



**Willowsford**  
CONSERVANCY



## Board of Trustees Meeting

October 2, 2024

5:30 to 7:30 pm

Boat House

Zoom





# Agenda

- Welcome & Resident Comments
- Board Business
- Old Business
- New Business
- Staff Updates
- Finance Committee
- 2025 Budget Overview
- Executive Session

# Opening & Board Business

- Public Comment
- Approval of 8/20/24 Meeting Minutes
- Approval of Agenda

# New Business

- Communication to community about tree and open space rules
  - In the past year, we have seen two fence encroachments, many properties with mowing beyond the 4.5 ft allowed, storage in open space, and damage to or removal of trees



# Trees & Open Space Communication

- Recommendation: staff send a letter to residents outlining:
  - Our land stewardship mission/philosophy
  - What residents cannot/can do
    - Limb pruning, concern about dead trees/snags and live trees
    - Mowing – 4.5 ft can be mowed beyond property line if next to woodland or grassland
    - No storage of property allowed
  - Opportunities (Open Space Projects)

# Old Business

- Update on Dulles South Community Park
- Update on Property Tax Exemption Application
- Purchasing Policy
- Update on Endowment Withdrawal for CapEx Projects

# Dulles South Community Park

- Supervisor TeKrony organized a Town Hall on Sept 23
- DTCl gave short presentation on project including results from feedback received at Oct 2023 community meeting/public comments
- Several Willowsford residents were able to share concerns
- Project going before Planning Commission in Nov or Dec
  - SPEX required for a park with lighting
  - Best opportunity for changes to be made
  - Goes before BOS after Planning Commission

# Dulles South Community Park



- Traffic – at school, LR Farm Rd and at Roundabout
- Security - lack of fence/access to trails and nearby streets
- Lighting – soccer fields currently proposed in NW section where tree buffer is minimal to residents



# Old Business

Update on Property Tax Exemption Application

Update on Endowment Withdrawal for CapEx Projects

# Purchasing Policy

	\$0-5,000		\$5,001-10,000		\$10,001-\$15,000		\$20,000+	
Expense or Annual Value of Contract	Budgeted	Not Budgeted	Budgeted	Not Budgeted	Budgeted	Not Budgeted	Budgeted	Not Budgeted
<b>PURCHASING</b>								
# of bids required	N/A	N/A	1 bid	1 bid	2 bids	2 bids	2 bids	3 bids
Pre-approval	Director	Director	Director	ED	ED	Board Chair	Board Chair	Board Chair
<b>APPROVING ESTIMATES/SIGNING CONTRACTS</b>								
Pre-approval	Director	ED	ED	ED	ED	Board Chair	ED	Board Chair
Signing	Director	Director	Director	Director	Director	ED	ED	ED
<b>EMPLOYEE PERSONAL EXPENSE APPROVAL</b>								
Pre-approval	Any unbudgeted purchases over \$500 made with a personal card/cash must be pre-approved by ED (or by Board Chair for ED).							
Approval	Manager approves expense report and sends to ED for reimbursement to be added to payroll.							

- Pre approvals can be secured by email.
- Staff responsible for securing COIs with Conservancy listed as additionally insured when work is performed on Conservancy property over \$500 in cost.
- PMs for approved CapEx projects can approve expenses and sign contracts. If more than 20% variance then approval is needed.
- Lien waivers for big projects.

# Staff Updates

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

# Operations Updates

- Business Manager update
- Strategic Plan
  - Engagement Goal and Operations Goal have implementation plans in place and underway.
  - Fundraising Goal in November.
  - Staff and Board goals once Business Manager is onboarded.



