

SLEEPY HOLLOW HOMES ASSOCIATION

BOARD OF DIRECTORS MEETING

July 13th, 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 July 13th, at 7:00 p.m. at the Community Center. The following directors attended the meeting: Spencer Adams, Gina Singleton, Pete Mayer, Dave Baker, Diane Fiddymont, Kyle Gertridge, Bryant Bedwell, 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. Proposed New Board Member: Gina and David met with Sleepy Hollow resident Sam Jelly who has expressed an interest in joining the Board. Sam is a great fit for the board and has expressed interest in improving processes and procedures. Gina made a motion to vote Sam onto the Board and it was seconded by Hayley Mullen, The Board is continuing to look at diversifying our board so that we can capture the wide range of resident interest within our community.

II. Fitness Center: We currently do not have a plan in place for the Fitness Center and it's time to address this now especially since SH resident Andy donated new fitness bikes for this center. Aya suggested a monthly membership for the fitness center. Spencer suggested opening it up for free now with the expectation that there will be an additional add-on fee for the fitness center and for lap swim next year. There is a small group of SH members who would be interested in this added benefit. We are exploring this as an add-on benefit for both SHHA members and for Friends of the Hollow. We would need to address how the folks would access the center especially during the winter months. Some thoughts are a key code that changes monthly, key fobs, and/or even changing the access code to the key box outside of the gates for members to use.

In conclusion the SHHA will give members free access right now with the knowledge that we will charge an add-on fee for access to the fitness center in next year's membership. The folks who use the fitness center will need to sign a fitness waiver so that we can ensure that there is insurance coverage for this option. We need to get this waiver set-up before the year's end so that this add-on option is ready to roll in January when the 2024 membership drive begins.

We need to check with insurance to modify the pool waiver to include the fitness center but we also need to have the folks who use it this year sign a waiver now. Pete Mayer is going to take charge of the waiver and get rolling on it now. David Baker and Kyle are going to evaluate various pool memberships with fitness add on costs so that we can make an educated decision on what the fees should be.

III Pool updates: Lap swim is reserved for adults 7-8 and there is a concern that maybe we need to do a better job communicating this to our pool members. There is also a concern about making sure pool members are aware of the swim lessons that happen during the season and that the pool does not open until noon. There is consensus that we should make the pool hours more visible to the pool members. A visual calendar would be a great addition to our website of the pool hours. Pete suggested that the calendar be the landing page on our website so that people are not searching for the calendar.

IV. Social Media Platforms: Caroline Brusiter has been spending time on our social media platforms where she can set-up links for multiple calendars. This is another place where we can direct action to those specific pages. If there are separate URLs that we need to drive traffic to, Caroline has the ability to make this happen. Caroline has also set-up a Threads account.

V Bulletin: The next bulletin will go out early August. Caroline will be emailing out requests to make sure our success and events will be included in the Bulletin. The overall theme of the next bulletin will be emphasizing good neighbors and acts of kindness. We will include amazing stories about families in the Hollow stepping up to help others in our community.

VI. Cell Phone Tower update: Pete has an update on the cell phone tower update. Verizon submitted their plans for approval and then it had to go to the Fire Board for approval where apparently it got lost. The Fire Board needed to do a site review. It was discovered that Vz wants to use a gas powered back-up generator as their back-up power source. The Fire Board has notified Verizon that they need to come up with a new option for this power source as this is not something that is allowed in Marin County open space. The tower is still moving forward but it has slowed down once the request went to the fire department for review. Once Pete knew about this bump in the road he reached out to the fireboard and lit a fire to get this moving forward again. Verizon is now working at looking at new options for their back-up power source.

V. July Fourth Recap: Time to recap what went well and address changes that need to happen. Overall the impression was that the event was a smashing success. The parade was so great! The band on wheels was a success (SHHA helped pay for the truck/trailer).

Listed below is the feedback from the community and SHHA Board :

- **Tickets:** Not being able to purchase tickets for meal time ahead of time was problematic for some of the people. It threw people off. Suggestions to do presale tickets as this works better. People wanted to buy lunches for 12/15 people but couldn't buy them at once. Presale tickets would simplify the system and give people more optionality.
- **Drinks:** the tennis club said that the square system was too complicated. The complaint was coming from the volunteers. However the crowd was very happy to pay via credit card. The tennis club wants to simplify the drinks and not have as many pricing options.
- **Cash Payments:** we should consider eliminating cash entirely. Giving people change was difficult and volunteers were running from one station to another looking for change. A good option would be cash for tickets to avoid this situation.
- **Charcuterie board:** Some people took to much. Kids were also touching food/spitting it out. We need folks to monitor this. We also need folks to watch and replenish the boards. Next year there is a need to extend the volunteer hours.

