

## FPA Board Meeting Minutes – February 25, 2026

	<b>Attendees</b>	<b>Board Members</b> <i>Peggy Fox</i> <i>Steven Mullen</i> <i>Reggie Marston</i> <i>Jennifer Roberts</i> <i>Ulysses Campbell</i> <i>Aleks Rhode</i> <b>Exec Director</b> <i>Eric E Richardson</i>	
<b>Time:</b>	<b>Activity:</b>	<b>Speaker:</b>	
	BOD Meeting Open - 15 Minutes		
7:00p	Call Meeting to Order:	President, Peggy Fox	<p>1. Call to Order &amp; Opening Remarks</p> <p>Topics Covered:</p> <ul style="list-style-type: none"> <li>• Reminder of the Board Code of Conduct.</li> <li>• Discovery that a formal written Code of Conduct exists (dated 2013).</li> <li>• Plan to distribute the Code for review.</li> <li>• Agenda approval.</li> <li>• Acknowledgements of staff creativity and social media engagement</li> </ul> <p>Key Discussion Points:</p> <ul style="list-style-type: none"> <li>• The Code of Conduct should be reviewed and possibly simplified.</li> <li>• Directors encouraged to be respectful and professional.</li> <li>• Positive feedback about: <ul style="list-style-type: none"> <li>○ Chalkboard project</li> <li>○ Social media presence (Facebook, LinkedIn)</li> <li>○ Staff creativity and branding efforts</li> <li>○ Increased community engagement</li> </ul> </li> </ul> <p>Action Items:</p> <ul style="list-style-type: none"> <li>• Eric to distribute: <ul style="list-style-type: none"> <li>○ Board Code of Conduct (2013 version)</li> <li>○ Conflict of Interest document</li> </ul> </li> </ul>

			<ul style="list-style-type: none"> <li>Board members to review and provide feedback.</li> </ul>
7:05p	Meeting Agenda:	Peggy Fox	Approval / Amend
7:10p	Welcome	Peggy Fox	
7:15p	Approval of January Minutes	Secretary, Jennifer Roberts	<ul style="list-style-type: none"> <li>January minutes approved unanimously.</li> <li>Motion:</li> <li>Second: Reggie</li> </ul>
	Overall Meeting Themes		<ul style="list-style-type: none"> <li>Organizational culture is improving.</li> <li>Strategic streamlining underway.</li> <li>Youth pipeline development is prioritized.</li> <li>Branding shift toward “Fairfax” identity.</li> <li>Financial performance strong.</li> <li>Property strategy is being evaluated cautiously.</li> <li>Revenue diversification and donor cultivation are emerging focuses.</li> <li>Governance documents under review.</li> </ul>
<b>Staff reports</b>			
7:25p	Executive Director Report	Executive Director, Eric E. Richardson	<p>Topics Covered:</p> <p>A. Staff Culture &amp; Organizational Progress</p> <ul style="list-style-type: none"> <li>First all-staff meeting held February 18.</li> <li>Staff feedback exercise conducted.</li> <li>Cultural shift observed: <ul style="list-style-type: none"> <li>December descriptors: “outdated,” “stagnant”</li> <li>February descriptors: “adaptable,” “buzzing,” “growing,” “evolving”</li> </ul> </li> <li>Emphasis on culture change and member engagement.</li> </ul> <p>B. Streamlining Meetings &amp; Committees</p> <ul style="list-style-type: none"> <li>The director reported spending 31 hours/month on board/committee work.</li> </ul>

			<ul style="list-style-type: none"> <li>• The Membership and Promotions Committees combined to reduce the meeting load.</li> <li>• The executive report now includes staff updates in a single consolidated document.</li> <li>• Plans to introduce visual dashboards/infographics aligned with the Strategic Plan.</li> </ul> <p>C. Rebranding Efforts</p> <ul style="list-style-type: none"> <li>• “Cinema Night” rebranded to Fairfax Flicks</li> <li>• New logo and promotional materials developed for the event.</li> <li>• Board encouraged to RSVP and attend.</li> </ul> <p>D. External Partnerships</p> <ul style="list-style-type: none"> <li>• Meeting with Stuart Holt (ArtsFairfax CEO).</li> <li>• New introductions to county and arts organizations.</li> <li>• Potential collaborations and membership growth opportunities.</li> </ul> <p>E. Website Update</p> <ul style="list-style-type: none"> <li>• Second draft received.</li> <li>• Target launch: Mid-April.</li> <li>• Focus: streamline content and drive membership.</li> <li>• The History/About FPA section is being developed.</li> <li>• Increased use of vertical/social media video content discussed.</li> </ul> <p>F. Youth Programs &amp; Summer Camp</p> <ul style="list-style-type: none"> <li>• Summer camp promotion ramping up.</li> <li>• Goal: fill two sessions (TV and radio).</li> <li>• Sponsorship initiative: <ul style="list-style-type: none"> <li>○ 4 student sponsorship slots identified.</li> <li>○ \$350 per student.</li> <li>○ Anonymous donor covers 2.</li> <li>○ Eric volunteered to sponsor 1.</li> </ul> </li> </ul>
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			<ul style="list-style-type: none"> <li>○ Peggy volunteered to sponsor 1.</li> <li>• Plan to: <ul style="list-style-type: none"> <li>○ Use short essay selection process.</li> <li>○ Promote through social media and schools.</li> <li>○ Increase community awareness and donor engagement.</li> </ul> </li> </ul> <p>Action Items:</p> <ul style="list-style-type: none"> <li>• Launch Fairfax Flicks marketing push.</li> <li>• Finalize summer camp sponsorship process.</li> <li>• Reach out to school systems (including Title I schools).</li> <li>• Provide board with: <ul style="list-style-type: none"> <li>○ Summer camp dates</li> <li>○ Age range confirmation</li> </ul> </li> <li>• Complete website build (target mid-April).</li> </ul>
Committee Reports - 20 Minutes			
7:45p	Finance Committee	Steve Mullen	Finance Report Given
	Operations Committee	Reggie Marston	<ul style="list-style-type: none"> <li>• No major updates.</li> </ul> <p>Did not meet with Armando</p>
	Real Estate Committee	Ulysses Campbell	<ul style="list-style-type: none"> <li>• Increased interest in property from brokers.</li> <li>• Creative strategic development idea proposed (no formal offer).</li> <li>• Long-term evaluation of property options.</li> <li>• Potential to leverage property value without immediate relocation.</li> <li>• Real estate committee meeting to be scheduled.</li> </ul> <p>Action Items:</p> <ul style="list-style-type: none"> <li>• Ulysses to: <ul style="list-style-type: none"> <li>○ Consult brokers.</li> <li>○ Schedule Real Estate Committee meeting.</li> </ul> </li> </ul> <p>Present updates before next board meeting</p>

