



Board of Trustees Meeting

March 25, 2025

5:30 pm

Sycamore House





Agenda

- Welcome & Resident Comments
- Board Business
- Old Business
- Staff Updates
- Finance Committee Update
- Executive Session

Opening & Board Business

- Public Comment
 - Two minutes per speaker
- Approval of 2/12/25 Meeting Minutes
- Approval of Agenda

Old Business

- Resident Advisory Committees
- Arbor Day Foundation Tree Planting Grant
- Finalize Board Meeting Dates

Resident Advisory Committees

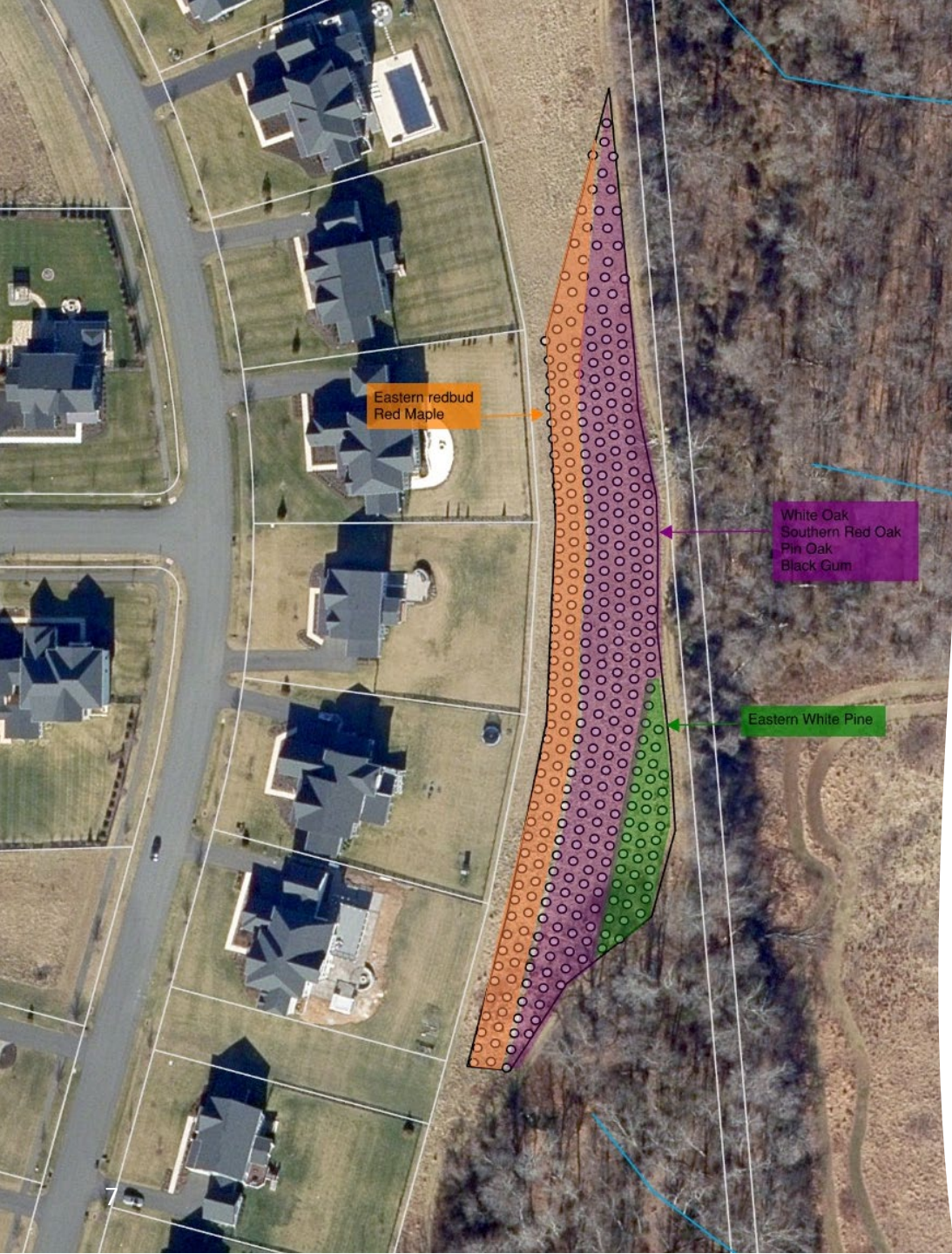
- Work continues on creating the Advisory Committees
- Revising the previously approved Charter for a Resident Board into a Charter for Resident Advisory Committees
- Proposed scope in draft form for three committees which board needs to review:
 - **Community Advisory Committee**
 - Farm Operations & Engagement
 - Land Resources & Habitat
 - **Fundraising Committee**

