

SLEEPY HOLLOW HOMES ASSOCIATION

BOARD OF DIRECTORS MEETING

November 2nd, 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 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, Pete Mayer 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. **Sleepy Hollow race "Run to the Heavens":**

Sleepy Hollow resident, Nick Mullen joined as a guest speaker to discuss the big race that used to be held in Sleepy Hollow called "Run to the Heavens' ". Aya Andrews, Chuck Leone and Nick Mullen are in the beginning stages of looking to bring this infamous race back to the Hollow. San Domenico will help co-sponsor but it's ultimately up to the Hollow to make the race happen. The goal behind the race is to build community and put the race back on the running map. The race even has a bagpiper at the top of the mountain to encourage runners through the course. The race will require a great deal of effort to make it happen. Permits need to be pulled and approvals need to happen from the county, etc. The hope is to make this a regular event each year and any funds raised would be used for the homes association fundraising/improvements. Most likely the first event will be a break even but over time there is belief that this can possibly be a successful fundraiser. SHHA is looking for Nick to come with a proposal so that we can see the manpower and resources that will be needed to make this happen. Partnering with San Domenico is great so we can share resources, etc. Everyone is looking forward to making this happen as the event is said to be very special!

II. **Motion to approve minutes:** Gina made a motion to approve the minutes from September's meeting. It was unanimously approved.

IV. **Bulletin and SHHA Website Needs:**

Upcoming Bulletin: Caroline brought forth needs for our upcoming Bulletin. The quarterly bulletin has been successful and has a good amount of data to cover since we moved it quarterly. Currently Caroline needs articles back by Monday Oct 13th. Caroline would appreciate anything that would be helpful to add to the bulletin. We have a good amount of data to cover such as playground updates, fitness room, cell tower, screenagers, updates to

landscaping, updates on parking, etc. The next bulletin will have a posting seeking new Sleepy Hollow board members. SHHA is in the nominating period and we are looking to get great people to join our board.

Google analytics for our SHHA website: Caroline has set-up the ability for us to monitor and measure the traffic to our SHHA website. The goal is to edit the SHHA website to better suit the needs of our community. We were able to track emails in the past but now we can see what are the most visited pages on our website. Our homepage is the most highly trafficked page, events second, restrictive-covenant information to follow, etc. We are able to see how our users are checking our website. 50.4% of our website traffic is coming from laptops and 48.5% are looking at our website on their mobile device. This data would allow us to clean-up our website based on people's interests. Another thought is that there are ways we can use Wild Apricot to communicate information to members via texting since there is high mobile device usage.

Communication for upcoming SHHA events: We need to better promote SHHA events. Discussions were had around having members subscribe to the google events calendar (they will automatically receive notifications this way) to putting the events calendar directly on our SHHA website homepage. We will add information to our Buelltin about subscribing to our events so that people can be better informed about our social events.

Power outages communication: Suggestions to add to the bulletin is that our Community Center will be open during any power outage. We want the community to know we are open in advance because once the power is out, emails will not be received in time. SHHA can also offer a cooling center during extremely hot days. If we have advanced notice of a PSPS we will send out an email to the community to let them know that the clubhouse will be open.

Open Board Member Positions: With open positions available for next year, this is a good time to publish in the bulletin that we are looking for new board members. We also need to publicize our January annual meeting which is the third week of January. This is where the slate of board member nominees are approved so ideally we need to have new board members queued in november/december. The January meeting is a review of the year prior and it is open to the public so they can be informed and provide comments.

V. **Increasing diversity and including the community during the Holidays:**

Gina is looking to do Menorah lighting and Christmas tree lighting to increase awareness and diversity into our community. Ideas were tossed around of holding these events intandem to our holiday gift fair in December. Ideas to incorporate are including a holiday sing along, coat fair and adopt families in need. We need folks to lead this and Jenn will take this suggestion to the social club. However, there are concerns that if we put this event on it can run into conflicts with the President's Party in December. December is a busy time of year for people. There are also concerns that the President's party has a confusing message to our community that only board members are invited to the event. Discussions were had around changing the name of the party. Gina suggested sending out a formal invite to the community letting them know they are all invited to this special holiday event. The board discussed moving the President's party from Saturday night to a Sunday (December 10th) as the belief is it will be better attended on a

Sunday evening (years back the party was held on a Sunday and was well attended). All agreed to change the date to Sunday.

