

BRANDERMILL COMMUNITY ASSOCIATION, INC.
BOARD OF DIRECTORS MEETING
BRANDERMILL WOODS
Monday, 7:00PM, December 3, 2012
AGENDA

1. CALL REGULAR MONTHLY MEETING TO ORDER – 7:00 PM
2. MEMBER VOICE 15 MINUTES
3. INTRODUCTION OF NEW COMMUNITY MANAGER – Joyce Rowe, Jack Bettin 5 MINUTES
4. MOTION TO APPROVE MEETING MINUTES – November 5, 2012 2 MINUTES
5. PRESIDENT'S REPORT - 15 MINUTES
 - A. Director Reports
Pool Analysis Update, Jason Livingston
Marketing Plan Update, Jack Bettin
Enhance the Look of Brandermill - Curbside Leaf Pick Up Program, Frances Hillman
6. MANAGER'S REPORT - 5 MINUTES
 - A. Department Reports: see attached
7. COMMITTEE REPORTS – see attached minutes 2 MINUTES
8. SKINQUARTER LANDFILL PROPOSAL, BOARD NEXT STEPS – Dick Guthrie 20 MINUTES
Action: Discussion
9. COMMUNITY IMPROVEMENT GRANT – Al Raimo 5 MINUTES
Action: Discussion, Motion
10. EXECUTIVE SESSION- Legal Matter, Possible Contract Matter
11. RETURN TO OPEN SESSION
12. ANNOUNCEMENTS
Holiday House Judging December 9 & 10- Winners Announced December 11.
BCA Board Meeting, 7PM, Monday, January 7, 2013 Brandermill Woods
13. ADJOURNMENT

BRANDERMILL COMMUNITY ASSOCIATION, INC.

BOARD OF DIRECTORS MEETING MINUTES

November 5, 2012

Page 1 of 4

1. **CALL REGULAR MONTHLY MEETING TO ORDER** – The November 5, 2012 BCA Board of Directors meeting was called to order by President Guthrie at 7 PM in the meeting room of Brandermill Woods, 14311 Brandermill Woods Trail, Midlothian, VA 23112. Directors Bettin, Davis, Hillman, Livingston, O'Hanley and Rowe, Acting Community Manager Raimo and Recorder Judy Agee were present.
2. **MEMBER VOICE** - David Schein of Spring Gate stated his continued concern regarding the board's failure to uphold its fiduciary responsibilities regarding the roundabout sign compliance issues; the cost of studies for the pools; and surveys sent by email.
- Tom Leonard of Fox Chase noted his support of Mr. Schein's comments regarding the board's fiduciary responsibilities.
3. **SKINQUARTER LANDFILL ZONING PROPOSAL** - Director Davis introduced Matoaca District Planning Commissioner Dr. Edgar Wallin and Mr. Bill Woodfin, whose background is in environmental sciences. They reported on amendments of approved zoning cases involving expansion of several subdivisions and one mixed-use development west of Brandermill that will impact traffic on Hull Street Road and Woolridge Road. They also noted an amendment for expansion of operations to accept demolition debris, fly ash and auto fluff to an existing mulching landfill located west of Brandermill. After discussion, the board agreed Director Davis will follow up with further information regarding the zoning amendments.
4. **MOTION TO APPROVE MINUTES – October 1, 2012**
MOTION: Director Rowe moved to approve the minutes of the October 1, 2012 board of directors meeting.
MOTION SECONDED: Director O'Hanley
MOTION CARRIED: Unanimously
5. **PRESIDENT'S REPORT** - President Guthrie noted that Brandermill was fortunate there was no significant impact from Hurricane Sandy, and thanked staff for acting on the BCA Emergency Response Plan in anticipation of the storm. He reported the recent landscaping project at The Landing is complete. The Brandermill Fall Festival, co-sponsored by the BCA and The Brandermill Church, was held on October 20th and was a huge success with 500 in attendance.
A. Director Reports - No reports were given.
B. Treasurer's Report - Director Hillman reviewed the Financial Report as of September 30, 2012 and 3rd Quarter 2012 Operating Variance reports.
6. **MANAGER'S REPORT** – Acting Community Manager Al Raimo highlighted his written report and stated reports were included from staff. The board approved Joe Payne of Quail Hill and Lisa Pelfrey of Watch Hill as new members of PARC. The board approved 16 members of the Brandermill History Project Committee. Manager Raimo noted the Brandermill Cleanup Day on November 3rd was a huge success and thanked Community Services Director Jennifer Strader for her assistance with coordinating this project, with over 45 neighborhoods

BRANDERMILL COMMUNITY ASSOCIATION, INC.

BOARD OF DIRECTORS MEETING MINUTES

November 5, 2012

Page 2 of 4

participating in the cleanup of open space areas. After discussing BCA participation on the ARB committee of the Commonwealth Centre Shopping Center to review proposed architectural changes, the board agreed it had no comment on the proposed changes and will have the BCA withdraw from future involvement. Acting Community Manager Raimo was authorized to notify the shopping center owner and the county of the board's position.

7. COMMITTEE REPORTS

A. Finance Committee - June 18, 2012 minutes are attached. A copy of the committee's Statement approved at the October 22, 2012 meeting is attached.