Update Board Meeting Dates

- Rescheduling May date
 - June dates

Arbor Day Foundation Tree Planting Grant

- Awarded \$37,500 grant from ADF funded by Amazon Inc. for community tree planting
- Funds will enable us to plant & maintain over 500 native trees (1-5 gallon size when planted) in meadow between Lotus Pond Place and proposed Lightridge Community Park
- April 16 - community tree planting event (lunch for 50 volunteers – residents & Amazon employees)



Staff Updates

- Kyle/Operations
- Andrew D/Farm
- Andrew R/Land
- Sarah/Programs & Volunteers

Operations: Business

- **501c3 Consideration** – identified attorney that specializes in conversions or creating new 501c3s
- **Reserve Study** – identified vendor & project plan finalized
- **2024 Audit** starts in late March
- **Security** – working cameras at Boat House and Land team installing cameras at key locations

Operations: Human Resources

- Update on approved open positions
 - Land Stewardship Manager - interviews started late Feb, but have not yet found ideal candidate.
 - Part-time Program and Events Coordinator position just posted. Interviews to begin.
- Mobile AEDs purchased for Farm and Land locations
- Board sent out Pulse Survey for staff feedback in March

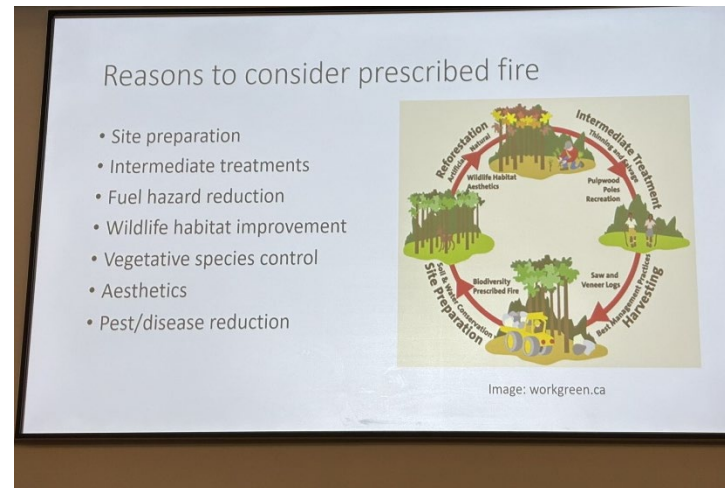
Operations: Professional Development

- Farm

- One staff person attended Future Harvest Conference
- Farm team visited and plan to collaborate with Kinloch Farms and PEC Roundabout Meadows Farm

- Land Stewardship

- Woods and Wildlife Conference
- VA Forest Health Professionals
- VWL / SCBI Annual Meeting
- Red Card Certification
- Chainsaw Safety