<p>Membership and Promotional Development Committee</p>	<p>Sharon Sobel</p>	<p>A. Membership Strategy Update</p> <ul style="list-style-type: none"> <li>• Shift from overall 20% membership growth goal (not achieved).</li> <li>• New focus: Youth retention strategy.</li> <li>• Track youth program participants transitioning into membership.</li> </ul> <p>B. Class Structure</p> <ul style="list-style-type: none"> <li>• Canceling classes due to low registration under review.</li> <li>• Orientation restructuring: <ul style="list-style-type: none"> <li>○ More targeted and interest-based.</li> <li>○ New language: <ul style="list-style-type: none"> <li>▪ “Want to be a content creator?” instead of “FPA Orientation.”</li> </ul> </li> <li>○ Cooking show-focused orientation discussed.</li> </ul> </li> </ul> <p>C. Ambassador Program</p> <ul style="list-style-type: none"> <li>• Ulysses developing digital ambassador packet.</li> <li>• Includes: <ul style="list-style-type: none"> <li>○ Clickable PDFs</li> <li>○ FAQs</li> <li>○ Step-by-step content guide</li> </ul> </li> </ul> <p>Action Items:</p> <ul style="list-style-type: none"> <li>• Finalize ambassador materials.</li> <li>• Continue refining youth-to-member pipeline.</li> <li>• Review branding/tagline discussion in future.</li> </ul>
<p>Organization Committee</p>	<p>Hurriyet Ok absent Aleks Rhode reporting</p>	<p>Topics Covered:</p> <ul style="list-style-type: none"> <li>• Vision development discussion.</li> <li>• Possible all-day strategic brainstorming session.</li> <li>• Three “strawman” future scenarios discussed.</li> <li>• Brainstorming session would focus on: <ul style="list-style-type: none"> <li>○ Pros &amp; cons</li> <li>○ Future direction</li> </ul> </li> </ul>

			<ul style="list-style-type: none"> <li>○ Leadership-driven strategy</li> </ul> <p>Important Clarification:</p> <ul style="list-style-type: none"> <li>• Brainstorming must be a standalone event.</li> <li>• Should not combine with orientation sessions.</li> </ul> <p>Action Items:</p> <ul style="list-style-type: none"> <li>• Eric to review 2025 strategic initiatives.</li> <li>• Organizational Committee meeting scheduled for March 17 (tentative).</li> <li>• Proposal for board approval of brainstorming session forthcoming.</li> </ul>
	Revenue Committee	Jennifer Roberts	<ul style="list-style-type: none"> <li>• Review of Giving Tuesday and year-end campaign.</li> <li>• Grants remain a priority.</li> <li>• Community fundraising model examples shared (Animal Rescue raised \$17K at holiday event; \$30K year-end appeal).</li> <li>• Discussion of donor list expansion beyond membership.</li> <li>• Fairfax Flicks to serve as donor pipeline builder.</li> </ul> <p>Action Items:</p> <ul style="list-style-type: none"> <li>• Develop external stakeholder contact list.</li> <li>• Use public events to collect contact info.</li> <li>• Promote student sponsorship campaign.</li> <li>• Explore end-of-year appeal strategy.</li> </ul>
	Unfinished Business – 5 Minutes		
8:05p	TBD	Peggy Fox	none
	New Business - 5 Minutes		
8:10p	TBD	Peggy Fox	<p>Topics to be discussed A. Code of Conduct Review</p> <p>Speaker: Peggy &amp; Board</p>

			<ul style="list-style-type: none"> <li>• Code from 2013 to be reviewed.</li> <li>• Board to provide comments.</li> <li>• Potential revisions to simplify language.</li> </ul> <p>B. Conflict of Interest Policy</p> <ul style="list-style-type: none"> <li>• Discussed whether board members should sign annually.</li> <li>• Aleks expressed concern about formal signing as legal commitment.</li> <li>• Further discussion required.</li> </ul> <p>Action Items:</p> <ul style="list-style-type: none"> <li>• Eric to send editable shared documents.</li> <li>• Board to comment and propose revisions.</li> <li>• Future discussion on formal signing requirement.</li> </ul>
	Next Meeting	Eric	<ul style="list-style-type: none"> <li>• March 25, 2026 (Wednesday)</li> </ul>
	Close Meeting		
8:15p	Adjourn	Peggy Fox	Adjourn