B. MPOC Committee - August 16, 2012 minutes are attached.

8. MOTION TO APPROVE 2013 DRAFT BUDGET

A. Presentation - Finance Committee Chair Buddy Whitfield thanked the committee members for their assistance throughout the year and in developing the 2013 budget. He reviewed a presentation of the summary of the 2013 draft budget, which was updated with information as directed by the board at the October meeting, and provided recommendations for the board's consideration including a zero percent increase in assessments.

B. Member Comment - Andy Wyman of Walnut Creek and ARB chair expressed his concern that the architectural consultant to the ARB be fully funded as he is a valuable asset to keep Brandermill residential and commercial properties competitive. He noted ARB members and staff were not consulted about this decision.

- Graham Henderson of Promontory Pointe and ARB member stated his concern about the change in funding for the architectural consultant and noted these professional services are needed to assist with alterations to older homes and especially with our commercial properties. He also noted an extension of bike trails is needed to connect to the sidewalks as part of the HCA medical property, including repairs to existing bike trails in Harbour Pointe. He encouraged the board to consider an increase in assessments to fund these projects.

- Mary Camp of Barne's Spring and Natural Resources Committee member asked the board to consider keeping the position of master gardener, who provides technical assistance to the committee. She indicated that no one on her committee had the level of expertise that the certified landscape designer had when it came to environmental issues and the Chesapeake Bay Act.

- David Schein of Spring Gate stated there has been a massive loss of home values in Brandermill and noted several directions that would provide a reduction in assessments. He requested a complete reevaluation of the master plan and noted a tax deductible trust could be set up to maintain the trails as the No. 1 asset of the community.

- Sharon Blom of Promontory Pointe and ARB member noted that the architect and master gardener are invaluable assets to the community, and she and all ARB members encouraged the board to fully fund these positions. She noted that as an architect she is able to provide assistance to the committee as a volunteer but that Doug Greene provides the overview, expertise and research on new projects and proposed plans that may need adjustment for the current regulations and standards of the community.

C. Action: Discussion, Motion

BRANDERMILL COMMUNITY ASSOCIATION, INC.

BOARD OF DIRECTORS MEETING MINUTES

November 5, 2012

Page 3 of 4

MOTION: Director Davis moved to adopt the 2013 budget, as presented by the Finance Committee.

MOTION SECONDED: Director O'Hanley

AMENDED MOTION: Director Hillman moved to amend the 2013 budget to return funds to the line items for architectural consultant and master gardener services.

MOTION SECONDED: Director Bettin

AMENDED MOTION FAILED: President Guthrie and Directors Bettin and Hillman approved. Directors Davis, Livingston, O'Hanley and Rowe opposed.

AMENDED MOTION: Director Livingston moved to amend the 2013 budget by approving a 2 percent assessment increase, with those funds directed to the Reserve Fund line item.

MOTION SECONDED: Director Rowe

AMENDED MOTION CARRIED: President Guthrie and Directors Bettin, Hillman, Livingston and Rowe approved. Directors Davis and O'Hanley opposed.

The budget was approved with a 2 percent assessment increase to support the Reserve Fund. It allows for completion of priority 2013 projects recommended by MPOC and BCA staff, and provides for a 2.5 percent increase in the salary pool for BCA employees to recognize and retain higher performing employees. The BCA will continue to have zero debt and no special assessments. The board recommended the new community manager evaluate all BCA resources, including the consultant positions, and advise the board of the needs of the association and the best use of available fiscal resources.

9. **COMMUNITY MANAGER VACANCY UPDATE** - Jack Bettin and Joyce Rowe - Directors Bettin and Rowe thanked Wendy Parker for her assistance with the community manager search. The process involved reviewing and ranking over 43 resumes and Director Bettin thanked the board members for their assistance with those reviews and Judy Agee for her help in setting up Skype for the board to interview the top 9 candidates. He stated they should have a final decision for the community manager position by the next board meeting.
10. **CORRESPONDENCE RECEIVED FROM EAST WEST PARTNERS** - Dick Guthrie - President Guthrie reviewed the East West Partners dock design as approved for Woodlake and East West's request to have Brandermill approve this design as well as the dock locations along the shoreline. The board agreed to refer this to the ARB, Community Character and Natural Resources committees for their review and report to the board by the end of January.
11. **EXECUTIVE SESSION** - To discuss a personnel and contract matter - The board entered into executive session.
12. **RETURN TO OPEN SESSION** - The board returned to open session.

MOTION: Director Rowe moved to authorize the Board President or his designee to extend an

BRANDERMILL COMMUNITY ASSOCIATION, INC.

BOARD OF DIRECTORS MEETING MINUTES

November 5, 2012

Page 4 of 4

offer to a candidate for Community Manager.

MOTION SECONDED: Director Bettin

MOTION CARRIED: Unanimously

13. **ADJOURNMENT** - President Guthrie adjourned the November 5, 2012 Board of Directors meeting at 10:05 PM.

Submitted by:

Al Raimo, Acting Community Manager
Brandermill Community Assoc., Inc.

Dick Guthrie, President Board of Directors
Brandermill Community Assoc., Inc.

MEMORANDUM

To: BCA Board of Directors, Community Manager, and Chair of PARC

From: Jason Livingston, Director

Subject: Pool Analysis Update/Summary

Date: November 20, 2012

I am providing you with a brief update and summary of the work completed so far by the consultants of Club Source Design, PLC, regarding the pool analysis.