Looking Back: October to March



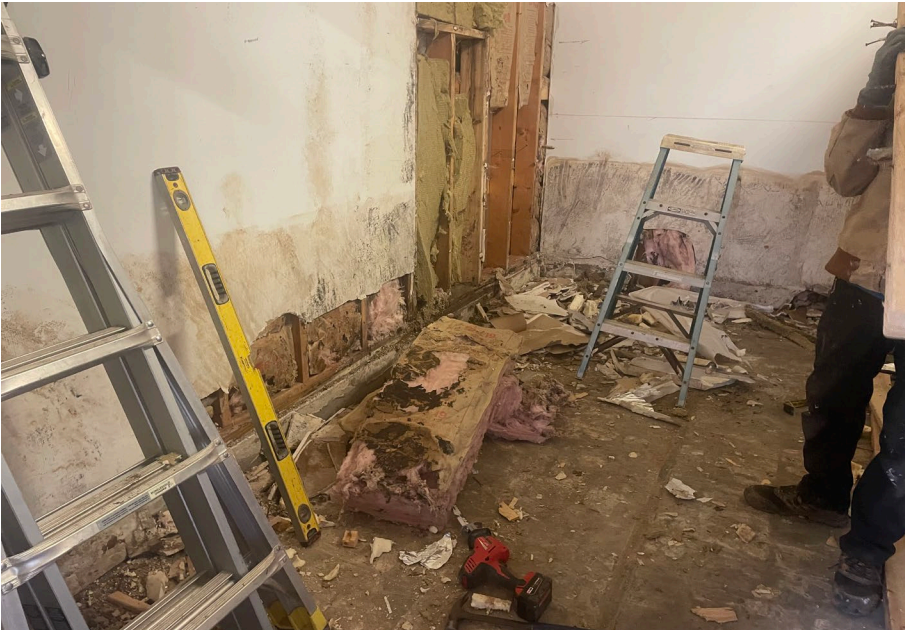
Farm Highlights:

Winter and early spring

- Community carrot harvest
- Concluded Winter CSA
 - 6 distributions, ended in Jan.
- Currently in the off-season
 - Every other week ala carte sales
- Boathouse sales coincide with the off-season distribution
- Farm planning
- Mowing meadows
- Maintenance: equipment, fences, and facilities

Farm egg room update

- Old egg room was never designed to be an egg washing room
- No floor drain, wood and drywall to the floor
- Included an old cooler with mouse and moisture damage





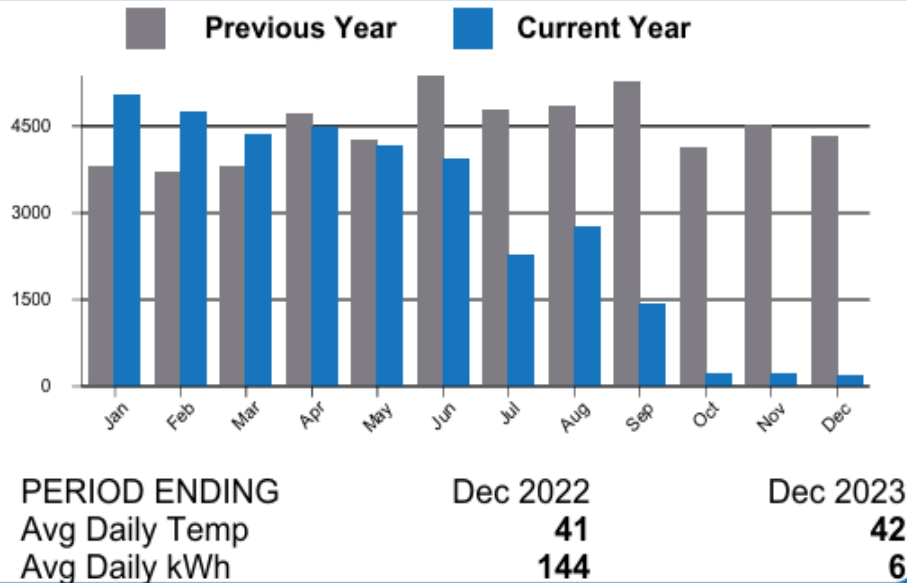
Farm egg room update (continued)

- New egg room meets industry and state standards
- Floor drain, washable surfaces, properly wired, climate controlled, limited rodent incursion points



