

WE WILL BEGIN SHORTLY



ANNUAL
MEETING
21 JANUARY 2021

SLEEPY HOLLOW
HOMEOWNERS
ASSOCIATION



FOUNDERS ROOM



BOARD INTRODUCTIONS

YEAR IN REVIEW

CELL PHONE TOWER

MEMBERSHIP UPDATE

FINANCES

ELECTION OF OFFICERS

VOLUNTEERS OF THE YEAR

BOARD MEMBERS

Scott
Hintergardt
President

Spencer Adams
VP

Jan Blackford
Treasurer

Pete Mayer
Secretary/Legal

Aya Andrews
Director

David Baker
Director

Hayley Mullen
Director

Gina Singleton
Director

Matt Testa
Director

Lauren
Thornhill
Director

SCOTT HINTERGARDT



COMMUNITY CENTER

SAN DOMENICO TRAFFIC PLAN

SAFE STREETS

FAMILY & LAP SWIM

SOCIAL: CAR SHOW, HALLOWEEN & 4TH OF JULY



PHOTOS

- Car Show – Robert Kerson
- 4th of July
- Halloween

Pete Mayer



CELL TOWER SERVICE

SURVEY



VERIZON PROPOSED LOCATION

SURVEY RESULTS



Cellular Service for Sleepy Hollow –
Please see reverse for additional information

I am in favor of adding cellular service to Sleepy Hollow.
 I am opposed to adding cellular service to Sleepy Hollow.

Please supply your name, address and signature to be included in the petition:

Name(s): _____
Address: _____
Signature(s): _____

4G

Survey Questions:
Did you have a reliable telecommunications option for the duration of last month's PSPS outage?
 Yes No

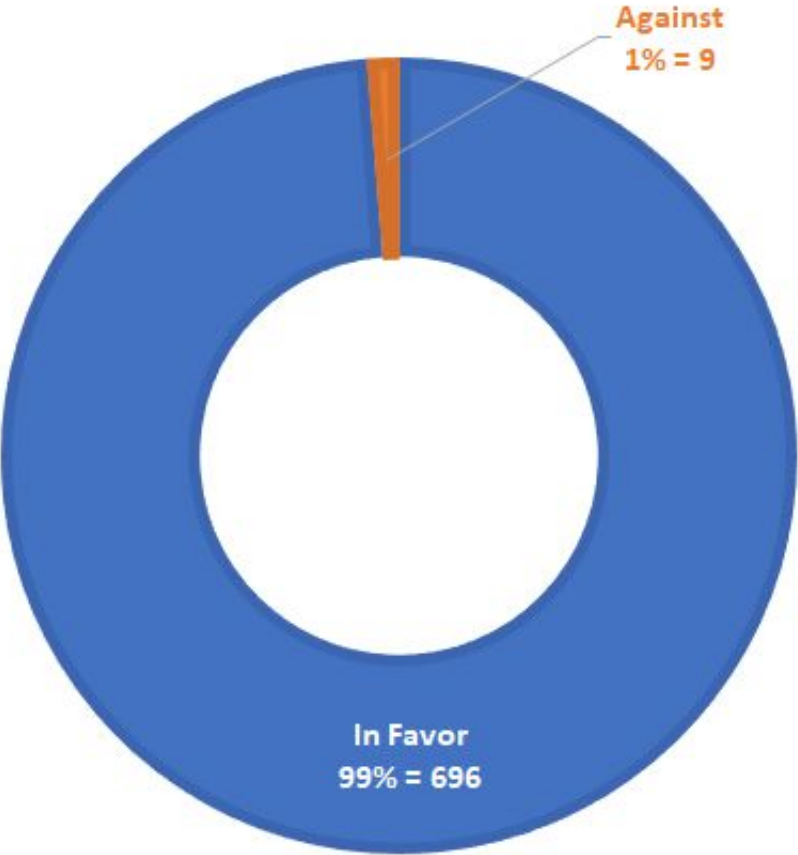
If Yes, what was the communication source (copper land line, cell phone, fiber/internet connected phone, etc?)