On Wednesday, November 7, 2012, Acting Community Manager Al Raimo, PARC member Bobby Joyner, and I met with consultant team members to review their preliminary report. A second meeting is scheduled for Wednesday, December 12, when we expect to receive a draft of the final report. As the schedule stands now, the final report will be at the BCA on December 19 for presentation and consideration at the January 2013 BCA Board meeting.

The preliminary report presented captured the relevant data and information necessary to assess the condition and capacities of the pools, evaluate our options, and make an informed decision on universal pool access (UPA) going forward.

Based on the facilities, attendance numbers and guidance from the Virginia State Public Bathing Code, the consultants believe that the existing pools' square footage is reasonable to support a larger user base. The consultants estimate that the pool capacity *at a single time* is 784 swimmers, and that the BCA pools could accommodate approximately 2100 pool goers per day. Among the comparable larger communities, Brandermill pools would provide the highest Square Feet (SF) per resident with UPA. In summary, the BCA pools could support UPA presently.

However, there are caveats to their recommendation. For instance, BCA pools lack many of the contemporary features of our neighboring, competing pools. The design deficiencies that were not an issue when the pools were first built, would not pass code specifications now. The inadequate depth of the diving wells is an example. In addition, the increased attendance would put a strain on the three facilities' aging plumbing and filtration systems. The lack of a kiddie pool at St. Ledger's Pool, the most popular of the three pools, poses a safety concern since more toddlers play on the steps where the water is too deep for them to handle should they fall into the pool. Relative to other newer community pools, Brandermill has more "deep" water (diving wells), and no "shallow water" (beach entry or play ledge). In addition, we are aware of potential deficiencies in handicapped (ADA) access, rest rooms, deck furniture, and systems, which will continue to exist regardless of the usage model used by the BCA.

So there are many practical issues to be considered and studied prior to implementing UPA. Based on the consultants' extensive previous experience with similar situations, the preliminary report suggests that our pools would see an increase in attendance if UPA were approved. The attendance would also likely increase even more at any or all of the pools that may be significantly updated and renovated.

MEMORANDUM

To: BCA Board of Directors, Community Manager, and Chair of Marketing
From: Jack Bettin, Director
Subject: Marketing Plan Update/Summary
Date: November 30, 2012

I am providing you with a brief update and summary of the work completed so far by A Touch of Technology (consultants), regarding the Marketing Plan.

Since the Board authorized their engagement in early October, the consultants and the BCA team of Marketing Chair Dennis Peterson, and BCA staff Al Raimo and Wendy Parker, have conducted weekly conference calls in order to zero in on issues and information necessary to insure the team provides the Association with a viable plan for implementation.

The consultants traveled to Brandermill for three days of face to face meetings the week of November 13th. Those meetings were conducted with key members of the entire community including past presidents of the Association, commercial members, the MPOC team, BCA Staff, and four different real estate firms, see list attached.

In addition, survey responses have been gathered from both residential and commercial members, survey questioners are attached. Consultants have advised that the residential response to the survey has been excellent, almost 500. Thus the first portion of the engagement has been completed, the data gathering stage, and the consultants are now analyzing all of the information and preparing their draft plan document.

It is expected that the first draft of the plan will be provided to the BCA on December 14th. While I emphasize that the data analysis is ongoing, preliminarily we can expect to see recommendations on strengthening our relationships with our commercial business members, and working a phased implementation plan that will include an increased web presence, to achieve the overarching goal of driving potential homeowners to visit Brandermill first in their home buying search.

Once the draft plan is received on the 14th it will be distributed to the Board, MPOC, and BCA staff. I believe this should therefore be an agenda item for the January meeting. At that time the Board with feedback received from the above will be able to provide the consultants guidance prior to them finalizing the report and providing that to the BCA in mid to late January.

I welcome your thoughts and questions.

Date

Wednesday- 11/14

Time

10:00 -12noon	BCA Staff
12 noon- 3:00Pm	VM Staff
3:30-4:30	Dennis Peterson- Chair Marketing
4:30-5:30pm	John Hughes- Past President BOD
6:00-7:00pm	

Thursday - 11/15

8:00 - 9:00am	Andy Wyman - Resident, chair ARB, local relator
9:00-10:00 am	Gayle Walters- Relator
10:00-11:00am	Brian McGlynn- Resident
11:00-12noon	Mamie McNeal- Chair NRC
1:00-2:00pm	Dianne Cardea - Chair CCC
2:00-3:00pm	Greg Pearson- Resident- Publisher Chest Observer
4:00-5:00pm	MPOC
5:00 - 6:00pm	Lisha Lawlor - Chair Activities
6:00-7:00pm	Dick Guthire- President BCA, Joan O'Hanley 1st VP

Friday 11-16

8:00-9:00am	Feisal Hassen - GM Midlo Tennis Club
9:00am- 10:00am	Chuck Rayfield - Past President BOD
10:00 - 11:00am	Amy Enoch - Relator Long & Foster
11:30 -12:30 pm	Kevin Healy - Resident and owner of Boathouse Resturant
1:00-2:00pm	Heather & Austin Valentine - Relators
2:00-3:00pm	Joe Craig - Market Sqaure Owner
3:00-4:00pm	Mike Hatch - GM B'mill CC

Phone Interview	Elissa Mast - Resident and Partial Owner Market Square
Phone Interview	Mira Palotta - Executive Director Brandermill Woods

The Brandermill Questionnaire

1. In which Brandermill neighborhood do you live?

I live in...

