

SHHA Year in Review
Jan 19, 2023

Attendees: Jan Blackford, Diane, Spencer Adams, Jenn Hamerski, Bryant Bedwell, Gina Singleton, Hayley Mullen, Caroline, Kyle Gertridge and Pete Mayer

Pete opened the meeting with a welcome and overview. The meeting agenda will review our budget, election of officers and directors for 2023 as well hear presentations from various SHHA committees about their goals and accomplishments from 2022.

New board introductions: SHHA board is proud to welcome Jenn Hamerski and Kyle Gertridge to the Board. Both will serve as Directors! The Board voted and nominated them in! Congratulations!

Public Safety Year in Review

Pete reported on the public safety year in review. Tremendous headway was made this year with the cellphone tower. Details are as follows:

- June: Cell phone story poles were installed on proposed site / San Dominico
- August: Board of Supervisors Meeting was held at the Marin County Civic Center. The project was approved with many Sleepy Hollow residents in attendance and hundreds more writing into voice their support.
- October: An appeal was received against the cell tower. Another Board of Supervisors meeting was held. The initial decision to allow for the cell tower was upheld! Thanks in large to tremendous engagement and turnout by project advocates.
- Installation expected (as per Verizon) in Q3-4.

Operations Year in Review

- Bulletin: This year brought on the sudden transition to a new Bulletin publisher. Caroline Vance took over the roll due the sudden loss of our long time Bulletin editor Norma. The Bulletin will be mailed less frequent and more updates will be delivered via the website/email. The Bulletin will still happen and it will continue to be rich in content. We are hoping to update the website to make it more user friendly and also archive old information.
- This year we had to replace Mitch, our accountant and bookkeeper for many years. Jan and Bryant worked hard to replace Mitch (Cory)
- Substantial improvements to pool infrastructure. Dave did a lot of the behind the scenes infrastructure updates.
- Pete, Spencer and other board members worked with the swim team to sign a new agreement with the swim team and they will be with us through 2026. The agreement has new changes to it and was updated.
- Engagement of Aya Andrews as Community Center Coordinator.
- Engagement of Bruce Brodie as buildings and Grounds Superintendent
- Continued success of lap swim program. We were able to have the pool open for more use.

Community Center Construction

- Community Center Phase 2 (Bath and changing rooms and outdoor showers completed!
- CERT Storage to be completed by early February, freeing up use of the Flex Room and fitness space and other use.
- Regular rental use of the Community Center for private events. The word is out about the community center being open for rentals and its been a real success.

Social Events & Activities:

What an exciting year of being able to expand community programming to include all Sleepy Hollow residents! The Community Center was truly vibrant in 2022! Aya Andrews role as Community Center Coordinator brought in lots of fun events for all!

- Pool Member appreciation social
- Beginning of summer socials
- Kid Events (movie nights halloween pumpkin partying, around the world baking series, hip hop classes etc.)
- Adult only Events: quarterly craft cocktail cabal, ladies craft night, local band, Stonefish fundraiser event, ladies bunco nights, second annual cornhole tournament.
- We would like to see more community members come forward with ideas for events! All ideas are welcome and the homes association will make sure they happen!

Community Engagement:

- Fire protection board meetings and events
- San Anselmo for Ukraine fundraiser
- Bike maintenance classes with the Lodge
- Coat Drive
- Sleepy Hollow Presbyterian Church plant sale
- Pack 50 Boy & Club Scout meetings

Classes and More at the Community Center!

- 210 total group fitness classes were held in 2022 with over 1200 attendees!
- World Cup game watch parties
- SHHA wellness erie sponsored by amira Solari
- Turkey Trot (new event!)
- Holiday gift Fair
- New resident hikes and coffee meetups
- The community is what makes the community really love this place.. Special

Power Outages:

- During the last power outage over 40+ residents came to community center for co-working space
- Extremely positive feedback from all in attendance
- The Community Center opened quickly and smoothly! We were able to engage people from the community who wouldn't have normally come.

Safety Progress to protect our Community:

The Butterfield safe streets community nailed down two priorities for the year. Nancy Vernon recommended a subcommittee and it helped isolate the efforts to pick two priorities. The first one was the Bike Lane and the second was the crosswalk proposal.

Crosswalk proposal:

- The community center gets more foot traffic on any given day. More people cross the street at the community center than that of Hidden Valley School. There have been no reported incidents so it proved to be difficult to work with the county. So a survey was done and we were able to report back on unreported incidents in addition to overwhelming community support. We currently have a few iterations of proposed crosswalks. SHHA is trying to preserve the island on Irving. We need the board to vote on county funding which can take up to two years to render *OR* does the Homes Association use the funds provided to the Community Center by San Domenico (this was a part of the traffic settlement agreement with SD years back). This will have to go to a board vote in the near future.
- The county wants to know if we SHHA pay for this because they can start getting bids and proposals. They would like to know soon because summertime is ideal for when construction would begin. The county will give us 20% this year for the crosswalk. There is also a chance that there will be more grant money available for use but it is unknown at this time.
- Pros: we will have real downstream traffic measures
- Cons: Is this only benefiting SH rather than all of Butterfield? Based on the agreement with SD it is the homes association that is allocated to spend this money. So we should use this money to benefit Butterfield in whole. The lower part of Butterfield has had significant increase in infrastructure changes that are positive! Crosswalks with lights, bike lanes, etc.
- Other potential use of the money: do we pay for crossing guards, higher patrols? (Downside is this is something we need to manage and eventually the money would run out. Whereas the crosswalk would have long term staying power. We would have 40K left and we could provide more off street parking (subsidize homeowners where the pavement ends and the property line begins).
- Compromise: Gina Singleton was hoping for a roundabout but it would take ten years plus with a significant amount of money needed. So this progress is huge with Gina's persistence and not taking no for an answer. This is a huge accomplishment.
- Jan has asked for us to have a proposed total cost prior to Board voting.

