

SHHA Board Meeting

Thursday, February 2, 2023 7:00 pm

In Attendance: Gina Singleton, Caroline Bruister, Diane Fiddymont, Pete Mayer, Bryant Bedwell, Dave Baker, Spencer Adams, Jennifer Hamerski and Kyle Gertridge.

Gina introduces first official 2023 Board Meeting. Maiden voyage without Jan. Goals for best practices moving forward:

1. Independence – act as leaders in the position is to execute and collaborate independently. Include Gina and Dave on emails if needed but not necessary to execute all board functions. Goal to not inhibit effective and timely forward progress.
2. Subcommittees: the clubhouse and community center is becoming a very large project. Idea for sub-committee members for involvement in the board and events but without having to join the board. Open to new ideas; i.e. social club.
 - a. Pete: effort to revive the social club. Involving others is how The Board can recruit future members. Anecdotally, many people say they would like to get involved without taking on a full board role. Wanting to recruit others to get involved and bring the community center back to its roots as a community run, not board run, center.
 - b. Caroline: let's get these ideas out in the bulletin. Recruiting for specific jobs, i.e. website refresh.
3. Call to action: asking everyone think of their own call to action. What is an area of your job that you could use help with? Everyone has strengths and weaknesses.... what is a specific task or job you need help with?
4. Ask that each board member create a priority within your job scope: concern that everyone is just getting by each month, without making forward progress. For example: Gina's 2 safety goals are to have 1. Bike lane all the way down butterfield and 2. The crosswalk at the clubhouse. Goals should include a timeline to realistically complete the goal. This is to be used as a guiding light to stay focused. Concern that the community center is growing exponentially, possibly without the infrastructure to support it.
5. Hot topics:
 - a. Bulletin board:
 - i. Revival of social club
6. Open forum to share what works and doesn't work for the new year:
 - a. Spencer: gets less emails
 - b. Streamline communication ideas:
 - i. Slack?
 - ii. What's ap?
 - iii. Text chain?
 - c. Caroline: needs photos of each event to use in the future to emotionally connect and inform others of what really goes on at the community center. Please take pictures of anything you attend and share with Caroline.

7. Re-brand: Caroline putting SHHA events on IG, Twitter and Facebook.
 - a. Spencer: updates are important to send out so community knows what the board is doing
8. Dave: Vitamin C treatment effective but not yet fully complete
9. CERT: Community Emergency Response Team – Storage area w/emergency supplies managed by Fire Protection Board. This will free up the Flex Room that will allow this to be a new usable space.
 - a. Pete to get a blurb from the Fire Protection Board about how great the CERT room is and shows a commitment to safety.
10. Flex Room: what will this be used for? Exercise equipment? Possibly a membership fee to have access to new exercise equipment. Another way to possibly increase membership.
 - a. Action item: Gina to talk w/Aya and come up with a few ideas of what to use the Flex room for.
11. Round table about where each member is and what they need help with.
 - a. Gina: Safe streets group meeting changed to every 2 weeks to improve forward progress
12. Let's make a Membership Committee:
 - a. Pete, Jenn, Hayley, Spencer, Gina and Caroline.
 - b. Action Item: schedule 1 hr meeting to get started.
 - i. Buckets, Buddies / Distribution / Kicker (platinum membership, i.e. free events) Perks appealing enough to pay for?
 - ii. Pete, Jenn & Hayley met 2/2 to go over Apricot app, and functionally what needs to be done in the next few months during member drive
 - iii. Pete's plan to take a one-on-one approach to increase membership
 - iv. Auto Renewal membership date: March 15th
 - c. First step:
 - i. What buckets of members are we trying to reach?
 - d. Spencer:
 - i. Having more board members with Wild Apricot access to respond to emails.
 - ii. Posting bulletin on website through Wild Apricot.
 - iii. Let's have a Wild Apricot training – Spencer to train at the next meeting.
 1. Other trainings to follow: membership training
 - e. Membership physical letter to go out in the next few months. Membership letter will also be emailed.
 - f. Dave: concerned that private events such as Boy Scout Movie Night could be conflicting with SHHA sponsored events?
 - g. Gina: asking for Bryant to define a goal to help drive membership goals. Rentals of the community center will help achieve financial goals.
13. Bulletin Update (Caroline)
 - a. 4 mailed bulletin updates each year to ALL residents.

- b. Ideas for enhancing communication
 - c. Always looking for pictures
 - d. On website: lots of areas for improvement
 - i. Current Board page
 - e. Action Item: will need bios from each member with a headshot photo
 - f. Pete: "Good News in your community"
 - g. Classified and Kudos: ideas to engage readers and highlight our awesome community members
 - h. Shuzzle - Sleepy Hollow Crossword puzzle
 - i. Minutes no longer published in the bulletin, now only published on the website
 - i. Spencer to make a separate page for Board Meeting minutes
 - ii. Include agenda or Hot Topics on Bulletin
14. Pool Updates (Dave & Diane)
- a. New pool service provider started
 - b. Groundwater can pop pool out of the water therefore water was not drained for light repair as previously discussed.
 - c. Vitamin C treatment removed the Iron stains from the pool, though full treatment is not yet completed
 - d. Kyle to help Dave with pool maintenance
 - e. Partnership with SHAQ with projects
 - i. Included in the Butterfield safe streets since the swim meets are a barrier to getting bike lanes all the way down Butterfield.
 - f. Pool staff: solicited for lifeguard manager and plan to hire Colleen. Glowing references from Mark Anderson. Her scope of work will include: lifeguard scheduling, holding employees accountable, other.
 - i. Article to go out in Bulletin for lifeguard and snack bar employees
 - ii. Potential lifeguard certification offering at SHHA for lifeguards, brainstorming ways to get more lifeguards this summer.
15. Kyle: interested in learning more about top goals. Happy to help with pool functions.
16. Pete:
- a. SH Charitable foundation (501 C3): function as the landlord for the SHHA
 - b. Monthly functional meeting to balance the shared financial
 - c. Planning for large financial obligations likely to occur in the future, i.e. retaining wall on creek side of property.
 - d. Conservation of the community center = shared goal between both entities
 - e. Revenue / membership what are our goals?
17. Bryant:
- a. Finance working group in process, more to come in the coming months with goals
18. Closing Remarks
- a. Objectives to increase bike lane
 - b. Eric Ruud: declined his role on the board this year.

Closing Action Items:

1. Board member Bios and photos to Caroline by Friday, Feb 17th.
2. Membership Committee creation and first meeting TBD.
3. All board members to identify
 - a. Two obtainable goals
 - b. Timelines for these goals
 - c. Specific jobs each member needs assistance with