## Looking Back: May to September



# FARM Highlights:

## Summer CSA & Farmstands

- On track to reach our sales goal of increasing 2023 sales by 20%
- Farmstand and Boathouse distribution are Farm's primary engagement activities
- Weekly sales at the Boathouse demonstrate the viability of the venue
- The summer heat was real
- Monthly wagon rides and "Meet the chickens"
- CSA dinner, in cooperation with Willowsford Kitchen

## Farm Highlights (continued)



- News from the field
  - Farmable acres in G1 have been doubled since 2022
  - Crop yields are improving
- Cover crop photos (left) are from same vantage point in G2 as last three board meetings
  - Top photo: after incorporating winter rye and hairy vetch with germinated sorghum Sudan grass
  - Bottom photo: regrowth of sorghum Sudan grass after summer mowing

## Coming up at the Farm



- Harvest Market to close out the farmstand season
- Cover crop seeding, following field clean up
- Winter share starts Nov. 7th
  - 6 distributions Nov. - Jan.
- Off-season sales will follow winter share until the summer season starts again (every other week)
- 2025 shares are available online
- CSA survey has gone out

# Farm Sales Update

CSA Sales Comparisons : Year + YTD	Custom CSA	Eat In Season / I Heart Willowsford	Farmer's Choice	Egg CSA (185)	Flower CSA	TOTAL
2023 Sales (10/2022-05/2023)	46	27	110	178	35	396
2024 YTD Sales (10/2023-Current)	87	31	83	177	24	402
<b>Total '23 Sales Compared to YTD '24 Sales</b>	<b>41</b>	<b>4</b>	<b>-27</b>	<b>-1</b>	<b>-11</b>	<b>6</b>
2023 YTD Sales (4/30/23)	41	27	101	178	30	377
2024 YTD Sales (Current)	87	41	90	202	26	446
<b>YTD '23 Sales vs. YTD '24 Sales</b>	<b>46</b>	<b>14</b>	<b>-11</b>	<b>24</b>	<b>-4</b>	<b>69</b>
YTD % Change	<b>112%</b>	<b>52%</b>	<b>-11%</b>	<b>13%</b>	<b>-13%</b>	<b>18%</b>

Deferred Revenue: \$33.8 K

Outstanding Store Credits: \$30K



# Farm Sales Update

Revenue Comparisons : Year + YTD	Sales Revenue B2D	Farm Stand Revenue
2023 Revenue (Jan-Dec)	\$229,126	\$39,798
2024 Revenue (Jan-10/1/24)	\$219,566	\$44,655
<b>Total '23 Rev. Compared to YTD '24 Rev.</b>	<b>-\$9,561</b>	<b>\$4,856</b>
YTD Revenue (Jan-10/1/23)	\$176,951	\$29,238
YTD Revenue (Jan-10/1/24)	\$219,566	\$44,655
<b>YTD '23 Rev. vs. YTD '24 Rev.</b>	<b>\$42,615</b>	<b>\$15,417</b>
<b>YTD % Change</b>	<b>24%</b>	<b>53%</b>

Average Boathouse Thursday - \$500  
 Average Farmstand Thursday - \$850  
 Average Farmstand Saturday - \$960

# Looking Back – May to Sept



- Lightridge Renovation Completed
- Prescribed Burn Training Completed
- Annual Bonfire Event 10th Anniversary
  - Record setting bluebird season
  - Two bridge projects
  - Trail resurfacing in The Greens
  - Started new trail construction
- Exceeded Sales Goal for Native Plants
- More hours on invasive removal than ever
- Deer Management Program Rolling
- Installed pond bubblers in Cedar Pond
- NOVEC Berm irrigation has been installed



## Current Challenges:

### Amenity Incidents

- Tracking incidents in a spreadsheet with dates and details.
- 8 Incidents at our amenities this year, mostly occurring at Grant Family Campsite
  - Including vandalism, littering, leaving fires unattended, and unauthorized camping.
  - A police report was submitted on 2 occasions.
- 2025 budget proposal includes additional funding for security measures.

### Unauthorized tree removals

- Willowsford residents have been removing and/or pruning open space trees without Conservancy permission.
- Currently being handled through the HOA violation process.
  - Homeowners are expected to replant the area with native trees and remove any remaining tree spars leftover from the pruning/removals.