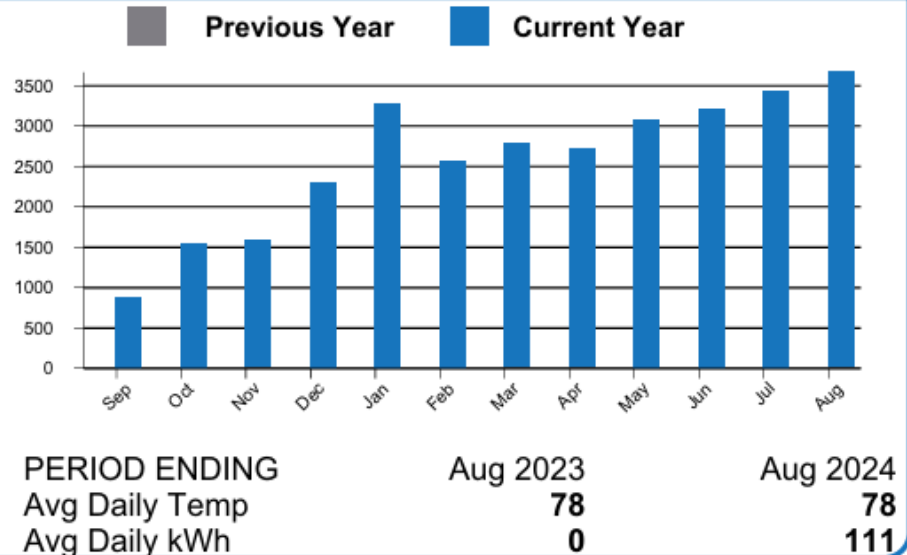
Farm Cooler update

Usage History



- New cooler became operational mid-September 2023.
- Old cooler removed same month
- Now have 6x the storage volume with compressor and evaporator engineering matching our installation
- Total electrical consumption held mostly constant, even though volume cooled is 6x and Farm production increased – i.e. cooling more units

Usage History



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
2024 Sales (10/2023-05/2024)	89	40	85	177	25	416
2025 YTD Sales (10/2024-Current)	47	34	38	125	15	259
Total '24 Sales Compared to YTD '25 Sales	-42	-6	-47	-52	-10	-157
2024 YTD Sales (3/16/2024)	75	28	72	143	20	338
2025 YTD Sales (Current)	47	34	38	125	15	259
YTD '24 Sales vs. YTD '25 Sales	-28	6	-34	-18	-5	-79
YTD % Change	-37%	21%	-47%	-13%	-25%	-23%

Why are sales down YTD?

1. Egg share sales are paused - cannot currently procure replacement pullets
2. Lower renewal rate from first-time customers and some long-term customers
3. Economic uncertainty
4. Reduced discount in 2025 - discount in 2024 was tied to canvassing efforts

What are we doing about it?

1. Welcome packages for new residents
2. Increased marketing – digital, tabling, local libraries, surrounding communities
3. Note that this is typically a slow sales period, and that tariff-based food inflation will drive sales



Coming up at the Farm

- Continued off-season sales every other week until summer season starts in mid-May
- Summer share and Farmstand start May 15th and 17th
- Referral opportunity – earn credits by referring new CSA shareholders
- 2025 shares available
 - Custom
 - Farmer's Choice
 - Flowers
 - Eggs – on pause

Trail Improvements (Oct-Dec)



- Grange Loop Culverts



- Killian's Run in The Grant

Trail Improvements (Jan –Mar)



- Pedestrian Bridge Project

Tree Assessments & Work Orders

(Oct –Mar)

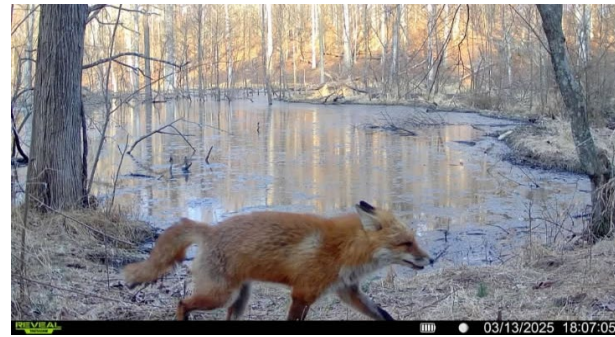


- 43 In-house tree work orders
- 3 Contract (\$4,403)
- 2024 – Total 12 contracts (\$27,254)
- Tree Assessments

Wildlife & Habitat



- Bluebird Nest Box monitoring
- New Bluebird trail in The Greens
- Christmas tree habitat
- Wildlife camera survey