Comments: _____

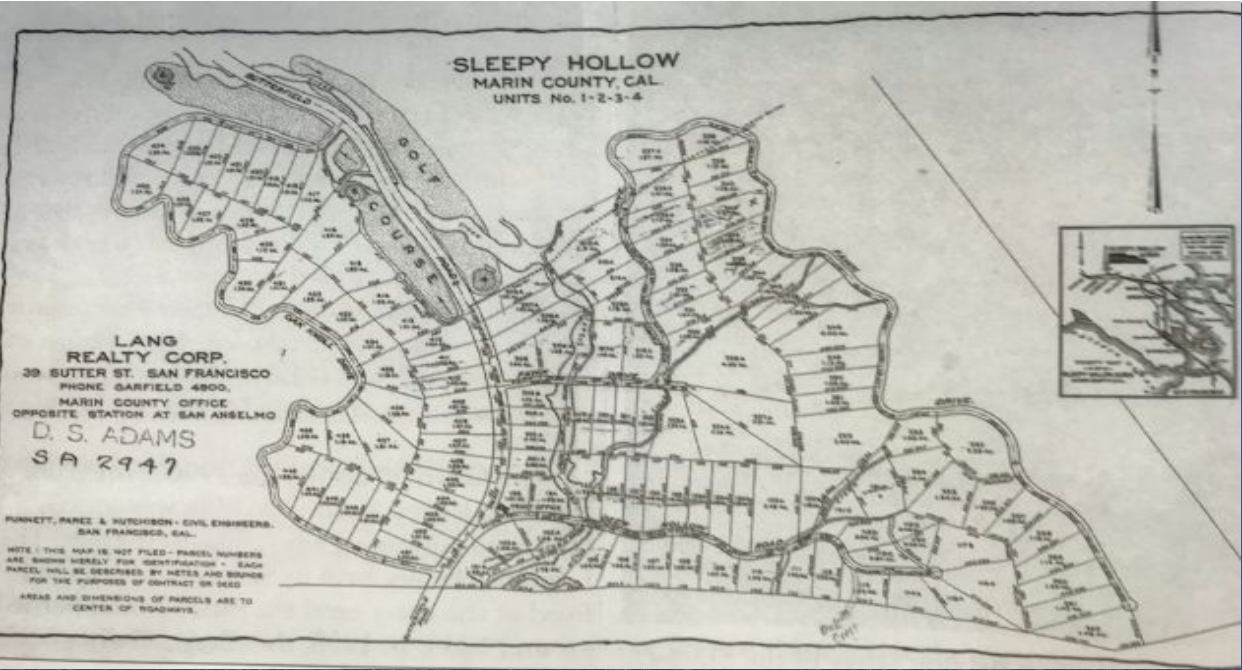
If you do not currently receive emails from SHHA and would like to receive updates on this topic, please let us know your email address: _____