# 2024 Sales Summary



**2024 YTD**

**2023 YTD  
Comparison**

**Amenity Rentals**

\$3,079

\$2,391

**Firewood Sales**

\$4,865

\$9,401

**Native Plant Sales**

\$3,242

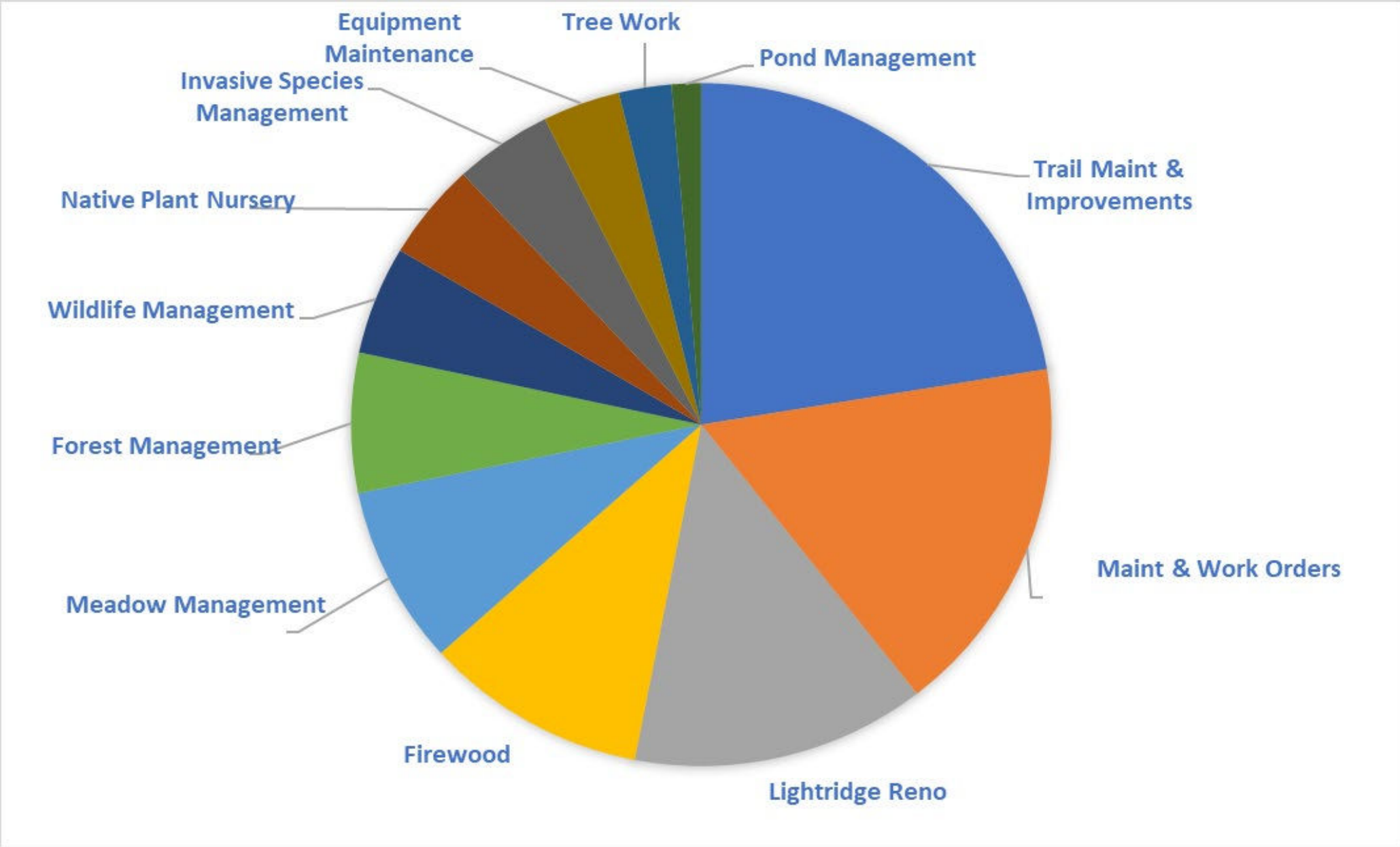
\$1,616

**Amenities** are available for a lower rental fee in 2024 which saw a higher frequency in rentals.

**Firewood Sales** had minimal advertising in 2024 with a July-Aug hiatus. We will be selling firewood bundles this fall/winter and enter into 2025 with a stronger marketing strategy.

**Native Plants** were available earlier this spring with an online shopping option. It experienced improved marketing and Sam attended sales events outside of Willowsford.

# Land Stewardship – Labor Hours January - July



# Program & Engagement Review: May-September



- Farm Stand Clean out volunteer day
- Farm Stand Re-opening
- Hiking Spree
  - Included 5 guided hikes throughout May & June
- Fishing for Beginners in June & August
- Aquatic Wildlife Discovery in July
- Guided Butterfly Walk with LWC in July
- Back to School at the FS in August
- Bonfire in September
- Recurring monthly Farm Programs
  - Meet the Chickens
  - Yoga with JKS Yoga
  - Wagon Rides
- Monthly volunteer days with Land Stewardship
- New Bread unbagging volunteer opp at Farm
- A handful of programs with scout troops and school groups



# Upcoming Fall/Winter Engagement

- Final Farm Stand Programs of the main season (Yoga, MTC, Wagon Rides)
  - Plan to schedule MTC off season
- Activities for days LCPS is off
  - Craft tomorrow (10/3)!
  - 2-3 activities planned for days off at end of October/early November.
- Participating in Lightridge HS Career Expo