Deer Management 2024-25

- 110 Harvested (Archery 52, Firearm 58)
- 93 Does, 17 Bucks
- 31 Donated to Hunters for the Hungry
- 41 Deer CWD Tested

Firewood Sales



- Firewood sales opened back up in March
- 6 cords of seasoned wood in stock (planned for each quarter)
- 15 cords annual sales proposed for 2025

Amenities



- Cedar Pond Pavilion, Grant Campsite & Hidden Meadow all open 4/1
- Promo code to boost bookings
- Pathway to CPP upgrade

Native Nursery



- Created Logo (approved by HOA staff)
- Transplanting plugs to pots
- First sale at Earth Day 4/25
- 2 plant sales planned out of community
- Native plant volunteers
- Marketing / Business Plan

Program & Engagement Review: October- March



- Autumnfest
 - Partnered with HOA for pumpkin craft along with usual tabling fun!
- Harvest Market
 - Great success with 30+ vendors and 600+ attendees.
- Community Carrot Harvests
 - 3 sessions in Oct & November with great attendance. Really well received!
- Native Grass Seed Collection
- Guided Bird Walk with LWC
- Tree Trimming at the Boat House
- Foraged Wreathmaking
 - Thank you to Sam's family for providing their expertise. We're excited to grow this event in 2025!
- Wildlife in Winter Event w/Blue Ridge Wildlife Center
- Great Backyard Bird Count
- Volunteer Appreciation Event
- Greenhouse Seeding



Upcoming Spring & Summer Engagement

3/29: Scrape the Grape with LIRA

3/31: Let's Talk Trash

4/3: Build-a-Birdbox

4/3: Native Plant Greenhouse Volunteer Session

4/12: Spring EGGstravaganza (HOA event)

4/16: Arbor Day Foundation Tree Planting

4/17: Kombucha Happy Hour at Boat House Farm Stand

4/25: Earth Day Celebration

4/26: Earth Day Tabling at Hal & Bernie Hansen Park

5/10: Farm Stand Clean Out

5/15: Farm Stand Thursday Re-Opening

5/17: Farm Stand Saturday Re-Opening

7/19: Pollinator Day at the Farm Stand & Butterfly Walk with LWC

7/21-7/25: Natural Leaders Summer Camp at Willowsford

And more!

CapEx Updates

Egg washing room – AD add slides? - see above

Civil Engineer

Peach Orchard tenant house – Sophie add?

- Firewood canopy and storage area – in zoning, scheduled for Q2
- Fleetwood Barn II – Zoning Approval, scheduled for Q3

January 2025 Financials

- Assessment revenue down \$4.8k since assessed at 2024 rate in Q1
- Transfer fees on target (surplus by \$700)
- Farm sales lower than budgeted, but COGS also lower, so profit up by \$2k over budget
- Large refund in line 4034 was for a resident that paid for 2 CSAs
- Land sales negligible since revenue-generating units not operational until spring
- Land under budget by \$15k for expenses due to weather impacting contracted work & savings in benefits since down one FTE

February 2025 Financials

- Transfer fees higher than budgeted. Lots of homes sold.
- Legal fees over budget by \$4k.(endowment discussions)
- Farm Maintenance \$6k over budget due to Sprinter Van R&M
- Land Amenities spending \$500 over budget for new cellular security cameras
- Land hardware \$3k over budget due to new computers purchased to replace obsolete laptops

Update on 2024 Financials

- Rerun of 2024 Financials to account for Easement Funds (our auditor concluded that the funds should be booked in Dec 2024). Easement added \$300k of revenue.

Final Combined Financials	Total
Total Revenue	\$ 2,334,410.93
Total Cost of Goods Sold	\$ 151,155.63
Gross Profit	\$ 2,183,255.30
Total Expenditures	\$ 1,853,853.30
Net Operating Revenue	\$ 329,402.00
Total Other Revenue	\$ 193,159.64
Total Other Expenditures	\$ 595,580.76
Net Other Revenue	\$ (402,421.12)
Net Revenue	\$ (73,019.12)



Executive Session