

# SLEEPY HOLLOW HOMES ASSOCIATION

## BOARD OF DIRECTORS MEETING

October 5th, 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 September 7th, at 7:00 p.m. at the Community Center. The following directors attended the meeting: Spencer Adams, Gina Singleton, Dave Baker, Kyle Gertridge, Bryant Bedwell, Sam Jelley, Jenn Hamersaski, 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. **New Member Welcome**: Congrats to Sam Jelley who joined SHHA for her first meeting! There are a lot of opportunities for Sam to keep us fresh!

II. **Review of Financial Status & Forecasting**: Bryant presented to the board an overview of SHHA financial health. There are going to be some expenses that are coming up and we need to prepare for these financial needs. Bryant presented revenue by segment over the last five years. YTD 2023 we have less Membership revenue than 2022. We also have fewer private events held than last year. All affecting our revenue. Every category is down vs 2022. Friends of the Hollow is down as well as pool membership for SHHA members. Additionally SHHA membership is slightly down. We need to address our membership goals and begin to address our needs for 2023 based on this forecast. Our largest dip is Friends of the Hollow, down 10% from the year prior. The lost revenue for this is -\$17,748.00. The number of friends that have joined are fewer however, the revenue is not drastically down due to the 2023 price increase. This year is our second highest revenue for SHHA records. 2022 was the highest.

Membership start time proposal: There is a proposal to change SHHA membership to a rolling enrollment. The thought is that maybe we can capture more members who want to join later in the year (i.e. join in Sept, etc.). If we can look at changing our current operations to meet this type of format there could potentially be some revenue benefits. It may be more flexible for members to join when they want and have it carry over to the next year. We would still need to have a membership push at the beginning of the year as we have a good amount of folks who join and pay via check. Spencer suggested that the current 615 members stay on a rolling enrollment starting March 15th (renewal time) this way we don't lose anyone.

Budget: Gina is proposing to get a Budget and work backwards. Gina is requesting Jenn and Pete to provide a true analysis on membership. Gina would like to explore a membership change for SHHA residents. She is looking at bundling the pool, shha membership and fitness all in one membership option. Sr. membership would be the one area of exception and we would keep their membership status quo.

Proposals and considerations for volunteering for future events:

1. Should we look to having events just for members? We need to add value to membership.
2. Friends of the Hollow: How can we message the friends of the hollow to get them involved in our events and volunteer?
3. We need to look at hiring folks for some of the specific jobs at social events. (i.e.) green team etc.

III **Guest Speaker Aya Andrews**: The board has asked Aya Andrews to join our meeting so that she can provide updates on the fitness room and rental demand. Also to address her hours and workload expectations.

**Fitness Room Updates**: Aya is excited to bring the fitness room to life! She and the board would like to consider a fitness pilot program until next membership season begins. It would be a free pilot program so we can get ideas going forward. There are a lot of things that we need to figure out for the fitness room and this pilot program can help us iron out these details. Some of the key considerations during this pilot would be: how to get into the fitness room, who will lock it, etc. We need to see if we need additional insurance for folks to use the fitness room. Should we hire someone at minimum wage to sit here as a greater to allow for people to use the fitness center at their leisure? Perhaps we should have the fitness center open for four hours a day to start while we find folks to fill this position. Aya would like to put together a plan for the pilot program which would include a liability waiver, etc. It would have to be a monitor system. We need to address access controls and insurance. We need a subcommittee to get these issues addressed. Perhaps this all ties into changing membership rates - have it all work together.

- Access code considerations: The biggest hurdle is the access code. We don't want the code to be spread through the hollow. We need to get this going so we can figure this out. Kyle will lead the subcommittee to address this access code issue.
- Security Cameras: Gina and Erik working on security cameras.
- Open Path: Open path is a company that Sam & Kyle have looked at which helps with access codes. Every person would have an access card / app on the phone. The code is unique to the family so you are unable to share it with others. We would still need a greater number to monitor the people coming in to make sure not a large group comes in.
- Contract / Insurance: Pete has the contract and insurance form for the fitness pilot program.
- Fitness pilot program: Looking at starting the pilot with ten folks.

**Purchase Request**: Aya is asking for a rack for the group fitness matts. There is a rolling rack that the matts can be hung on. We can easily roll them out of the way and keep them in the closet. Aya is also asking for a T.V. for the fitness room as well as mirrors. Dave Baker is suggesting using Novato Glass for the mirrors as they offer affordable options.

**Rental demand**: Aya said the busiest season is the holiday months as well as spring with fundraisers. Aya is looking at doing a push to get more rentals here / looking at exploring

yelp, and other specialized websites to showcase the community center as an option for renting private events. We need to get advertisements out to expand the reach further than the Hollow. Looking at capturing a variety of events to showcase how the center can be used. We need a brochure for rentals of the community center.