- HOA's Autumnfest (Oct 19th)
  - Conservancy will do pumpkin painting and tabling
- Harvest Market (Oct 26th)
  - 40+ vendors/booths confirmed (double last year)
  - Marketing picks up substantially Oct 1st
- End of season Farm Potluck
- Wreath Making
- Tree Trimming in December

# CapEx Updates

- Lightridge Tenant House
- Peach Orchard Tenant House
- Packing Shed
- Fleetwood Barn II



## Land CapEx - Lightridge

- Renovation project completed in August and finished under budget.
- Tenant has fully moved back in.
- Future CapEx investments for consideration include: encapsulating crawl space, repairing the chimney, and finishing the sunroom.

Before



After



# Land CapEx - Lightridge

The Den - Before



The Den – During Termite Repairs



The Den - After



# Land CapEx - Lightridge



Bedroom 1 - Before



Bedroom 1 - After



# Land CapEx - Lightridge



Bedroom 2 - Before



Bedroom 2 - After





Bedroom 3 - Before



Bedroom 3 - After



# Land CapEx - Lightridge

Secondary Bathroom - Before



Secondary Bathroom - After



# Land CapEx - Lightridge

Primary Bathroom - Before



Primary Bathroom - After





# Land CapEx - Lightridge

Living Area - Before



# Land CapEx - Lightridge

Living Area - After



## Water Closet - Before



## Water Closet + Laundry Room - After



Dining Room & Hallway - Before



Full Bath, Coat Closet, Laundry Room & Hallway - After



# Peach Orchard CapEx

Mold remediation project completed in July to existin house (including plaster repairs and painting to water damage)

Prefab modular model selected including add ons and décor decisions (lowest cost option)

