

**CSCA BOARD MEETING**  
**MINUTES**  
**NOVEMBER 21, 2011**

PRESENT

Georgia Petsche, Vice-President standing in for Phil Rider

Mary Lou Shannon

Barbara Ames

Bob Stocker

Jack Orrick

GUEST

Margie Orrick

The Board expressed sincere condolences to Gunnar Tomasson on the death of his mother.

Secretary's Report – The minutes of the October meeting were approved as submitted.

Treasurer's Report-Bob Stocker presented year to date financial results and comparison to budget through October 31, 2011. Year to date revenues have exceeded expenditures (including the contingency fund reserve) by \$7,740.63. Cash receipts for the year have essentially concluded and represent an increase of 10.81% over the previous year.

Funds held at October 31, 2011

Savings	\$32,143.25
Checking	<u>5,503.28</u>
Total	<u>\$37,646.53</u>

The CSCA nonprofit directors & officers insurance policy renewal is due in December 2011. Bob will investigate other insurance carrier options for costs/benefits prior to renewing the existing policy.

Beautification Committee Report-Georgia Petsche reported that the entryway landscaping project at Carderock Springs Drive is completed. The new lighting has been installed. During the project a large and unusually dense clay area was uncovered and was dug up and replaced with materials to provide better drainage. The additional cost of this unforeseen work was \$300. Georgia is waiting to see how well the area drains before she pays the final installment for the work.

January Potluck Supper-Discussion of the upcoming January Potluck gathering focused on the possible speakers for the event. Neighbors mentioned as possible speakers included:

Newseum director

Mary Walsh – national news producer

Robin Nietert – Women’s Microfinance Initiative

Phil Frayne – State Dept. (work in Iraq)

Decision to wait for Phil to return and see who if any of these have been contacted or if there are others he would like to ask.

New Business-Newsletter-Margie Orrick presented the news that the Carderock Swim & Tennis Club (Club) in a move to focus on their primary mission of swimming, diving and tennis and to cut costs, has decided upon the following changes (effective with the January 2012 newsletter):

Club newsletter will narrow its focus to swimming, diving and tennis

Club newsletter will be condensed to about 3 pages

The Club newsletter will no longer contain the following:

Classified ads from neighbors

News about new neighbors, births, deaths, etc.

Recommendations for service providers

CSCA and/or ARC news

General community news

The Club newsletter will continue to:

Mail a hard copy of its newsletter in November and in May

List the calendar of upcoming activities of the Club and CSCA and other neighborhood and community events

This new condensed Club newsletter will be delivered electronically except to Club members who opt out. Those members will continue to receive the printed newsletter (expected to be around 50 homes). The Club will continue to use the hand delivery method, not the US mail. The Club expects to thereby lower its newsletter costs from \$5,400 to around \$1,000 annually.

Margie presented a cost comparison spread sheet that provided an analysis of current CSCA newsletter costs and possible options with the attendant costs.

Discussion by the Board members present revealed a unanimous consensus that the CSCA newsletter is an important vehicle for communication about community events, upcoming meetings, new neighbors, etc. Further there was a consensus that a printed newsletter was appreciated by many, not only the older people who may not use the internet frequently (or at all).

CSCA spends around \$1,800 per year for its current newsletter, written primarily by Noelle Lewis with considerable assistance and data collection by Margie. Noelle will have additional work if the CSCA newsletter is to start providing the information that the Club newsletter is dropping. Margie will post a monthly update to the neighborhood Chat listing the Carderock Springs website and that the newsletter is available. Mary Lou Shannon noted that some years ago she had obtained a CarderockSprings.org domain name and that she would find out if the domain name is still under her control.

The CSCA newsletter is currently printed on green paper and is attached to the back of the Club newsletter. This has helped keep the CSCA newsletter costs down.

The Board reviewed and discussed the options presented, which included

Option 1 – 1 to 2 double sided pages. Hand delivery. \$1,700/year

Option 2 – 2 to 3 double sided pages. Hand delivery. \$2,400/year

Option 3 – 7 to 8 double sided pages. Hand delivery. \$5,400/year

Margie also explained an option for providing community classified ads via the internet at a cost of \$30 per month. Discussion included the possibility of charging a nominal amount to advertisers using this service. Users would provide and update their own ad information on a form that Margie volunteered to write and provide online through this service. A PayPal account could be used to collect the fees from the advertisers. Overall this online classified setup could be an improvement to the current list of classifieds because the ads would be more current, are updated by the advertisers themselves, and require less management from Margie.

Bob Stocker moved as follows: “That the board proceed with the estimated \$2,760 combined cost to pick up the parts of the newsletter that will be dropped by the Club in 2012”. Unanimously approved.

Margie will include a notice about the change in the December Club/CSCA newsletter.

The Board expressed its gratitude to Margie for her considerable hard work and dedication to keeping the newsletters current and welcoming to all.

Meeting adjourned.

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