comparison - Veggie CSA (FC, Custom, EIS)

2023	160
2024	<u>192</u>
	32 20% Increase

YTD Comparison - Egg CSA

2023	178
2024	<u>162</u>
	(16) 9% Decrease

YTD Comparison - Revenue

2023	\$32,533
2024	<u>\$65,813</u>
	\$33,280 102% Increase

YTD Comparison - Farm Stand Revenue

2023	\$ 357
2024	<u>\$ 2,919</u>
	\$ 2,562

Marketing Strategies - 2024

Marketing of 2024 Season Started in December 2023

Increase Newsletter Audience - 1,500 reach to 5,300

Text Order Reminders Launch in May

Internal Mktg Focus - Support Your Agrihood Canvassing Campaign

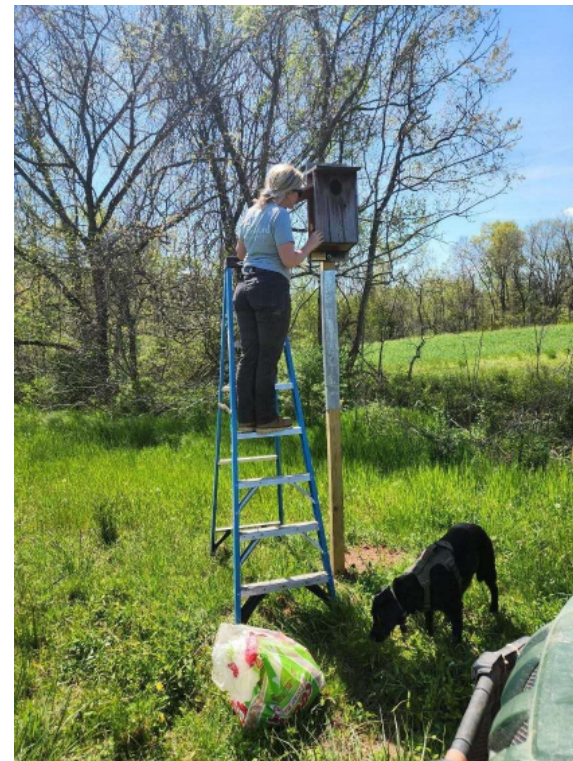
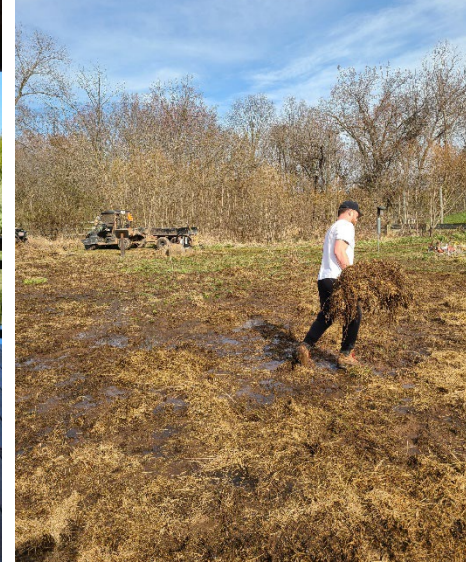
External Mktg Focus - Brambleton, Onelife, Addl TBD

Mini Satellite Farm Stand - Boat House

Winter Sales

Online Farm Stand - Non-CSA Members - But Potential Periodic Sales

Looking Back – March - April



- Grasslands harrowed & seeded
 - Wet Meadow cut & raked
 - Cedar Pond Pavilion Repairs
 - Spring Brush hogging completed
 - Native Plants Available for Purchase
 - New Bluebird Trail Established
 - Relocation of bird boxes (1 active kestrel box!)
 - Lightridge Renovations
 - NOVEC Berm reseeded
 - Garlic Mustard Removal
 - Amenities Opened
 - Riparian Area Maintenance



Current Challenges:

- Negative youth activity in open space:
 - Starting fires near amenities or in open space
 - Building structures and 'forts'
 - Cutting down trees and clearing vegetation
 - Leaving a large amounts of trash in open space
 - We need better parental intervention—most activities happen after school and in the evenings when staff are not present.

Looking Ahead



The upcoming items to know about:

- Team wildland fire field training June 1st
- Invasive treatments will be in full swing
- Initiating the construction of a new trail in the Grant village
- Trail improvement projects become a priority
- Lightridge tenant house improvements to be completed
- Monthly volunteer training days
- Water quality management
- Installation of irrigation on NOVEC berm

Program & Engagement Review: March-April 2024



March

- Let's Talk Trash (March 5th)
- Backyard Conservation (March 14th)
- Ecosystem Training & Volunteer Work Day (March 21st)
- Build-a-BirdBox (March 28th)
- Greenhouse Seeding (Every Tuesday)

