

SLEEPY HOLLOW HOMES ASSOCIATION

BOARD OF DIRECTORS MEETING

April 20, 2023

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 April 20, 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 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. Membership updates:

Pete Mayer reviewed our Membership numbers to date. Friends of the Hollow numbers are down but not too worried as they usually join around memorial day weekend. SHHA Membership numbers are also behind compared to last year's numbers. We currently have 486 combined members of Friends and SHHA. Our 2023 goal is a total of 671. Spencer suggested it's time for the lapsed email to go out to previous members. Pete will send a lapsed email out next week.

Gina asked what else can we do to support Membership?

Some ideas are as follows:

- Pete is looking at having the realtors helping buy the first year membership for new residents.
- Sending reminder emails to lapsed members. Bombardment by email. Emailing lapsed members has proven to be the most successful at recapturing interest.
- New resident socials .Pete and Jenn held a new resident social at the beginning of April. It was lightly attended but it was wonderful to meet new families.
- Gina suggested a membership booth at all over events.
- Another idea was having guests check-in at all socials. If the guest is a member they will receive a sticker that says something like "Proud Member". The sticker/ membership will give them a certain percentage off on their drinks or food (or something similar to this). Perks of being a member.
- Another idea is when a member joins they will receive the metal Sleepy Hollow cup and a free drink!
- The board explored additional questions/ideas - Do we want to charge non-members to come to a social event? It would be great to know our ratio of members vs nonmembers at our social events. We could then target non-members to join. If we have members and nonmembers check-in we can capture this data. By capturing non-members information this can help us reach out to

them, etc. Concerns with this option would be we want people to feel welcome and fostering community is what makes Sleepy Hollow so special.

- Suggestion for our first social is to check in to get your first free drink! We could use the new space / office for folks to check in. Have balloons etc.

II. Pool:

Dave Baker addressed heating the pool. The increased rain has put a demand on heating the pool more. Gina has asked Dave to present at our next meeting a year over year overview on the costs to heat the pool. Is there a need to bring this up to the swim team board? The cost of heating has risen dramatically and it's volatil. Gina asked if the solar panel helps? It currently seems like this helps more with electricity and it's not an exact science. Cost to heat the pool last year was \$9,000 for both February and March. We will review the costs to heat the pool for this year.

III. Swim team and SHHA review:

Our lease with the swim team is a break even and it's not a money maker. Gina has scheduled a meeting with the swim team to discuss expectations and review needs. Looking to figure out how to handle Friday night rentals as the swim team has large use of the community center during the swim team season. Movie nights, casino nights, etc. Gina wants us to work together to find a nice compromise.

IV. Playground update:

Pete took the board out to the lawn to review the proposed playground. We need to remove part of the lawn to create a "six foot fall area". A fall area is required for the climbing wall as well as for the other play elements. Tambark is an ideal candidate for the fall area as it is natural looking and affordable. Sand is also an option but downside with sand would require a very deep hole. The board discussed trade offs of using different elements. Pete will get the team images of the playground from Kai and Jessica. There is a debate over the installation of having a contractor put the structure in vs. the Board doing itself. The question is there is a liability issue if a child gets hurt when the board does the installation. Is there an assumption of risk when a kid uses a playground? This is all up for discussion.

V. Website update:

Gina is looking to update our website. It's old and needs a revamp. A suggestion is for Caroline to touch base with Cyndi to help with the updates.

VI. Bulletin/newsletter:

Newsletter update. Gina is wanting to lean into the nostalgia of the Hollow! The president's letter will lean into what the history of the Hollow is! Looking to also include recipes from the "Skillet Legends of Sleepy Hollow". Skillet Legends of Sleepy Hollow is an old cookbook made in 1962 with a collection of recipes from the residents of Sleepy Hollow. Sara Hoffman - has images of "Save the Pool" where they marched with a banner to save the pool

and even Mark Anderson was involved. Sleepy Hollow Gala needs to be plugged in the bulletin as well. 2023 is the year of nostalgia!

VII. Fourth of July

We need to start thinking about the Grand Marshall for the parade. Some ideas are looking for “volunteer of the year” ? We would like to honor people in the community. Next meeting needs to be the planning meeting and/or schedule a separate meeting and committee to get the ball rolling. Never too early to start thinking about bands, etc. A few suggestions were made for grand marshall and for bands.

VIII. Lifeguard room renovation:

Progress report: Swim team board as well as SHHA have been working on revamping the lifeguard room. Brand new first aid box has been acquired. Desk has been removed and its getting a clean overhaul.

IX. Erosion Control:

The board is discussing solutions on how to tackle the creek / erosion control. This is a near term project. Perhaps we can do some temporary changes to help the current need.

X. Green Valley Court Committee:

Green Valley Court solutions reviewed. Gina has been working heavily with the county for options to explore improving school traffic on Green Valley Court.

XI. Social Club:

Jenn will spearhead this initiative. She was not present for today's meeting but we will follow-up on next steps once we meet again.

There being no further business to conduct, the meeting adjourned on motion made by Mr. Adams, seconded by all, and carried with unanimous approval.

Respectfully submitted:

Secretary

Acknowledged:

Gina Singleton

President