SIGNATURES

■ In Favor ■ Against



HAYLEY MULLEN



MEMBERSHIP

MEMBERSHIP RENEWAL

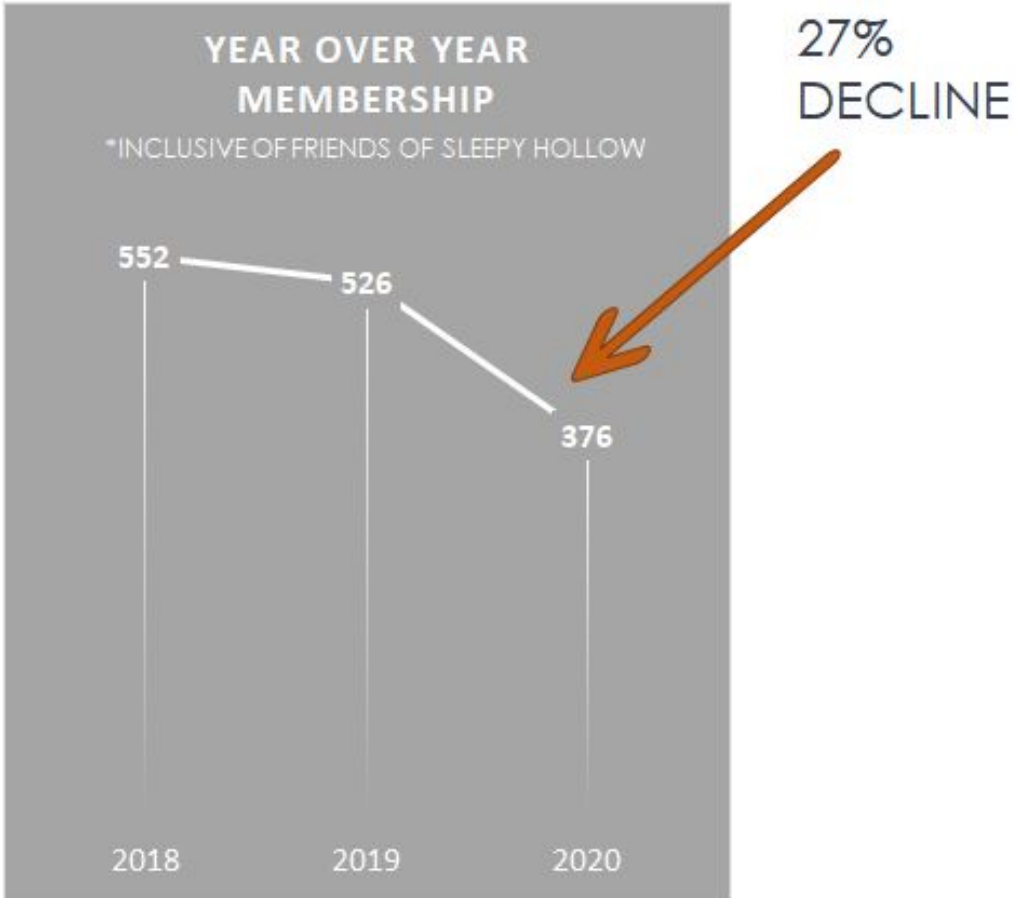
“What do my dues do?”

- Erosion control
- Cell service
- Fire safety
- Creek clean-up
- Community socials
- Median beautification
- Safe Streets / eyes up
- Bulletin / membership & resident communication
- Daily operations of Community Center & pool
- Swim operations
- New resident welcome
- SHHA Website



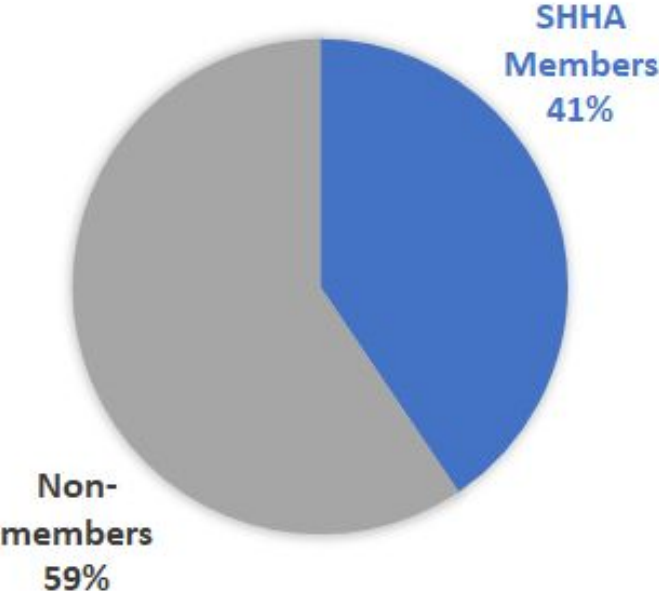
2021	Fee
Friends of Sleepy Hollow	\$625
Sr SHHA Member	\$280
Sr SHHA Recurring	\$270
Sr Pool	\$200
SHHA Member	\$310
SHHA Recurring	\$300
SHHA + Pool	\$250