2. How long have you lived in Brandermill?

3. Do you rent or own your home?

☐

Rent

☐

Own

4. Before Brandermill, in which city/town and state did you reside?

City/Town:

State:

County:

Country:

5. How many people currently live in your household?

age 0-12

age 13-20

age 21-33

age 34-47

age 48-65

age 66+

6. If you have children under 18, what schools do they attend?

☐

Swift Creek Elementary School

☐

Clover Hill Elementary School

☐

Swift Creek Middle School

☐

Clover Hill High School

Other (please specify)

7. What do you do for a living?

The Brandermill Questionnaire

8. How far is your commute to work?

- ☐ 1-5 mi
- ☐ 5-10 mi
- ☐ 10-20 mi
- ☐ more than 20 mi

9. Do you purchase/subscribe to a daily newspaper?

- ☐ Richmond Times Dispatch
- ☐ Wall Street Journal
- ☐ Washington Post
- ☐ USA Today
- ☐ None

Other (please specify)

The Brandermill Questionnaire

10. Do you read the following magazines?

- ☐ Richmond Magazine
- ☐ Virginia Living Magazine
- ☐ Virginia Business Magazine
- ☐ Travel/Geography Magazines
- ☐ House and Garden Magazines
- ☐ Sports Magazines
- ☐ News Magazines
- ☐ Pop Culture Magazines

Other (please specify)

11. What radio station(s) do you listen to?

- ☐ 88.9 FM - NPR
- ☐ 94.5 FM - "Q-94"
- ☐ 106.5 FM - "The Beat"
- ☐ 98.1 FM - "Lite 98"
- ☐ 104.7 FM - "Praise 104.7"
- ☐ 105.7 FM - "Kiss 105.7"

Other (please specify)

12. Where do you listen to the radio the most?

- ☐ In the car
- ☐ In my house

I have a subscribed service (i.e. XM, Sirius, satellite)

The Brandermill Questionnaire

13. When do you watch television?

☐

6-9 AM

☐

9-12 AM

☐

12-4 PM

☐

5-7 PM

☐

7-11 PM

☐

After 11 PM

14. Which stations do you most often watch?

☐

WTVR – CBS

☐

ABC – WRIC

☐

NBC – WWBT

☐

PBS/BBC – WCVE

☐

FOX – WRLH

☐

CW – WUPV

☐

ESPN

Other (please specify)

15. Are you a sports enthusiast?

☐

Golf

☐

Tennis

☐

Football

☐

Baseball

☐

Soccer

☐

Hiking

☐

Sailing

☐

Biking

☐

n/a

Other (please specify which sport(s))

The Brandermill Questionnaire

16. Do you use Brandermill recreational facilities?

- ☐ Swimming Pools
- ☐ Playgrounds
- ☐ Trails
- ☐ Boating
- ☐ Golf course
- ☐ Tennis court
- ☐ n/a

The Brandermill Questionnaire

17. How do you find information/news about Brandermill?

- | | |
|---|---|
| <input type="checkbox"/> Village Mill Newspaper delivered | <input type="checkbox"/> Flyers delivered |
| <input type="checkbox"/> BCA website | <input type="checkbox"/> Email |
| <input type="checkbox"/> Village Mill online | <input type="checkbox"/> Neighbors |
| <input type="checkbox"/> BCA Neighborhood Residents Council | |

Other (please specify)

18. Do you attend Brandermill community meetings?

- ☐ Yes
- ☐ No

19. Brandermill offers many community events throughout the year. Which ones are your favorites?

20. Are you a member of a civic organization or club? Please specify.

21. How often do you use social media?

- ☐ Daily
- ☐ Twice a week
- ☐ Once a week
- ☐ A few times a month
- ☐ Never

The Brandermill Questionnaire

22. What types of social media do you use?

☐ Facebook

☐ Twitter

☐ Instagram

☐ Pinterest

Other (please specify)

23. How comfortable are you receiving Brandermill Community information online?

☐ Very uncomfortable

☐ Somewhat uncomfortable

☐ Neutral

☐ Somewhat comfortable

☐ Very comfortable

24. Do you own?

☐ Smart Phone

☐ Tablet

☐ Lap Top

25. How comfortable are you using the Internet?

☐ Very uncomfortable

☐ Somewhat uncomfortable

☐ Neutral

☐ Somewhat comfortable

☐ Very comfortable

26. What do you use the Internet for?

☐ Information gathering

☐ Academic research

☐ Shopping

☐ Games

☐ News

☐ Real Estate

☐ E-mail

Other (please specify)

The Brandermill Questionnaire

27. How frequently do you visit www.brandermill.com?

- ☐ Daily
- ☐ Weekly
- ☐ Monthly
- ☐ Infrequently
- ☐ Never

28. How satisfied are you with your experience on www.brandermill.com?

- ☐ Very satisfied
- ☐ Satisfied
- ☐ Neutral
- ☐ Dissatisfied
- ☐ Very dissatisfied

The Brandermill Additional Opinions Questionnaire

1. What is your age range?

- ☐ age 0-12
- ☐ age 13-20
- ☐ age 21-33
- ☐ age 34-47
- ☐ age 48-65
- ☐ age 66+

2. Please select your gender.

- ☐ Male
- ☐ Female

3. Using numerals, please rank from 1 to 5 the top 5 amenities you value most in Brandermill, 1 being your top choice, followed by 2 to 5 in descending order.

