



Arlington County Civic Federation

BOARD OF DIRECTORS MEETING MINUTES, WEDNESDAY MARCH 16, 2025

Attendees	Board Role	In Attendance? Yes or No
John Ford	President	Yes
Nick Giacobbe	Vice President	Yes
Matt Gloudeman	Secretary	Yes
Ben Watts	Treasurer	Yes
David R Smith	Board Chair	Yes
Allan Gajadhar	Board Member	Yes
Dave Schutz	Board Member	Yes
Jackie Snelling	Board Member	Yes
Jean Henceroth	Board Member	Yes
Michael McMenamin	Board Member	Yes
Paul Holland	Board Member	No
Richard McNamara	Board Member	Yes
Ron Haddox	Board Member	No
Percentage of Board Members in Attendance:		92%
50% required to achieve quorum.		
Other Attendees	Role	In Attendance? Yes or No

Discussion Topic	POC	Discussion
Welcome and Call to Order	David Smith	Quorum was reached. The meeting was called to order. The meeting was held virtually via Zoom, called via email invitation.
Approve Previous Month Minutes	David Smith	Feb 19 minutes approved. 12 yeah 0 nay 0 abstain
Board Meeting Date Reminder	David Smith	April 23rd @ 7 pm – 8 p.m. - Hickory Room @ Lubber Run May 18th @ 4 p.m. - 5 p.m. - Location TBD June 18 @ 7 p.m. - 8 p.m. - Location TBD
Action Item Review	David Smith	<ul style="list-style-type: none"> • Ron will follow up with N. Highlands on their progress with their website. • Re-confirmed that Ron, David, and Adam will synch up on CivFed website. • Dave Schutz will follow-up with ARLNow on opportunities to collaborate.



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		<ul style="list-style-type: none"> • Smith will synch up with Matt on access to the accfmembership@gmail account • Meeting with the DCA airport has not happened yet. Joe has indicated that committee input is needed on his draft resolution on airport safety. It was noted that Joe has resigned as Airport Noise subcommittee chair. • David/John took an action to request that Adam post the link to the County work session with CivFed – now completed.
Banquet	John Ford	<p>John noted that there was not a plan to hold a banquet for this year.</p> <p>A motion was made to move to a bi-annual CivFed banquet, but the motion was withdrawn after discussion concluded that we can just revisit the topic next year.</p> <p>The board consensus was that we should think of some type of replacement social activity - example meet early at the June GM meeting and have refreshments.</p> <p>It was noted that since we won't have a banquet, we will give out the yearly awards at the June GM meeting.</p> <p>Decision: Provided refreshments prior to the June meeting in lieu of a banquet.</p>
President's Report	John Ford	<p>February Work Session Follow-up: The Board reviewed the letter John sent to the county as follow up to the meeting.</p> <p>Members indicated that since we are a member-based organization, it is important that we have multiple voices.</p> <p>There was general consensus that the model of having panels where all parties are at the table and have a conversation is a good model to use in the future.</p> <p>April Meeting: In flux, John has call in to the school board to see if we can move the high school symposium can be moved from May to April. This would clear space for CPHD to come and brief in May as they have a conflict in April.</p> <p>Jackie noted that she would like include students in programs our</p>



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		<p>members manage. There are some teen groups in the county that could be included.</p> <p>The Public Safety Committee (Mike M. and Jackie) will have a newsletter article soliciting questions for the meeting. The panel is moving forward. Still waiting to hear about support from the Commonwealth's Attorney. Ron asked about how we address pedestrian safety - would be a good topic for the public safety session.</p> <p>It was suggested that we consider getting transportation and vision zero to come to the meeting.</p>
Previous GM Vote Re-Cap	Matt Gloude man	<ul style="list-style-type: none"> • Feb GM Minutes approved by acclamation • New membership DAR - approved by acclamation • Nominating Committee (David Smith, Alex Sakes, Ron Haddox, Jean Henceroth, John Ford) - approved by acclamation • Awards Committee (Nick Giacobbe, Dian Kelly, Matt Gloude man, Kara Simon, John Ford) - approved by acclamation
Membership & Dues	Matt Gloude man	<ul style="list-style-type: none"> • Dues: 1 remaining - Rock Spring CA - Dues check is 'in the mail', and form was completed. • Recertification: 3 remaining (Dover-Crystal will not recert)
Newsletter Plan	Matt Gloude man	<p>Deadline: March 24</p> <ul style="list-style-type: none"> • President's Report - John • 2/26 ACCF & Arlington County Board Meeting Debrief - TBD - John? • March GM Recap - Matt • Public Preparedness - Jackie <p>Preview of Public Security - Mike</p> <ul style="list-style-type: none"> • Committee Updates (Environmental- WO&D - possible emergency resolution, Housing, P&Z) • Nominating Committee (David) • Community Mini Grants (Jackie?)
Accounts & Recent Payments	Ben Watts	<p>Opened a Money Market that gets 0.6 (from 0.05) percent interest. Using a Money Market account keeps the money liquid.</p>
Communications	John/Ron	See APPENDIX A