“Membership is the driver to keeping us strong”



2020 - 833 HOUSEHOLDS

**NOT INCLUSIVE OF FRIENDS OF SLEEPY HOLLOW*



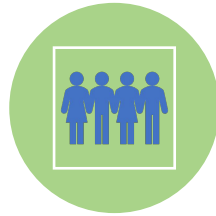
MEMBERSHIP GOALS

Membership Level	Active FY20	Changed from FY19	Goal FY21
Friends of Sleepy Hollow	41	-126	157
Sr SHHA	127	+11	130
Sr SHHA + Pool	12	-8	20
SHHA	163	+24	280
SHHA + Pool	33	-51	84
Total	376	-150	671

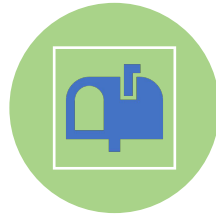
OPPORTUNITIES FOR GROWTH



ACTIVITY PLAN TO
INCREASE VALUE TO
MEMBERS



CONSTRUCTION TOURS OF
THE NEW COMMUNITY
CENTER FOR SHHA
MEMBERS



FLYER / MAILBOX



SEND A STICKER WITH THE NEW LOGO
TO ALL RESIDENTS (WOULD BE DONE
WHEN WE MAIL THE MEMBERSHIP
FORM)



FINAL PUSH / EMAIL
LAPSED MEMBERS
INDIVIDUALLY



JAN BLACKFORD



FINANCES

Overview

Memberships, especially pool, drive total revenue

Expenses are dominated by:

- Pool operating expense and lifeguards
- Site utilities operation
- Maintenance expenses

Utilities and maintenance now responsibility of SHCF

SHHA pays rent for use of site

2020 Results

- Revenue deeply down, especially pool memberships
- Expenses reduced in response
- Operating loss modest
- Cash position still strong: \$200,000+

2021 Budget(s)

- Increase membership revenue.
- Support full or expanded swim season
- Offer new activities and events beginning midyear.
- Engage site/activities director midyear.

COVID Alternative

- Reduce expenses
- Defer engaging site/activities director

SCOTT HINTERGARDT



ELECTION OF OFFICERS
VOLUNTEERS OF THE YEAR

OFFICERS

Slate of Candidates for Officers of SHHA

Each candidate is standing for election to a 1-year term for the officer position indicated.

There is one nominee for each office.

You may vote for each office.

President
Spencer Adams

Vice-President
Pete Mayer

Secretary
Gina Singleton, who has been acting Secretary since her appointment

Treasurer
Jan Blackford, for a second year as Treasurer

DIRECTORS

Slate of Candidates for Director of SHHA

Vacancies on the Board allow all of these candidates to be elected, and if they are elected, they will join 8 returning Directors for a total of 12, the maximum allowed by the By-Laws.

Each candidate is standing for election to a 2-year term, to begin at the conclusion of the meeting in which they are elected.

The 8 returning directors are:

1. Aya Andrews
2. Spencer Adams
3. David Baker
4. Scott Hintergardt
5. Pete Maye
6. Haley Mullen
7. Lauren Thornhill
8. Matt Testa.

You may vote for four:

Jan Blackford
additional term

Erik Ruud
first term

Gina Singleton
first full term, after being appointed in 2020 to fill a vacancy

Annie Winship
first term





THE RENEWED COMMUNITY CENTER

2020 VOLUNTEER
OF THE YEAR

STEVE KNOX



2020 VOLUNTEER
OF THE YEAR

DAVE GRUBB SR.





QUESTIONS



THANK YOU AND GOODNIGHT