<input type="text"/>	Bike/Walking Trails
<input type="text"/>	Brandermill Sailing Center & Boat Storage Areas
<input type="text"/>	Community Swimming Pools
<input type="text"/>	Community Parks & Pavilions
<input type="text"/>	Country Club
<input type="text"/>	Harbour Pointe Clubhouse
<input type="text"/>	Heritage Farms Community Garden
<input type="text"/>	Local Churches, Clubs, & Organizations
<input type="text"/>	Proximity to Shopping & Services
<input type="text"/>	Reservoir, Waterfront, Boardwalk, & Docks
<input type="text"/>	Tennis Club

The Brandermill Additional Opinions Questionnaire

4. Using numerals, please rank from 1 to 5 your top 5 reasons for choosing a home in Brandermill, 1 being your top choice, followed by 2 to 5 in descending order.

Style & floor plan of home

Value of home purchase price

Community standards & covenant enforcement

Proximity to job

Public schools

Wooded environment

Community activities & amenities such as golf & tennis club, organizations, trails, reservoir, etc.

5. What is the most important improvement you would suggest for the Brandermill community? (in 25 words or less)

6. Thinking of promoting Brandermill for the future, what is the biggest problem we need to address? (in 25 words or less)

7. In your opinion, what is the greatest benefit in residing in Brandermill? (in 25 words or less)

8. Are you considering renovating your home in the next two years? If so, what project? (In 25 words or less)

The Brandermill Additional Opinions Questionnaire

9. How likely are you to move in the next two years?

- ☐ Extremely likely
- ☐ Very likely
- ☐ Moderately likely
- ☐ Slightly likely
- ☐ Not at all likely

If likely, where do you expect to move?

The Brandermill Business Survey

1. Describe your business or service.

2. What is your position in the organization?

3. Please select your gender.

- ☐ Male
- ☐ Female

4. What is your age range?

- ☐ age 16-20
- ☐ age 21-33
- ☐ age 34-47
- ☐ age 48-65
- ☐ age 66+

5. How long have you been in your building?

- ☐ Less than 1 year
- ☐ 1-5 years
- ☐ 5-10 years
- ☐ More than 10 years

6. Do you rent or own your business building?

- ☐ Rent
- ☐ Own

7. Where is your business located? Market Square, Hull Street Corridor, etc.

The Brandermill Business Survey

8. Are you a Brandermill resident?

- ☐ Yes
☐ No

9. How many people are employed in your business at this location?

- ☐ 1-5
☐ 6-10
☐ 11-20
☐ 20-50
☐ more than 50

10. What percentage of your patronage do you estimate comes from Brandermill?

- ☐ 0-20%
☐ 25- 50%
☐ 60% - 80%
☐ more than 80%

11. In which publications do you advertise?

- ☐ Richmond Magazine
☐ Virginia Living Magazine
☐ Virginia Business Magazine
☐ Travel/Geography Magazines
☐ House and Garden Magazines
☐ Sports Magazines
☐ News Magazines
☐ Pop Culture Magazines
☐ The Village Mill
☐ Richmond Times-Dispatch
☐ Chesterfield Observer
☐ n/a

Other (please specify)

The Brandermill Business Survey

12. On which radio stations do you advertise or create awareness?

- ☐ 88.9 FM -NPR
- ☐ 94.5 FM - "Q-94"
- ☐ 106.5 FM - "The Beat"
- ☐ 98.1 FM - "Lite 98"
- ☐ 104.7 FM - "Praise 104.7"
- ☐ 105.7 FM - "Kiss 105.7"
- ☐ 1140 AM - WRVA
- ☐ n/a

Other (please specify)

13. How do you best deliver information to Brandermill residents?

- ☐ The Village Mill Newspaper delivered
- ☐ BCA website
- ☐ Email
- ☐ Customer Referral
- ☐ Direct mail Advertising (ValPak, etc.)

Other (please specify)

14. On which television stations do you advertise?

- ☐ WTVR - CBS
- ☐ ABC - WRIC
- ☐ NBC - WWBT
- ☐ PBS/BBC - WCVE
- ☐ FOX - WRLH
- ☐ CW - WUPV
- ☐ ESPN
- ☐ Comcast
- ☐ Verizon Fios
- ☐ n/a

Other (please specify)

The Brandermill Business Survey

15. Are you a member of the Chesterfield Business Council?

☐ Yes

☐ No

16. Are you a member of the Retail Merchants Association?

☐ Yes

☐ No

17. To which civic organizations or clubs such as the Rotary, Lions Club, etc. do you belong? Please List.

18. Do you financially sponsor or support Brandermill community events or clubs? If so, which ones?

19. Do you use Social Media to enhance your business?

☐ Facebook

☐ Twitter

☐ Pinterest

Other (please specify)

20. Do you advertise in The Village Mill?

☐ Monthly

☐ Quarterly

☐ Once a Year

☐ n/a

21. Do you advertise in the annual Brandermill Telephone Directory or on the BCA website?

☐ Brandermill Telephone Directory

☐ BCA Website

The Brandermill Business Survey

22. What is the most important improvement you would suggest for the Brandermill Commercial areas? (in 25 words or less)

23. What is the biggest problem that needs to be addressed in promoting the Brandermill community for the future? (in 25 words or less)

24. What is the greatest benefit to doing business in the Brandermill area? (in 25 words or less)

25. Do you feel that Brandermill Community Association adds value to your business? Please explain.

26. How can the Brandermill Community Association increase your opportunity to market to the Brandermill Community?

27. What would you identify as the single, most important purpose of the BCA website?



BRANDERMILL

To: BCA Board of Directors A Waterfront Community

From: Al Raimo, Acting Community Manager *Al Raimo*

Subject: Monthly Report – November 2012

Date: November 30, 2012

1. Committees

A. MPOC

November meeting held, October minutes attached.