- **Root Beer Floats:** Huge success and even the volunteers were happy to serve the floats. The floats were a break even.
- **Oysters:** The oysters were awesome. Kids were selling the Oysters tickets. The evening event this year was a little dicey as we were not sure how the oysters would sell. There is consensus that we could have sold more Oysters (3x as many). Maybe the price point of 3 for 10 dollars would have been great. The charcuterie board was an added bonus to help extend the day.
- **Food Sale:** 400 hot dogs/chicken apple sausage and 400 Hamburgers were purchased and we sold about 350 hamburgers and sold around 300 hot dogs/chicken apple sausages. Kyle has captured rsvp's versus actual attendance and he is going to recap all of the data for future reference.
- **Opening ceremony:** Gates to the pool stay closed until after the national anthem. We need to make sure that we have someone with opening remarks. Bar needs to stop during the raising of the flag. We should sell drinks prior to the opening ceremony because people are hammering to get them. Once the boy scouts begin with raising of the flag and the signing of the national anthem we need to stop selling drinks and make sure the gates to the pool are closed.
- **Trash Collector/Silverware:** The paid trash collector position was an overall success for our recycling efforts. However, there were some people who thought the drinks / liquid buckets were disgusting. Some thoughts are either moving the location of the trash collection station or perhaps skirting the table to hide the buckets. The silver forks: was too difficult because we needed to clean them quickly. Some people thought we should be using bamboo forks. If we continue with silverware, this will be another volunteer position that we need to find someone for.
- **Suggestions for next year's sales/Donations:** Gina suggested we "would you like to add a donation to SHHA" to the square. Perhaps we can list a \$5, \$10 etc. option for customers to choose from so that when they buy food or drink they can also have the option for a donation. Gina is going to talk to Aya to see if we can add this option to square going forward.

VI. Clubhouse Entry System Locking the doors: There have been some issues with the community center being left open. There was a recent issue when someone wandered in and took a watermelon and made a mess of the community center. Diane has since made a checklist for the lifeguards to help prevent these issues from happening.

VII. Security Cameras

Gina has explored a security system that would add cameras as well as additional security measures. We are going to add a camera to face the pool and at the front of our building as well as inside the community center. Gina is also looking at key/lock options that can be used with your phone. This would also solve the issue of lost keys. For example if someone rented the clubhouse they can let themselves in and out with that code. It would then be dismissed/not used once the time frame is over. Dave brought to our attention that the panic doors may not be set-up to address the codes for the doors. Spencer is worried that there is something more to manage.

This leads to a conversation about our current key situation. There is a suggestion that we should re-key and start fresh with a master key. There are too many master keys floating around.

Gina is going to start with cameras and Kyle will continue to work on the key/fob/phone entry for now.

VIII. Fairfax Lumber charge account set-up: Bruce Brody, Aya Andrews and Dave Baker are authorized to use the charge account. Anything over \$200 needs to have board approval. Itemized receipts are sent to Cory.

IX. President Gina's remarks regarding SHHA duties: Gina is looking at the board to challenge ourselves to help make a mark and broaden our outreach with our job duties. That should look to not sustain but to show we are thriving. We are having trouble getting things to fruition.

The Board members expressed personal goals to help broaden our reach this year:

- Kyle: Fourth of July, play book and wrap up the lap swim.
- Diane: Figuring out pricing for lap swim with input from pool team.
- Hayley: Fourth of July decorations folder
- Bryant's goal: Analyze pricing strategy and the aggregated costs. The numbers are so different this year than previous years. Does this mean we need to raise membership costs? Or is this why membership is down?
- David's goal: Pool news / price increases. Goal is to be more aware and available from a mind state. Getting price structure costs figured out for the pool to help the lap swim pricing etc. Looking at helping cut down our energy use on the pool especially in the off season. Optimistic that the new controller can save the board money.
- Gina's goal: To get us to a financially healthy future. We need to think of opportunities to help us be more financially stable. Need to be more balanced in our mindset on what is charitable and where we can make money. We should take opportunity of this so that we can plan for the future

X. Membership: Membership numbers are still below where they were last year. Although we have been getting some folks still joining (adding pool). Friends are softer this year than last year. Pete was thinking of doing a survey to check in with lapsed members to see why they haven't joined. Also looking at planning a new resident social on August 26th.

XI: Safety / Crosswalk update: The crosswalk installation was approved by the County however, we have missed the current season for installation. The County is going to pay for the cross walk in its entirety (including beacon lights, etc.) but we need to wait a few months for installation. Therefore SHHA does not have to pay for the crosswalk and the good news is that we can use this intended money for other safety issues. Gina has continued conversations with Green Valley Ct. regarding how to enter and exit HV Lane. There is the possibility of adding a sidewalk to the school to help with drop off/walking. Gina meets every two weeks with a collective group to make progress.

Gina made a motion to adjourn at 9:39 and it was seconded by all.

Acknowledged:

Secretary