Site & utility survey about to start

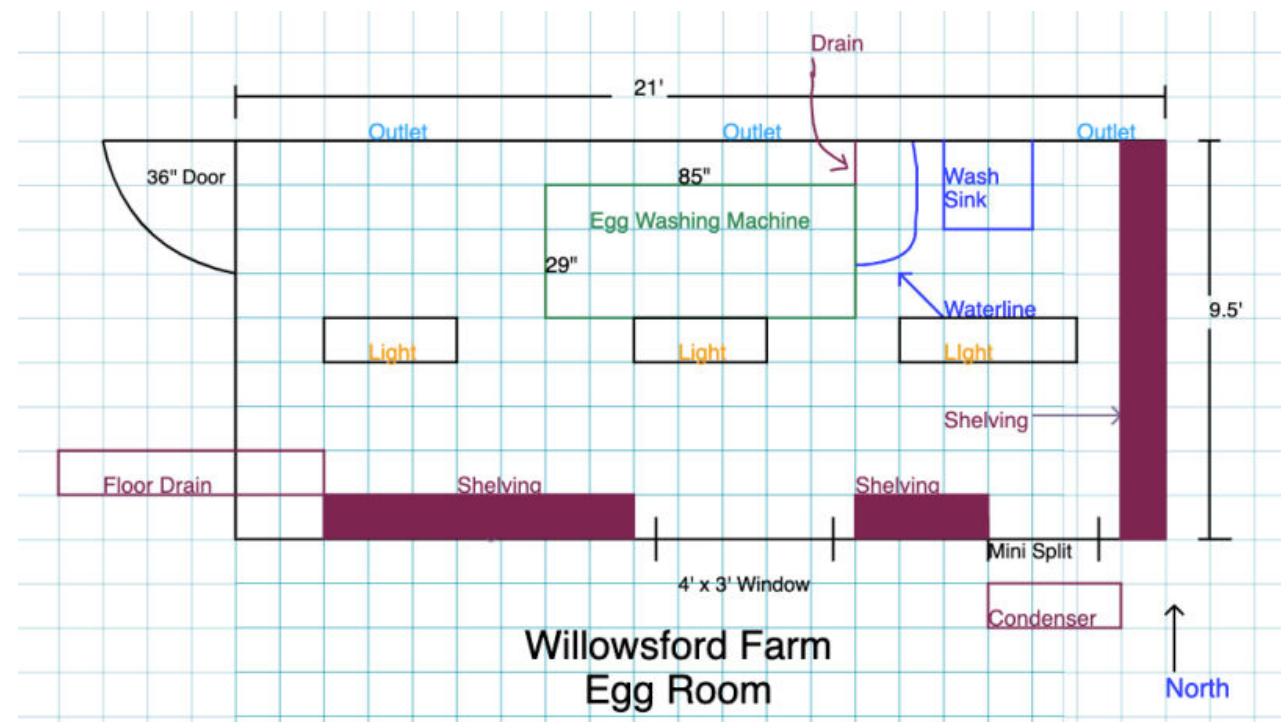
Elec prep & demo of outbuildings this month