B. Committees - member additions

- a. Marketing - Brian Regurt, resident of Shadow Ridge and living in Brandermill since 1979. Extensive experience spanning over 30 years in public relations and marketing both in the corporate America, and self- employed as owner of a consulting company.
- b. Community Character- Monika Fitzgerald 30 plus year resident of Commodore Point, a retired mortgage banker with recent volunteer interests and activities in American Cancer Society, and Chalkley Elementary School.

2. 2012 Project Updates

- All MPOC projects scheduled for 2012 have been completed.

3. 2013 Project Updates N/A

4. BCA Departments

A. Community Services. See Jennifer Strader's report, attached.

B. Community Standards. October Hearing Panel referrals were 15. In October the Board approved three properties for self - help. Those properties have now been addressed by the landscape contractor. All work as scheduled has been completed.

C. Front Desk Operations. Processed 6 Disclosures, 5 were processed in October 2012.

D. Maintenance. The Harbour Pointe clubhouse and fence were power washed. Leaves are now being blown off of the bike trails weekly, and in Sunday Park, twice a week. Also leaves are being removed and mulched from the Parkways. Neighborhood street cleaning/leaf removal will begin in January. Completed clean - up of last phase of tree management project along Millridge. Stump grinding to be completed in December. Winterized the gardens/marina-dock and all three pools.

November 30, 2012
Monthly Report
BCA Board of Directors

New plants installed at sign on Old Hundred Road between Market Square and Millridge Road. Christmas lights and wreaths will be placed at all Brandermill entrance signs, within the next week.

E. The Village Mill. See Wendy Parker's report, attached.

5. Other Activity

- A. Met with Contractors and SCES principal regarding the County head wall refurbishing project(s). New head walls are to be installed at the tunnels under Genito Road, between Autumn Woods and Sagegrove, and under North Beach Road, between Shallowford Landing and Fortunes Ridge, next to North Beach Pool. Tunnel closings will occur for as many as 4 weeks at each site. Genito Road work is under way now, and North Beach will be started in early January 2013.
- B. Marketing Initiative. Worked with Consultants and the Marketing Committee Chair. Participated in weekly conference calls. Established and coordinated face to face to face interviews held in mid- month.

6. December Goals

- A. Prepare for arrival of new Community Manager - formulate briefing schedule on internal operations, and immediate issues or concerns.
- B. Continue coordination with Touch of Technology as they prepare their draft Marketing plan, due to the BCA in mid - December
- C. Continue coordination with Club Source Design as they prepare their analysis and recommendations on pool capacity, final draft due in mid – December.
- D. Work with arborist and tree service company on plan to conduct 2013 tree management program along Brandermill Parkway.
- E. Work with BCA maintenance staff to plan and implement 2013 MPOC projects, including playground upgrade in Sagegrove, and Landscaping along Old Hundred and Brandermill Parkway, across from the Roundabout.



Date: November 27, 2012
To: BCA Board of Directors
From: Jennifer E. Strader
Subject: Community Services Department Report

Activities Committee met on November 14. We did not have quorum but worked on 2013 plans.

Department Statistics :

- The Pavilion was rented 3 times in November.
- The Harbour Pointe Clubhouse was rented 4 times in November for private events.
- The Branderbelle is closed for the season.
- There were 13 new residents in Brandermill during the month of November.

Events for November 2012:

The Great Brandermill Cleanup Day, Saturday, November 3, An overwhelming response by over half of Brandermill neighborhoods. 119 bagsters were given out free of charge to residents to clean out common areas in their neighborhoods. This is one bagster shy of double what we gave out last year. Waste Management picked up all of the bagsters within a 4 day time frame which was as we planned.

FREE Fall Tree Walk, Sunday, November 4, 2:30-4, resident and master naturalist, Krista Weatherford lead residents on beautiful, sunny afternoon walk through Commodore Point trails learning about different trees and how they show their fall colors.

Holiday Green Market, Saturday, November 17, 9-Noon, Market Square, we had a full house of both our food and craft vendors for this special event. The turnout was great and our vendors went home happy with their sales and asking about signing up for next year. We will continue this tradition in 2013.

Annual Volunteer Dinner, Tuesday, November 27, 6-8, Brandermill Woods. 45 of our devoted Brandermill volunteers were treated to an evening of fellowship and food. A cocktail party featuring live music by Mike Ess was followed by a delicious dinner prepared by chef and resident Graham Peers.