**Brochure Request:** It would be beneficial to update our brochure to include membership, fitness and community center rental information. We could also post it outside of the community center for folks passing by to see.

**Update on Aya's workload:** Aya work hours ebbs and flows. The big events are huge events for her and large time commitments. Aya is working more than 20hrs a week (average around 30 hrs a week). The rentals and parties that come in require multiple sessions and trips for the events. Lots of little things that add up. Gina asked if this is a two person job and Aya said a back-up would be a big help. If the rental business picks up we would need someone to do this. Gina asked for Aya to provide us with 3 roles and responsibilities that we could take off her plate. Aya said that the best way she can get help is to have a back-up to her roles (i.e. group fitness, tracking and payment, etc.). This role does not need to be onsite. Aya said she would love help around the bigger social events. Having hired help makes a big difference in running large social events.

- Community Center management goals are as follows:

Long term aspiration: A full time manager. This person can oversee the facility to make sure it stays nice and would allow for members to pop into the community center. They can oversee the fitness and swim problems.

Operation goals: Summer programs and after school programs. These activities are a win/win because we get revenue from these activities during a time when the space is not being used.

Donations: People are happy to give a donation and we would like to add a donation button to our square.

IV. **Financial Performance Continued:** Bryant presented SHHA historical Profit & Loss charts. The revenue for this year (2023) did not materialize the way we thought so our profits will be less this year than what we thought. Places where we saved money we had to pay out in other areas. We are doing ok today regarding our financial health but this is only a point in time as we have things we need to budget for in the future. We need to think about the context of the next five years (i.e.) pool repairs and retaining wall expenses. Going forward we need to get the membership right and look at our numbers holistically.

Should we Operate status quo until we see more profit?

The board discussed ways to generate revenue: We can double our rentals and raise the SHHA residents rates. This next year is not the year to raise on Friends since membership went down. Rolling membership could be a good option to further explore. It is suggested that we keep the current SHHA and Friends on a rolling membership in March. We still need to have a membership push in March for the folks who pay by check. There are still some concerns with a rolling membership as interest in our pool may decline the closer we get to summer or as

summer passes. The thought is that come March people are ready for warm weather and are getting excited for pool season, thus the need to capture their interest at this time. The board discussed capping membership as this will incentivise people to join earlier. Capping membership was successful in years past.

Gate check in: We need to have the membership check-in be at the gate before folks come in for a swim. The benefit would be to keep tabs on who is coming in and it would prevent people from coming in who pretend to be members but are not. Another option is a membership card to show to check-in (picture ID).

V. **Action Items:**

- Gina will do QR code for donations
- Sam and Kyle will work on access / Open Path for use with the fitness room, etc.
- Pete and Jenn: come to our next meeting with comparables (Canon Club) so we can get a better idea on what we can charge with the expectations that we will have a paid person here full time.
- Spencer: We need to look into auto renew (March 15th date). He will look into residents becoming recurring memberships. Further discussion on this needs to be had.

VI. **Pool expenses:**

Dave presented on the current state of the pool expenses. We need to replaster the pool (it's from 2006) and it's at the end of its life. We had to add a good amount of patches at the beginning of the swim season and we expect for them to crack again soon. The deck at the deep end also needs to be fixed as it has some sinking (it should be flush). Dave got a bid to look at these pool fixes

Dave has outlined the following pool expense estimates as of Sept 2023:

- Pool Cover replacement needed (need is imminent) \$9,000
  - Pool replaster project needed (discussing for fall 2024) \$68,000-\$80,000 (impending based on plaster aging and issues.)
  - 2024 equipment upgrades potentially performed (optional energy-saving): \$4,000 (optional need)
  - 2023 monthly service, chemicals and unexpected repairs: \$32,000 (this is a fixed cost)
  - Utilities- \*GAS ONLY\* based on 2023 cost and extreme cold wet spring. \*Expect lower for 2024: \$16,900.00
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- Dave is also requesting a new trash can for the pool.
  - We need to factor in the \$80,000 (pool plaster) in our membership goals and perhaps add this request to our membership push (reasons why to join!).
  - Dave passed a motion to hire a new pool company called D&M pool service. The company is reasonable and has a good reputation. The request was second by Gina and approved by all.

VII. **Safe Streets:** There will be a community zoom meeting coming up that will discuss the extension of the bike lane down Butterfield. The bike lane needs to continue after the community center. SD has offered their gravel space to be used for additional parking during swim team season if we need it. This will help with the progression of the bike lane as this will alleviate the parking concerns during swim season. They will also address a sidewalk proposal down Green Valley Court.

Gina made a motion to adjourn at 9:30 and it was seconded by all.

Acknowledged:

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Secretary