

# SLEEPY HOLLOW HOMES ASSOCIATION

## BOARD OF DIRECTORS MEETING

May 4, 2023

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### MINUTES OF MEETING OF THE BOARD OF DIRECTORS OF THE SLEEPY HOLLOW HOMES ASSOCIATION

A meeting of the Board of Directors (the "Board") of the Sleepy Hollow Homes Association was held on May 4th, at 7:00 p.m. at the Community Center. The following directors attended the meeting: Spencer Adams, Gina Singleton, Pete Mayer, Bryant Bedwell, Dave Baker, Jenn Hammeraski, Caroline Bruister and Hayley Mullen. Mrs. Mullen served as Secretary for the meeting. A quorum of the Board of Directors being present, President Gina Singleton called the meeting to order.

**I. Minutes: Gina made a motion to approve minutes from April. Diane seconded the motion. All approved.**

#### **II. Sleepy Hollow Charitable Foundation :**

Ryan Nail joined the meeting as a representative of the Sleepy Hollow Charitable Foundation. Ryan came to share an update on their doings related to the Sleepy Hollow Gala. The charitable foundation is moving from asking people for money to changing the format to a once a year fundraiser. This year's gala will have a silent auction, celebrity chef, sports broadcaster (David Bruce), bar, etc. Very exciting that the foundation and they only have four tickets left! 130 tickets is the limit. Lots of great auction items! The goal is to net above \$15,000 or higher! The foundation has asked for families to get to \$4,500 in the neighborhood.

#### **III. Membership:**

Pete presented on Membership. Membership is trending in a good direction. Friends are lagging behind a little compared to last year. Gina suggested raising the price by a certain date to encourage friends to join now. 189 friends joined at this time last year vs 176 friends today. Pete is not too worried about the small gap. The weather could be playing a role in the friends joining (very rainy). Pete plans on spamming the lapsed friends more frequently. Jenn suggested an incentive to have folks join earlier in the year.

SHHA Membership update: On the homes association side we are 16 members down compared to last year's numbers. Last year at this time we had 363 members whereas today we have 347 SHHA members. We need to do more outreach to new residents who have not signed up yet. Gina suggested a flash sale idea or a price increase by a certain date. Pete thinks we can be more aggressive with the lapsed members. Pete is a fan of individual outreach. Pete says we can do two more lapsed emails this month. Gina suggested adding a funny photo or a low grade celebrity to help promote membership. Caroline is suggesting sending the bulletin

only to active members. Caroline also suggested sending the bulletin to Friends of the Hollow. Another idea was to send a membership reminder/postcards to lapsed Friends. First social of the season / Pool opening: Gina asked if we will set up a membership table? Pete has looked into getting the "I joined" sticker that was discussed at the previous April meeting. The sticker would give members a free drink. The sticker can help us advertise. This also helps us figure out members vs. non-members. Gina circled back to an incentive program. There needs to be some kind of incentive program to join. Having someone check them in at the door will help us capture their data. Gina suggested a QR code for membership to be displayed around the community center.

Pete and Jenn will circle back with their plan for membership at the first social.

#### **IV. Bulletin :**

Caroline presented the content for the bulletin. The bulletin will have information from Matt Sampson (water district), information from Sandara Fisk, long time dean of SD, as well as membership and playground updates. The bulletin will also list awesome events and activities. Hoping to get an uptake in the neighborhood kudos section. The bulletin will showcase pictures of the recipe book called "Skillet Legends of Sleepy Hollow". This cookbook is from 1952 composed of recipes of the residents of the hollow. We discussed moving the bulletin into color vs. black and white. The pictures in the bulletin are great and the thought it could maybe spark more community interest. Spencer suggested sending an individual email to the community to promote the use of the kudos section of the bulletin.

#### **V. Social Club:**

Jenn wants to learn more about the club and has been working with Aya so they can connect to learn more about it. The goal is to get more events for different groups of people at different times of day etc. The social club is to help promote activities and to broaden the reach.

Gina suggested pigging off of the Legends Club. Dianne is going to reach out to a former Legends club to interview them for the bulletin.

#### **VI. Playground updates:**

David and Pete to update us on the playground. Unfortunately the wrong climbing wall was ordered and delivered. The climbing wall needs to be stand alone with posts and the one we received is designed to bolt to a wall. Dave wants to look into buying the posts for the wall so that we can make the wrong order correct. Luc is talking to someone else at the company who says no it's not the same product and it's not ok to just add posts. We either need to send the wall back and get the right one (significant shopping cost) or get the right person to certify that the wall that we have is ok with the addition of buying the steel posts. If we use steel it allows us to get closer to the fence.