Events planned for December 2012:

Natural Wreath Workshop, Sunday, December 2, Harbour Pointe Clubhouse

2012 Holiday House Contest, judging, Sunday, December 9 & Monday, December 10. Winners announced Tuesday, December 11.

Other Department News:

2013 Phone Directory resident updates have been completed in ForwardPass and submitted to Village Mill staff.

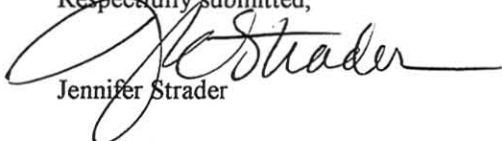
Plans are finalized for a 1st Annual Family Campout in Sunday Park for Saturday, April 27. This is an exciting new activity planned for the community to include the whole family and all ages of residents.

I am organizing meetings with Waste Management to bring a possible Spring Cleanup to Brandermill for homeowners to dispose of personal items from their properties.

With the success of the Fall Festival and co-sponsoring with the Brandermill Church, we are partnering on a Health & Wellness Fair in February for the community.

I was able to work with Twilley Seed Co. to give the Heritage Farm gardeners the chance to order their spring seeds at a wholesale price. I currently have 2013 Twilley Seed Catalogs for gardeners at the BCA office.

Respectfully submitted,



Jennifer Strader



The Village Mill

Brandermill Community Association Newspaper • 3001 East Boundary Terrace, Midlothian, Virginia 23112

NOVEMBER 2012 UPDATE

To: Al
From: Wendy
Re: The Village Mill

The Village Mill

Published November Issue of The Village Mill

Meetings & Events Attended

October 18 - Virginia Press Association Workshop - Ann
November 3 - Brandermill Cleanup Day - Wendy
November 5 - BCA Board Meeting - Wendy
November 6 - Marketing Meeting - Al, Wendy
November 13 - Marketing Meeting - Al, Wendy
November 14 - Marketing Interviews - Ann, Tina, Wendy
November 14 - History Project Meeting - Wendy

Web

BCA, CPC, NRC Website Updates - Tina, Wendy
Blast Email - Wendy

Special Projects

Archives - Tina
Brandermill Map - Tina, Wendy
Community Manager Search - Wendy
Telephone Directory - Tina, Ann, Wendy
Brandermill History Project - Wendy
Marketing - Wendy



The Village Mill

Brandermill Community Association Newspaper, 3001 E. Boundary Terrace, Midlothian, VA 23112
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2013 DEADLINE SCHEDULE

ISSUE

DEADLINE

January 21, 2013*

January 7, 2013

February 11

January 28

March 11

February 18

April 8

March 25

May 13

April 29

June 10

May 23

July 8

June 24

August 12

July 29

September 9

August 19

October 14

September 30

November 11

October 28

December 9

November 18

January 20, 2014*

January 6, 2014

*Indicates change in usual press date due to extended holiday.

All copy and ads are due by noon. Distribution is usually completed by the Thursday following the issue date. Schedule is subject to change. Classified deadline is seven days before issue date at noon.

Revised November 2012

BCA Community Character Committee
Minutes

Date: November 12, 2012
Time: 7p.m.
Ivy Room, Brandermill Woods

Committee Members Present: Joe Covolo, Judy Malek, Julane Johndrow, Richard Johndrow, Jillian Marchant, Dianne Cardea

Adviser: Rubie Gatlin

Committee Members Absent: Jerry Barnes, David Wilson, Glenn Hinton, Katherine Wiesendanger

Quorum: Yes

Others Present: BOD Vice-President Joan O'Hanley

Approval of previous meeting minutes: The minutes of the July 17, 2012 meeting were *officially* approved. Because of lack of quorum for the September 18, 2012 meeting, *official* approval of minutes were deferred until the November meeting.

Agenda Items:

Announcement of new member – Monica Fitzgerald

The PDF on The Process for Covenant Enforcement has been placed on the website.

The CCC will meet with residents on covenant enforcement issues in early 2013.

NRC Reps will be asked to help organize the neighborhood meetings.

The Award Winning Home and Most Improved Home were approved and will be announced in January 2013.

The list of possible MPOC projects for 2014-15 was discussed.

The BOD's request for recommendations on East West Richmond's letter referencing dock approvals was discussed. The Committee gave instructions on the language to be used.

Committee Action for next meeting:

A decision needs to be made on MPOC project(s) for 2014-15.

Official vote on recommendation(s) for East West Richmond's letter will be taken.

Items that Need Board Action:

Approval of Monica Fitzgerald as new member of the CCC

Adjournment: There being no further business to come before the Committee, the meeting was adjourned.

Respectfully submitted for the
BCA Community Character Committee
by Dianne Cardea, Chairman

BRANDERMILL COMMUNITY ASSOCIATION
COMMITTEE MINUTES/MEETING REPORT
MINUTES OF THE MPOC COMMITTEE

Date: 10/25/12, Time: 4:00 PM, Location: BCA Office

Committee Members Present:

Activities – Lisha Lawlor, ARB - Andy Wyman, Community Character –Dianne Cardea, Crime Prevention – Dee Piscicella for Mike Metzger, Finance – Buddy Whitfield, Marketing – Dennis Peterson, Natural Resources – Jim Schrecengost, NRC – Mamie McNeal, PARC – Mel Burton, Acting Community Manager & MPOC Facilitator – Al Raimo,

Committee Members Absent: Hearing Panel – Jenny Jones,

Quorum Present? Yes

Others Present:

Member Voice: None

Approval of previous meeting minutes: Upon motion duly made by Schrecengost and seconded by Wyman, the committee approved the minutes of August 16, 2012. Cardea abstained.

