

Willowsford Conservancy - Community Advisory Committee Meeting Minutes – 11/17/25

In attendance from the committee – Gene, Naisa, Malvi, Tyler, Lee, Julie, Tom, Courtney, Jennifer,

Others in attendance – Ashish, Karyn, Sophie, Ken Moreland

The meeting started at 5:33 pm. During resident comment, Tom shared that the deadline to apply for one of the open positions on the HOA board is 2/9/26. Gene reviewed the agenda.

The first item was updates from the board liaison, Karyn. The discussion then transitioned into the education session which Karyn led on the Conservancy's Strategic Plan. The planning efforts with the consultant, the board, staff, and resident focus groups ran from 2021-22. Karyn also gave background on the survey which informed the strategic plan. There were 1,300 responses and just over half of the respondents provided answers to the open-ended questions. There was discussion about the strategic plan runs through 2026, so it is timely to be considering a new survey and an update to the strategic plan.

The topic of a community survey continued under committee business. Naisa shared an update on the working group and their progress analyzing the 2021 questions. The group recommends that a new survey use a variety of question types (rank, multiple choice, open ended) and with a focus on where the Conservancy might be headed in the future. Progress made since the 2021 survey and in implementing the strategic plan should be shared and should inform the new questions. This could be informed by a Strategic Plan Implementation Scoring exercise. There was also a comment that an external survey for the Conservancy's community partners might be important if the organization will expand its reach with the new 501c3 status. There was also discussion about what survey tool to use and the pros and cons of doing the survey in house, but there was a strong desire to save money.

Ashish gave some updates – he is meeting with the PEC advancement team to get some advice on fundraising strategies and opportunities for the Conservancy to consider pursuing. They have cultivated donations from individuals and foundations. Ashish also provided an update on solar opportunities and that residents could get a bulk discount if a threshold of homes were interested in pursuing solar. Tom then shared an update on the grant tracker that is being developed. He gave an update on the grants we have applied for so far.

Sophie gave an update on the Conservancy's property tax exemption application. County staff were able to provide guidance that the Conservancy needs to apply in the March

application process which goes before the Board of Supervisors. The December application period was only for a very limited number of non-profits like schools and cemeteries.

The group discussed collateral and the need for internal resources for residents and external resources for potential funders, etc., There were also ideas for engaging residents via social media and the newsletter.

The next meeting was set for February 18, 2026, at 5:30 pm. The group shared that it would be great to alternate between Sycamore House and the Boat House.

The meeting adjourned at 7:33 pm.