



## **Village Advisory Board Meeting**

**July 27, 2022**

### **Minutes**

Meeting called to order 6:05pm

**In attendance:** Anita Light (Chair), Jason Scadron, Roxann Morgan Rowley (Secretary), Martha Armstrong, Carolyn Sutterfield (Vice Chair), Melissa Bachelor, Ann Chase (Senior Center), Lesley Abashian, Jennifer Rose, Season Zellman (Fairfax County Village Coordinator) Michelle Coon

**Welcome and Introduction of New Members** - Anita introduced Michelle Coon and the board re-introduced themselves with name, role on Board, and brief background for why they wanted to be involved with the Village.

Michelle introduced herself as a representative of the Fairfax Presbyterian church with a background in Social work and psychology.

Other committee members introduced themselves and our guest, Season Zellman, the Fairfax County Village Coordinator, introduced herself.

### **Vote to Approve Minutes from June 22, 2022**

Motion by Carolyn and Second by Jennifer Rose to accept both May and June minutes.

Board Approved.

### **Fairfax County Village Coordinator- Season Zellman**

Season Zellman provided an update on the Villages in Fairfax County and answered questions from our Advisory Board.

Season works with long term care and villages in Fairfax County. She offers support to new villages. She was impressed by our speed in organizing our village. There are 8 other villages in the county, and she is encouraging other areas to set up villages and provide

county resources and support. See link below for details on all other villages in Fairfax County.

[Village Programs | Neighborhood and Community Services \(fairfaxcounty.gov\)](#)

The Fairfax County villages include:

Fairfax Village in the City  
Herndon Village Network  
Lake Barcroft Village  
Mount Vernon at Home Village  
Reston for a Lifetime  
Reston Useful Services Exchange  
Spring Hill Community  
Village Drive Village

- Season discussed how these villages are thinking about how they are meeting their citizens' needs.
- Season was interested in how to make villages sustainable and long lasting.
- Anita asked if there are areas or challenges that effect all the villages.
- Season said one challenge is keeping volunteers and recruiting new volunteers, building something that will last past the initial group. Season also encourages diversifying your board.
- Carolyn asked if we are associated with NCS services.
- Season said this was good and said there was a fantastic growth opportunity.
- Carolyn asked if we were a part of the village and Season said yes and that we were linked to the county website and what we cover as a village.
- Our village is a parent sponsored model.
- There are By-monthly County village meetings and Jason is attending those. Discussions focus on how to work together, share resources, and build a coalition to go after available resources.
- Anita asked if there are things that she wanted from us. Season said she was just here as a resource. The County recognized that her position needed to be a full-time position. She goes around the county and can advertise for villages. She talked about an article in the Golden Gazette
- Jason is going to get her a brochure to hand out.

## **Health Expo - Jennifer Rose**

Advisory Board discussed the parameters of having the Health Expo in March 2023 and reviewed Jennifer's proposal.

- Jennifer walked us through her proposal:  
The point of the Expo is to raise awareness of the Village, to promote chamber member businesses that provide services to seniors, and to raise funds for Village.
- The suggested venue is the Sherwood Center. Accessibility is great.
- Suggested date: Friday March 31, 2023.
- Exhibitors would be businesses and non-profits including chamber members. There are about 70 businesses who are members of the chamber and the goal would be for 30 businesses take part.
- There could be food vendors or food trucks
- There would be a member rate and a non-profit rate/ early bird and regular for vendors
- She pinpointed different businesses and asked the group for suggestions.
- Shepard Center was suggested as a partner
- It was suggested the sponsorship opportunities could make up to \$25000
- There would be education Seminars that further the conversation about topics.
- Carolyn asked how the village would receive the funding
- Lesley said she would ask about how this would work.
- Jennifer said she could work with the City to take in the funding and split the funding in three ways.
- Rooms in the Sherwood center were discussed for the different things happening in the event – classes, performance, and exhibits.
- Jason talked about the Sherwood Center – performance space is available that day; Jason will reserve the Center for the date listed above.
- Michelle asked about if the village would be a separate organization – Lesley explained that the city is partnering right now but maybe down the line there is a possibility of having a 501c3 component.
- There was discussion about making sure the services were accessible to those that cannot pay for a lot of services, but also continuing to make the connections with businesses.
- There was a lot of discussion around the costs.
- The Board voted on whether to do the event: Motion made by Jennifer second by Martha all voted to move forward.
- Still working on Title for event.

*\*Planning meeting: August 24 @6pm – was cancelled in August to be rescheduled in the future.*

Anita suggested Jennifer be the lead; planning committee for the expo meet in August with as many board members that can attend and answer the questions on the list.

**Volunteer and Member Update** - Jason provided an update on the marketing activities that have taken place over the past month

- Funky Flee Market Sign up was passed around
- Number of volunteers and number of members to date - 17 members; 11 vetted volunteers; 3 volunteers
- Member Handbook being prepared – vetted and ready to be used – welcome packet, handbook with references, magnets
- Orientation being planned with Martha and Anita - 4 Volunteers coming for orientation on July 29<sup>th</sup>
- More volunteers coming for orientation in August

## **Marketing**

- Had a table at the Funky Flea and Farmer's Market
- Sent out emails to Survey respondents
- Ordered Village shirts for Advisory Board
- Information sent from Carolyn to HOAs and other civic organizations – total 63 recipients
- Country Club Hills HOA invited us to do a presentation
- NV Rides visited OLLI put out brochure in their office
- A magnet is being created
- Volunteer Fire Department pitch for volunteers - Bobby Tinson reached out and wanted to know more and wants to recruit volunteer firemen to become volunteers
- City wants to do a video about village to go into the City Clips and play on Channel 12
- Michelle suggested Face Book and Twitter Pages and posting in community Face Book Page and Next door
- Need to improve the brochure
- Jason mailed info from the Survey Monkey to about 13 people who prefer mail

Activities that are planned:

- Plan on Fall Festival for October 8<sup>th</sup> – need volunteers to monitor our table; Board was asked to volunteer for an hour of time;
- Fall Parks and Rec Connect will also include the Village information
- Jennifer suggested a table at Rock the Block

**Administration:** Reminder that the Advisory Board retreat - 8:30am-11:45am, September 10<sup>th</sup> at the Sherwood Center

**Meeting adjourned: 7:36pm**