House erection expected in Q1 or Q2 of 2025 – depends upon survey & permitting



# Farm CapEx Updates

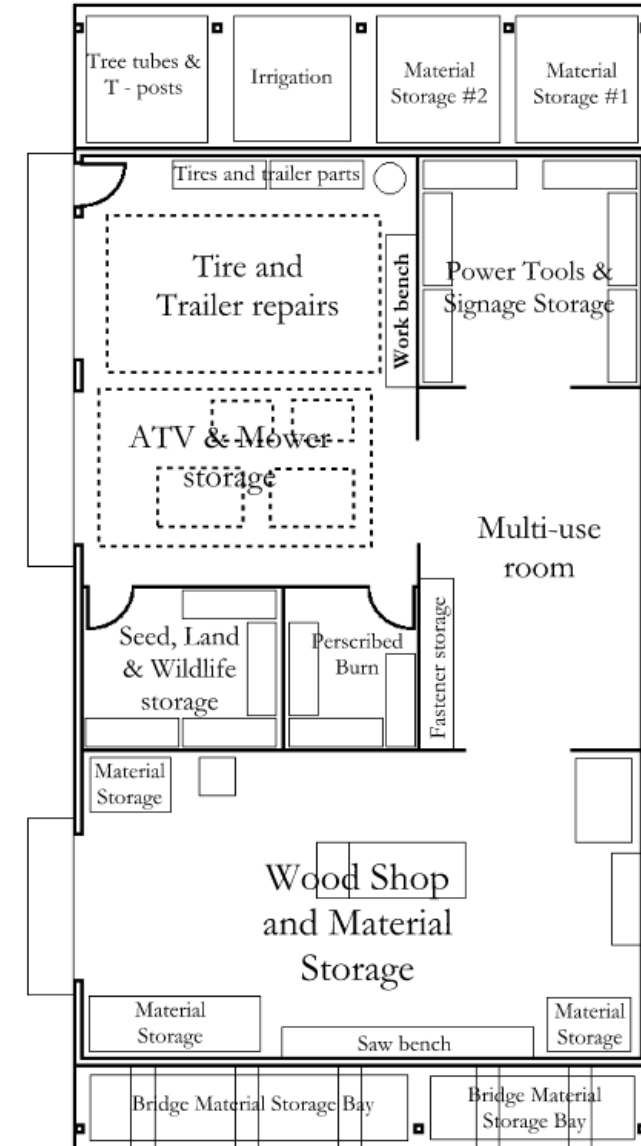
- New well & water filtration system working as planned
- Driveway study with Urban to finalize plans for farm driveway repair
- Packing Shed
  - Egg washing room plans (right)
  - Will remove oldest walk-in cooler
  - Refinement of plan before architect selected



# Land Stewardship CapEx Updates

## Fleetwood Barn II

- Site work beginning in 2024 to take advantage of free fill which will save the Conservancy up to \$45k
- 2024 cost will include permitting, a new plat, and site work
  - Will be approximately \$25,600
  - Received Board approval
- Currently pursuing the permitting, removal of the seed containers, and some minor site work.



# August/YTD Financials

- Revenue on target through August
  - Strong Farm sales making up for lower transfer fees
- COGS and Gross Profit also line up with budget
- Expenditures are varied
  - Maintenance and Land Stewardship below budget
  - Benefits over budget due to dependents being added
  - Employee housing over budget
  - Professional fees over budget



# 2025 Draft Budget

	Farm		Land		Operations		Total		
	Forecast 24	Budget 25	Forecast 24	Budget 25	Forecast 24	Budget 25	Budget 24	Forecast 24	Budget 25
<b>Revenue</b>									
4000 Revenue									
Total 4010 Grants/Contributions/Easement Revenue			50,000	22,150	0	0	582,500	50,000	22,150
Total 4020 Conservancy Assessments & Fees	0	0	0	0	1,656,435	2,228,270	1,654,527	1,656,435	2,228,270
Total 4031 Farm Grown Product Revenue	175,272	185,000	0	0	0	0	160,000	175,272	185,000
Total 4032 Purchased Goods Sales	87,950	86,000	0	0	0	0	47,750	87,950	86,000
Total 4034 Other Farm Revenue	-15,576	-11,000	0	0	0	0	-4,000	-15,576	-11,000
Total 4030 Farm Revenue	247,646	260,000	0	0	0	0	233,750	247,646	260,000
Total 4500 Program & Events Revenue	1,838	2,000	9,960	9,730	1,350	4,000	20,540	13,148	15,730
Total 4600 Land Revenues	0	0	15,960	22,000	0	0	16,200	15,960	22,000
Total 4700 Lease Revenue	1,700	1,700	0	0	18,000	25,000	19,800	19,700	26,700
Total 4000 Revenue	251,436	266,700	76,032	53,880	1,678,230	2,259,470	2,527,317	2,005,698	2,580,050
<b>Total Revenue</b>	<b>251,436</b>	<b>266,700</b>	<b>76,032</b>	<b>53,880</b>	<b>1,678,230</b>	<b>2,259,470</b>	<b>2,527,317</b>	<b>2,005,698</b>	<b>2,580,050</b>
<b>Cost of Goods Sold</b>									
5000 Cost of Goods Sold									
Total 5100 COGS- Farm	71,085	70,200	0	0	0	0	66,500	71,085	70,200
Total 5200 Farm Production & General Exp.	29,022	31,400	0	0	0	0	43,000	29,022	31,400
Total 5310 COGS - Layer Costs	24,591	32,200	0	0	0	0	27,650	24,591	32,200
Total 5400 COGS - Land Stewardship	0	0	1,932	2,300	0	0	3,837	1,932	2,300
Total 5420 5420 Native Plants	0	0	1,782	2,875	0	0		1,782	2,875
Total 5900 Seasonal Wages	14,659	14,390	0	0	0	0	7,925	14,659	14,390
Total 5000 Cost of Goods Sold	139,357	148,190	3,715	5,175	8,033	3,200	148,912	151,105	156,565
<b>Gross Profit</b>	<b>112,079</b>	<b>118,510</b>	<b>72,317</b>	<b>48,705</b>	<b>1,670,197</b>	<b>2,256,270</b>	<b>2,378,405</b>	<b>1,854,593</b>	<b>2,423,485</b>