Holiday gift fair: Another idea was having santa come and doing a toys for tots drive. All to be discussed with the social club.

VI. Financial Forecast for Membership rates 2024:

Membership Comps: Jenn and Pete did some research on other pool membership comparisons within the Marin area. The idea is to help use this data as reference points when deciding our membership rates for next year. When looking at these facilities the Northbridge recreation Club seemed to be the most similar to our SHHA offerings.

- Northbridge rates: \$626 for the year and non-resident \$750
- Marinwood community pool: \$384 for a family
** This is a true HOA fee so this figure is an add-on fee for the pool. The HOA membership dues are thousands of dollars so not a true comparison.
- Canon Club: Single membership was \$1,500, family membership is \$1,700 (Offers tennis and pickleball).
- Mill Valley rec pool: Family pass is \$1,044 for the year.
- Hamilton Pool: Open to the public wide range of pricing from day passes to season pass.

Are we covering our costs?: If we plan on growing our events and athletic offerings are we actually in the red doing this? If we are in the red then we need to shift these expenses over to be included in membership dues. We need to do a formal analysis on what our offerings are vs. what our expenses are. We need to ensure that we are covering our expenses.

Continued Memberships rates discussion: The board reviewed membership as a donation option and ultimately decided we need to continue with the membership route. The mindset of a donation vs a membership is very different and donations are more difficult to acquire over the long term. It is agreed that we need to make sure we keep Sr. Membership dues the same as they are on a fixed income. A monthly membership option was raised but Bryant has concerns that people would only join for July. This would risk a great deal of revenue so not a good option.

Membership rates are a very tricky issue for the board. Last year we increased membership and membership went down. It's tricky to figure out what is the driving factor to our current membership decrease. Discussions on why Friends of the Hollow decreased and thoughts are that maybe because covid is over and people are now traveling more or is it because families are juggling a lot of things that cost money (kids sports expenses, etc). There are so many variables to consider so it's difficult to pin-point the decrease in numbers.

Gina wanted to provide Historical context and data regarding the swim team funds: In the past the swim team used to have to join the community center in order to join the swim team. Therefore the SHHA lost revenue when we allowed for kids to join the team without becoming SHHA members.

Ultimately we need to increase membership from within Sleepy Hollow. Thoughts are that we should continue to explore rolling membership as an option to help with this goal. Pete believes that we should boost membership rates once we can boost our community center

offerings. For example we need to add the play structure, landscaping the fitness room etc. The overall cost for the playground is \$110,000 which is a hefty price tag.

Gina recommended that we talk about all ideas and prioritize what will have the largest impact. We need to explore all suggestions and decide collectively what will help us move the mark. We should input numbers and build a projection plan. The board will create a sub committee to discuss and review membership costs for next year. The membership meeting will be scheduled by Pete and Jenn. The membership dues need to be locked in by December.

VII. Fitness Room Update and Door Lock System:

Sam was able to get pricing for mirrors and also got the lockers up and running in the fitness room.

Sam got a bid for a comprehensive smart lock system that will cover the different entries needed. We have estimates for the locks and Kyle needs to summarize them and get a few more quotes before they present them to the board. We need to have a few different options to review. In Summary we can have the flexibility we need with these vendors. There is more hardware needed than what was expected. The cost is expensive. (i.e) Open Path is an option which is around 3,000-4,000 a year to run. Kyle is looking to get 3 quotes for us to compare costs as well as explore a DYI system.

VIII. Lap Swim / Pool Cover updates

The Board is looking if it is feasible to uncover only two lanes for lap swim during winter months to help keep costs down. The more we keep the pool covered the better for cost savings. Pool covers keep heating costs really low.

Note: the bay club spends \$30K a month to heat their pool by way of comparison. Dave said the energy department recommends keeping a pool cover on the pool once its heated - then to turn the heater off once covered. This is the most efficient way to keep it heated. This is more cost effective and energy efficient than having a heater go all weekend longer, etc.

David made a motion to adjourn at 9:30 and it was seconded by Spencer.

Acknowledged:

Secretary