Bike Lane update:

Bike lane can not continue to the end of Butterfield because of large community events. So SHHA is working with the swim team on this. We need to solve for these handful of large community events like moving parking to more of the side streets. Also SD may be able to offer 80 parking spaces for swim team events. There is a mindset that the crosswalk will go a long way and help calm and condition the traffic along the entire Butterfield corridor.

Next Steps for Bike Lane / Large event parking:

- Marin County Bike Coalition will have an EBike safety marin program launching next month
- CHP is enforcing no parking in bike lane
- Look for solutions for large event parking which is prohibiting bike lane extension
- Education is important to community members and folks outside the community attending these events. Walk or carpool if possible; MCBC will do a bike valet (for a fee) with advance notice.
- DPW to estimate number of spaces lost from Katrina to SD if bike laned implemented

Finances

Bryant Bedwell to present year end numbers.

Sleepy Hollow Homes Association estimated \$350 in revenue for the year but SHHA came in at \$493K ! Membership was up 24% above our estimate (Mainly due to Friends of the Hollow). Revenue was up 65% YOY. We budgeted \$ 283K in expenses but came in at \$326K. This is 16% above our estimated budget. A big factor is inflation and doing more events! We will see a reasonable reduction in event spending for the next year. There were also some large pool expenses that came up during the year.

Looking at a \$64K YOY expense increase. Rent increase would still put us at a net operating fund of around \$94K . This can give us flexibility in the future to help with much needed maintenance (i.e. creek retaining wall, etc.). Overall we are looking at a strong position moving forward.

Membership:

Hayley Mullen to provide overview of 2022 Membership

- We had 48% of the homes in the Hollow join for 2022. Out of 833 homes in SH we had 396 homes join. This is a 2% increase from last year (46% for 2021). Our goal for 2022 was to get to 50%. We need to continue to find ways to increase membership.
- However, we had a significant increase in Friends of the Hollow Membership. 268 Friends of the Hollow joined the pool in 2022 far surpassing any years prior in membership.
- We had a total membership of 670 members which includes SHHA and Friends of the hollow . A large 21% increase YOY (previous year was 532 total membership). Again the increase is coming from Friends of the Hollow.
- Membership Numbers for 2022:
 - 268 Friends of the Hollow
 - 146 Sr. SHHA
 - 256 SHHA
- Membership Goals for 2023:
 - 250 Friends of the Hollow
 - 146 Sr. SHHA

275 SHHA

Total membership goal for 2023: 671

- SHHA will have a price increase for 2023 to account for increased costs.
- SHHA priorities are to still to continue to find ways to have homes in Sleepy Hollow join. The numbers are still to low. However, Friends numbers are strong and growing steady!

Goals and Objectives for 2023:

- Increase membership (i.e. having a meeting committed only to this)
- Playground installation
- Social Club reinstated
- Desirable rental
- Community impact
- More community involvement
- Open social hours
- Value beyond the community center
- Diversity of activities
- Website update
- Financial growth

Gina is looking to expand to sub committees / outgrown our ability to our role individually. What we offer is much more than what just happens at 1317 Butterfield. We need to develop a better value prop and get it socialized .We are doing better with a diversity of activities but we can explore more! We need to set financial goals and try to meet them. Gina is hoping to kick off the year with everyone sharing where they think we can demonstrate our success and expand on them.

Pool Update

Diane and Dave Baker update

Last year it was difficult to secure lifeguards for the 2022 pool year in part due to the nationwide shortage of Lifeguards. However, Diane has two strong candidates for our LifeGuard manager position for the upcoming year. This is a big accomplishment to have this in place early. We are hoping this is an indication of lifeguard staffing going more smoothly this year. Diane is exploring the Red Cross program to teach guards, its a Lifeguard training program. This program can help our guards certify someone else to become a lifeguard. This could be a great incentive to get guards trained. Looking at paying for future lifeguards certification (saves us leg work and saves them money to not have to pay for it). Diane is looking at having one of our own lifeguard to become a Lifeguard instructor through this program.

Lap swim: still in a pilot stage. Diane wants to invite lap swimmers to come to a meeting to get their feedback and so we can get a more manageable amount of lap times / lanes, etc.

Pool updates: Dave is going to prep the pool for the swim team starting soon. Pool cover, new lighting to help with nighttime swimming, cleaning the film off the pool plaster . Dave addressed

the danger of losing the lateral support of our retaining wall / pool area. This is something that could be a large issue and we need to address this sooner rather than later.

Officers and Directors

Slate of candidates for officers of SHHA. There is one nominee for each office. Each candidate is standing for election to a 1-year term for the officer position indicated.

Officers for approval:

New directors: Kyle Gertidge, first term and Jennifer Hamerski, first term (YAY!)

Slate of Officers , first term approval

President, Gina Singleton,

VP David Baker

Corporate secretary, hayley Mullen

Treasure, Bryant Bedwell

FAREWELL TO JAN!! Standing ovation!