April

- Collaborative Volunteer Work Day at Banshee Reeks (April 5th)
- Meet the Willowsford Chickens (April 5th)
- Trash Clean up with Girl Scout Troop (April 7th)
- Solar Eclipse Viewing (April 8th)
- Raptors Up Close! (April 10th)
- Collaborative Volunteer Work Day at Willowsford (April 18th)
- Earth Day Celebration (April 19th)
- Amphibian Walk (April 27th)
- Greenhouse Seeding (Every Tuesday)

Total engagement at programs & events so far in 2024: 650+ people



- **Farm Stand**
 - Volunteer Prep Day on May 11
 - Kick off May 16th & 18th
 - Recurring activities throughout the season including Wagon Rides, Meet the Chickens events, crafts, yoga & more!
 - Food truck calendar coming along – we now have a breakfast food truck on Saturday mornings!
- **Hiking Spree**
 - Kicks off May 16th through June 30th
- **Summer Camp**
 - Partnering with Natural Leaders to bring their Ultimate Explorer Camp to Willowsford July 22nd – 26th
 - Nature-based drop-off camp with focus on wilderness exploration
 - Fully staffed and managed by Natural Leaders, will be based out of Cedar Pond Pavilion
- Monthly Volunteer Work Days
- Butterfly Walk with Loudoun Wildlife Conservancy
- Aquatic Wildlife Discovery

And more!

CapEx Updates

- Lightridge
- Peach Orchard
- Packing Shed Coolers
- Existing Well and New Well (Filtration)

Land CapEx - Lightridge

- BLAD was recorded January 30, 2024 allowing project to reinitiate.
- Building permit was hung up in the county office—building permit finally received on 4/22 and contractors have begun work.
- Timeline is behind due to the county office delay; we are working to meet the end of June deadline.
- We are within budget with the new quotes and on track, albeit tight, to meet the original timeline.



Feb

- Bids
- Permitting
- Demo



March

- Permitting
- Demo



April

- Permitting
- Demo
- Framing
- Elect. Rough in
- HVAC Rough in
- Ext. Maintenance



May

- Int. Finishes
- Flooring
- Inspections
- HVAC
- Plumbing
- Electrical



June

- HVAC
- Int. Finishes
- Inspections
- Cleaning
- **House Completed by July 1st**

Peach Orchard CapEx

- Three options current being priced out:
- OPTION 1: New Construction
- OPTION 2: Manufactured Home
- OPTION 3: Renovation

Options 1 & 2 would include demo of existing house, but would allow tenants to remain in existing house during construction

Option 3 would require temporary housing on site – currently pricing out RV



Farm CapEx Updates

- New coolers installed and operational
 - Old coolers dismantled and sold
 - Plywood on wall behind cooler space replaced
- Packing shed well drilled and line installed to building
 - High turbidity, manganese, and iron will require filtration system

Finance Committee Update

	TOTAL		
	Actual	Budget	over Budget
Revenue			
Total Revenue	\$ 417,600.09	\$ 422,331.76	\$ (4,731.67)
Cost of Goods Sold			
5000 Cost of Goods Sold	\$ -	\$ -	\$ -
Total Cost of Goods Sold	\$ 26,507.95	\$ 23,390.00	\$ 3,117.95
Gross Profit	\$ 391,092.14	\$ 398,941.76	\$ (7,849.62)
Expenditures			
Total 6100 Maintenance	\$ 39,648.09	\$ 31,975.00	\$ 7,673.09
Total 6200 Land Stewardship	\$ 5,378.98	\$ 12,599.00	\$ (7,220.02)
Total 6300 Programs, Classes, Events	\$ 2,345.03	\$ 624.99	\$ 1,720.04
Total 7000 Payroll and Benefits	\$ 286,052.29	\$ 283,027.00	\$ 3,025.29
Total 7100 Employee Housing	\$ 9,892.28	\$ 7,970.01	\$ 1,922.27
Total 7200 General & Administrative	\$ 15,296.75	\$ 12,918.95	\$ 2,377.80
Total 7300 Professional Fees	\$ 26,325.27	\$ 21,166.02	\$ 5,159.25
Total 7400 Travel & Staffing	\$ 1,550.67	\$ 2,211.99	\$ (661.32)
Total 7500 Marketing & Other Expenses	\$ 15,021.55	\$ 10,137.47	\$ 4,884.08
Total 8000 Taxes	\$ 12,043.33	\$ 12,000.00	\$ 43.33
Total 8100 Insurance	\$ 9,291.93	\$ 11,250.00	\$ (1,958.07)
Total Expenditures	\$ 422,846.17	\$ 405,880.43	\$ 16,965.74
Net Operating Revenue	\$ (31,754.03)	\$ (6,938.67)	\$ (24,815.36)

A monarch butterfly with its characteristic orange and black wings is perched on a cluster of small, light purple flowers. The background is a soft-focus green, suggesting a natural outdoor setting. The text "Executive Session" is overlaid in white, centered on the image.

Executive Session