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Committee Plan		
Around the Room	All	<ul style="list-style-type: none"> • Dick: It seemed that CivFed was well prepared for the meeting. It's not clear that the county board has a good handle on the budget. • Dave: Had breakfast with JD after the work session. There is likely to be a task force on form of government. Not clear yet how it will be set up. CivFed would likely get two people on the task force. JD thinks discussion on form of government is important. • Jean: On 2/14 had a one-on-one with Mark Schwartz on the Langston Center (LEC). Looking at reopening Dawson Terrace Community Center. Mark suggested that the LEC could be used for fire and police training. Mark indicated that we need to re-open the community center. There are not a lot of community centers north of highway 50. Went to Historical Society meeting - there is a program next year to celebrate Arlington history - Virginia 250. https://va250.org/ • John: NTR • Ron: At recent Pike President's meeting discussed transportation safety. Potentially have half a million dollars for park renovation. 501c3 setup was discussed. Jackie noted that the county board approved community mini-grants. Ron will send out notes on how to set up a 501c3. • Nick: Went to the unveiling of the first three stumbling stones in Hall's Hill. Nice ceremony which included some of the descendants of the enslaved people. Yorktown graduate led a nice prayer. Takis, Samia Byrd, and Nadia Conyers spoke at the event. More events in the future. • Jackie: Langston Boulevard transportation committee looking at the pros and cons of Arlington acquiring Langston Blvd from VDOT. • Allan: NTR • Ben: Trying to close the savings account, but it's the main account so leaving it open. • Mike: Believe we need a serious conversation about the banquet at the end of this year or beginning of next year. The ability to have the full county show up and provide the awards has been influential and our most publicized event for the year.



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		<ul style="list-style-type: none">• David: NTR
Meeting Adjourn	David Smith	Meeting was approved to adjourn.

Submitted by: David R. Smith, Board Chair on 3/29/2025



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APPENDIX A: Communication Committee Plan draft

1. Committee Roles and Responsibilities:

- **Chairperson:** Oversees all communication activities and ensures alignment with organizational goals.
- **Website Manager:** Maintains and updates the website regularly.
- **Social Media Manager:** Manages Facebook and other social media platforms.
- **Email Marketing Coordinator:** Oversees Constant Contact campaigns and email lists.
- **Content Creators:** Develop engaging content for the website, social media, and emails.
- **IT Support:** Ensures technical functionality of all platforms.

2. Website Management:

- **Platform & Hosting:** Identify the hosting provider and ensure credentials are documented securely.
- **Content Updates:** Schedule regular updates for news, events, and important announcements.
- **URL Ownership:**
 - Domain registered under the organization's name.
 - Renewal responsibility assigned to Website Manager.
- **Security & Backup:** Regular backups and security checks to prevent cyber threats.

3. Facebook Management:

- **Page Ownership & Admin Access:**
 - Primary admin: Organization or designated person.
 - Secondary admins: Social Media Manager and Chairperson.
- **Content Strategy:**
 - Regular updates (posts, images, videos, and event promotions).
 - Engagement with followers through comments and messages.
- **Security Measures:** Enable two-factor authentication and restrict access to authorized personnel only.

4. Constant Contact Email Marketing:

- **Ownership & Access:**
 - Account under organization's name.



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- Admins: Email Marketing Coordinator, Chairperson.
- **Email Campaign Strategy:**
 - Monthly newsletters and special announcements.
 - Audience segmentation for targeted messaging.
- **Compliance:** Ensure all email campaigns comply with CAN-SPAM laws.

5. Content Approval Process:

- All major announcements reviewed by the Chairperson before publishing.
- Website updates approved by Website Manager and Chairperson.
- Facebook posts approved by Social Media Manager or Chairperson.
- Email content reviewed by Email Marketing Coordinator and Chairperson.

6. Review and Improvement:

- Monthly review meetings to assess engagement and strategy effectiveness.
- Annual audit of platforms to ensure updates and ownership security.

This plan ensures a streamlined communication strategy across the website, Facebook, and Constant Contact while maintaining secure ownership and efficient content management.