	Farm		Land		Operations		Total		
	Forecast 24	Budget 25	Forecast 24	Budget 25	Forecast 24	Budget 25	Budget 24	Forecast 24	Budget 25
Expenditures									
Total 6100 Maintenance	48,820	67,100	166,920	139,250	28,807	26,801	212,200	244,548	233,151
Total 6200 Land Stewardship	0	0	48,532	72,800	0	0	54,200	48,532	72,800
Total 6300 Programs, Classes, Events	635	900	12,368	9,002	5,768	10,420	17,405	18,770	20,322
Total 7000 Payroll and Benefits	425,791	473,405	451,915	505,066	348,835	520,039	1,188,302	1,226,541	1,498,510
Total 7100 Employee Housing	0	0	0	0	38,349	12,100	16,400	38,349	12,100
Total 7200 General & Administrative	15,017	16,600	14,492	12,760	28,816	29,850	53,716	58,326	59,210
Total 7300 Professional Fees	0	0	0	0	103,597	74,000	84,664	103,597	74,000
Total 7400 Travel & Staffing	883	750	922	4,350	8,590	8,200	8,900	10,395	13,300
Total 7500 Other Expenses	0	1,000	4,400	2,750	1,107	3,100	9,250	5,507	6,850
Total 7600 Marketing & Advertising	403				29,075	25,800	30,000	29,478	25,800
Total 8000 Taxes					55,838	55,850	51,000	55,838	55,850
Total 8100 Insurance					33,514	37,000	45,000	33,514	37,000
Total Expenditures	491,548	559,755	699,549	745,978	682,296	803,160	1,771,037	1,873,393	2,108,893
Net Operating Revenue	-379,469	-441,245	-627,232	-697,273	987,901	1,453,110	607,368	-18,800	314,592

# 2025 Draft CapEx

	2025	2026	2027
Farm	\$ 612,500.00	\$ 665,000.00	
Land	\$ 357,500.00	\$ 329,590.00	\$ 19,380.00
Ops	\$ 77,800.00	\$ 8,600.00	
<b>Total</b>	<b>\$ 1,047,800.00</b>	<b>\$ 1,003,190.00</b>	<b>\$ 19,380.00</b>

**Farm** – Packing Shed Renov & Additions, Maintenance Bldg/Storage, Driveway & Parking, Greenhouse

**Land** – High-flow skid steer and forestry attachments, Fleetwood Barn II, firewood canopy, replace F250, Allen Farm Pond – repair dam and dredge pond, Cedar Pond repaving, new greenhouse

**Ops** – Phases II & III for Lightridge tenant house, Completion of Peach Orchard tenant house



# Executive Session