Carderock Springs Citizens’ Association

October 15, 2018

Monthly Board Meeting Minutes

Board members present: Jack Orrick, Petra Jacobs, Tom Deyo, Jenny Spreitzer, Stefan LoBuglio, Svitlana Sweat, Tim Williams

Board members excused: Julie Weber, Bill Draper

Community members present:  Margie Orrick, Katherine Stiefel, Ashish Goel

CSCA President Jack Orrick convened the meeting at 7:33 p.m.

Item 1: Minutes

Minutes of the September 17, 2018 meeting were approved by the board upon motion duly made and seconded (Motion #1)

Item 2: Tree removal

The board discussed a tree removal document provided for review.

* There was a suggestion to consider doing a community outreach event regarding tree removal.
* There was a question about how the board can get information about the timing of house sales so we can provide outreach about tree removal when a property changes to new owners.
* There was a suggestion to ask the tree committee to create a proposal for public outreach. No action item decided.

Item 3: Treasurer’s report

Svitlana reported that there was very little activity in September. Year to date actual is $85 positive. The board discussed certain unbudgeted items relating to the branding committee. There was discussion of ideas to get better interest on our savings account. Lafayette is the CSCA’s current bank – the board reviewed a potential rate sheet from Lafayette for different types of accounts. There was some discussion about potentially evaluating other banks for more competitive rates and additional benefits/features.

Action Item. Svitlana to research other banking institutions to determine if better interest rate/features might be available.

The board discussed some ideas for dues collection for 2019; it was noted that January 2019 is when dues notices will go out next year.

Action Item: The board requested a draft budget in advance of the November meeting

There was further discussion of doing both print and electronic directory for 2019. No conclusion reached.

Item 4: Fall meeting discussion

Jack mentioned that there is a fall meeting every year as required by bylaws. November 11 and November 18 are potential dates; potential discussion topics could be covenants, historic preservation, HOA, etc. Another topic is the website. The board decided on the 18th for this meeting. The board discussed potential agenda items, including branding update and update on transportation initiatives. The board decided the meeting would be focused on a presentation of the historic aspects of the neighborhood: Celebrating the uniqueness of Carderock. Several ideas were raised, including having local real estate agents present, having the ARC present; collecting pictures from the neighborhood, etc.

Action Item: Svitlana will collect pictures for the Nov 18 meeting.

Item 5: Branding update and logo purchase

Tom provided an update on the branding committee. The board reviewed a proposal from Eyecuecreative (Melissa Wilets) for creative branding services; The services would be capped at $1,000, and would entail the purchase of a logo. The board approved the expenditure of $1,000 for the services described on the proposal. The Board authorized Tom to go back to Melissa to incorporate into her proposal assistance with design and creative on the directory.

There was a suggestion to put the new logo on the Carderock community signs that are used for board meetings and events. Jack informed the Board that Melissa had negotiated with Michael Shapiro, a realtor who had worked with Mary Lou Shannon, the purchase of a logo she had designed for his website for $1025.  He presented a copy of the signed agreement with Michael that provided full rights to use of the logo by CSCA.  Jack discussed that Melissa intended to add a tag line to the logo for use on all media that CSCA distributed and she had suggested “Carderock Springs – A Mid-Century Modern Community”.  There was discussion on the text of the tagline, which is identical to what Hollin Hills is currently using, but no firm decision was reached.

Action Item:  Branding Committee to refine the proposal of Melissa Wilets for design services and to discuss the tagline for the CSCA logo.

Item 6: Website update

Margie provided an update on the status of the new website. The website team is meeting but moving slowly. So far, she has put materials on web content management system with stock photos. Margie mentioned that it is likely that the current site will not die on 10/31; we may have until 12/31, but exact timing is unclear; Margie and the team would like to unveil it by November 18 meeting.

Item 7: Covenant Task Force

Jack reported on the covenant task force, including:

* Searching for new volunteers to lead the effort as Tim steps down.
* The need to schedule a follow-up call with Hollin Hills (Tim has reached out to the president and one other DRC member – no response yet)
* The board discussed the objectives of the task force, which include:
  + Be prepared to defend against teardowns
  + Building stronger enforcement mechanisms
  + Process improvements to the ARC; better definition

Item 8: Quiet Skies update

Petra provided an update on the quiet skies initiative. A community meeting was held last week at Carderock Swim Tennis Club (next meeting is on Dec. 6).

Item 9: Beltway update

Petra provided a brief update on the beltway working group. Petra Jacobs reported that a comment letter had been sent on behalf of the CSCA to the SHA and Governor Hogan providing input on the proposed Beltway expansion, particularly with regard to the need for installation of noise barriers.  She proposed that an e-mail be sent to the candidates running for state and local offices representing Carderock Springs requesting their views on the Beltway expansion and noise issues with their responses she would distribute the neighborhood in advance of the November 6 general election

Item 10: Oct. 26 newsletter items

Jack requested that board members provide suggestions for the October newsletter.

There being no other matters before the board, the meeting was adjourned at approximately 9:17 p.m.

Submitted by Tim Williams, CSCA Secretary