Agenda Items:

Upon motion duly made by Schrecengost and seconded by Wyman, the committee unanimously approved Raimo as a voting member for the period of time that he serves as Acting Community Manager. Upon the hiring of a new Community Manager, Raimo will return to his non-voting role as MPOC Facilitator.

Budget Update –Whitfield advised the committee on the status of the Association budget which will come up for final vote at the BCA Board of Directors meeting on November 5, 2012.

2012 Project Updates –

- Community Cleanup Day – Lawlor advised that Saturday, November 3, 2012 has been selected. Participation is strong again this year with 83 bagsters being ordered (versus last year's 62 bagsters), representing close to 40 neighborhoods. Registration closes October 26. Residents may pick-up the bagsters at the Green Market on Saturday, October 27, 2012 and/or the BCA office from October 30 through November 2, 2012 during normal office hours.
- Tree Management – Cardea advised that the 4th and final phase of tree management for 2012 is completed. All of Millridge Parkway has been addressed. Overwhelming support and congratulations to the CCC were expressed by the chairs for this very successful project.
- Directional Signs – Raimo advised that all signs scheduled for this year have been installed.

- Shoreline Erosion and the The Landing – Schrecengost advised that work in Walkers Ferry has been completed with the installation of the erosion control devices to include the planting of grasses. BCA consultant Biagioli has issued a summary report that is attached to the minutes. Schrecengost also advised that all project-related work concerning The Landing has been completed and thinks the entire area looks very nice.

2013 Project Updates –

- Burton advised that PARC is pursuing the replacement of the existing Sagewood playground equipment and having a representative who is meeting regularly with the Pool consultant and BCA staff. Final report on pool membership alternatives and physical updates is scheduled for January 2013. Burton also advised that his committee has two potential projects for 2014 to include a mountain bike trail in Nuttree Woods Park and a playground in the Harbour Pointe area.

Future approach to MPOC projects – Pisciella distributed a written proposal outlining her thoughts on the process that could be used by committees and MPOC for ultimately approving MPOC projects. The committee agreed to take this under advisement. Members are to review the proposal and have a follow-up discussion/question session at the November meeting.

Motions Acted Upon: Raimo approved as voting member while serving as Acting Community Manager.

Committee Action Items for the Next Meeting: Review Pisciella proposal.

Items that Need Board Attention/Action: None

Other Items - None

Adjournment: There being no further business to come before the Committee, the meeting was adjourned at 5:10 PM.

Submitted: Al Raimo, Facilitator
Date: October 15, 2012

OCT 31 2012

10/31/2012

BCA Community Improvement Grant Application

The BCA Board of Directors has allocated a budget to provide funds for community and neighborhood improvement projects within Brandermill common areas. The BCA is interested in proposals from residential and commercial members as well as community groups on projects that contribute to the betterment of the Brandermill community.

The BCA Board of Directors will use the following general criteria in evaluating grant proposals.

1. Does the project and project plan follow all county and state codes as well as the covenants of the BCA?
2. Is there neighborhood or community support for the project? If so, what type: in-kind services, volunteering of time, additional funding?
3. Is the project plan well thought out, reasonable, and realistic?
4. Will the project be completed within a year?
5. How big of an impact will the project have on the street, neighborhood, or community?
6. How does the project fit within the spirit of the Brandermill Master Plan?
7. What role will volunteer or "sweat equity" play in the project?

Please provide requested information below, and if necessary, include additional sheets or drawings.

Sponsoring Member or Organization Name Harbour Bluff Terrace Circle Neighbor

Address 5700 Harbour Bluff Terrace

Contact Person Don Crabtree Phone 739-6612 Email HE36JAMMINI@VERIZON.NET

Project Name Circle Beautification Project Location Harbour Bluff Ter. Circle

Describe your project objectives and goals. (250 words or less.) To beautify the circle on the culdesac of Harbour Bluff Terrace.

Describe who and what organization or neighborhoods will be involved in the project. (250 words or less.) The neighbors surrounding the culdesac.

Describe who will benefit from the project. The Harbour Bluff neighborhood and visitors to the neighborhood.

Detail how grant funds will be used and how the cost was determined. Grant funds will be used to reimburse expenses for materials and labor. (5 knockout rose plants, fertiliz. etc.)
LABOR: (AERATION AND SEEDING) (CLEANUP - PLANTING + TRIMMING)

If ongoing maintenance will be required, what is the plan for maintenance? The culdesac neighbors share mowing, weeding etc. We've done this for years.

Who will be responsible? Don Crabtree and Bob Hettler

What is the project timeline? This work has been completed. We are requesting reimbursement (receipts enclosed). We plan to do more improvements in 2013.

EXPENSES

CIRCLE BEAUTIFICATION - HARBOUR BLUFF TERRACE CIRCLE

1. RC SERVICES - AERATION & SEEDING. \$ 85.00
 2. RC SERVICES - CLEAN UP, PLANT SHRUBS
AND TRIM BUSHES. \$125.00
 3. HUDGINS. NURSERY - 5 KNOCKOUT ROSE BUSHES. \$99.23
 4. HUDGINS NURSERY - 1 BAG of LIME
1 BAG of FERTILIZER.
1 BAG of MULCH > 30.98
-
- \$ 340.21

Harbour Bluff Terrace