The board reviewed the play structure drawings (one of the areas is called the Adventure course/challenge trail). "Adventure course/challenge trail" : This play area has a climbing wall and other play structures such as balance poles, sitting poles, stilts, water lilies and benches. The idea is to create a trail for the kids to follow. The little younger kids' play area will have a boat / climbing like structure. Some of the path way will need to be removed so that this play area will push out into the courtyard. The question is what type of material will be used for this play area. Sand is a popular choice because it's good for the pool filtering system. There is a possibility for a water feature on the boat. There is room for a lily pad springer. Other ideas are a

mud kitchen, a mural on the wall with a beachy feel. What type of boundary do we want around the small kid play area? There is the idea of using soft rope surfaces.

The Challenge Trail - discussion around making sure there is enough room for swim meets. Fall zone clearances need to be met. Suggestions are being made to reorient the log bench and double somersault so that we can better accommodate the swim team.

### **VII. Financial update:**

Bryant gave a financial update. He is looking at maybe putting our money in high interest accounts to give us some return on our money. Our financial health for 2023 looks to be in a good spot. We are on track. In July it would be a good idea to look at a half year update to see how our outflow is. Bryant suggested doing a temperature check in July to see how we think about the second half of the year going financially.

Should SHHA get nonprofit status to help keep postage costs low? Caroline needs help in getting this approved. Sleepy Hollow is a unique community - we are one of the only homes associations that does not have mandatory dues. Back in the day it was a civic duty to join/pay your membership dues. Do you want to change the name of the Sleepy Hollow Community Association? We are not an HOA. There is a thought to educate the community about this in the bulletin.

### **VIII. Website:**

Caroline wants help to update the SHHA website. The home page at the least needs some clean up as well as the events area. Spencer and Caroline will meet to work on these updates. Spencer has been working on cleaning up areas of the website. There are two issues with the webpage. First it needs a design refresh and the second is content update.

### **IX. Pool updates:**

Dave Baker suggested that we look at updating our grills at some point. A replacement should be looked into at some point. What kind of grill would we need? The kind with no burners are great for multiple reasons.

Gas bill update: This March the pool cost \$7,000 to heat the pool. Dave wants to put a report together to really show the numbers. We need this information for future swim team negotiations/costs.

Dave is looking into replastering the pool so that we can have an idea of what the cost is. We want to know what the cost is so that we can plan for this in the future. At some point the pool will need some extra care and we need to make sure we have money in reserve when this issue arises.

Lap swim is open and people are loving it. There are some added costs because of this so the board explored the idea of charging a little more for this add-on use. There are more hands on the pool cover (wear and tear), gas costs increased to heat pool, potential of paying a guard, insurance and access control costs are added on. How about rolling out a package for lap swimmers to help with key/swipe. (Does this tie into people who want to use the fitness room or the play structures as well)? Unguarded pools that have a key fob could potentially limit the need of a lifeguard. Eventually there is going to be a need for a cost increase for lap swim. The monitors currently have to be there for swimmers to swim. There are not enough monitors and the times are not ideal for swimmers. We could improve the monitor system (added expense) and allow for more hours of lap swim OR use access control (key fob).

Next steps: Dave to do energy analysis to look at the costs of using the pool and lifeguard staffing during the school year.

Kyle presented on Key Fob options: If we went monitorless this is a way to control access and delineate lap swimmers from others. The process is fairly involved, especially with insurance. The system exists but it is pricey. The key fob identifies who is going in and out. It's been difficult to get a quote. There are a wide variety of ways to set up a fob system. We need to make sure that the cost of this option is worth it. It would be nice to sit down with the insurance brokers to understand what the limitations are. Pricing is a concern but the fob can be used for the fitness room and play structures as well. We need to gauge how many lap swimmers would be willing to pay extra for this. Perhaps the cost of setting up a fob system needs to be spread across all areas of use: Playground, use of the community center, the flex room, gym. Increased access is valuable. But it needs to be regular and dependable. Looks like there needs to be a bigger analysis of the Fob system than just lap swimmers.

Explore adding on costs for fitness, lap and playground use? For Fob use.

Kyle to take on camera solutions as this rolls into fob use as well.

Lifeguard update: Fully staffed!!! Ready to roll.

#### **X. Swim team update:**

Gina reviewed the recent meeting with the swim team board to work on a compromise for community center use. Main issue is the Raise the Bar initiative which means no alcohol at events. Use of the courtyard is the issue as the community center needs use of this area. Looking to collaborate to come up with solutions that allows the board to rent out areas of the community center so that we can generate revenue.

#### **XI. Fourth of July:**

Need to establish a sub committee for the fourth of July. Diane, Jenn, Bryant and Pete to lead the committee.

#### **Safe Streets:**

A fourth grader from HV got hit by a car while she was riding her bike. Gina and Nancy Vernon are working on an initiative to remind and educate the kids on bike safety. Respectfully submitted:

Acknowledged:

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Secretary