

SILVER BEACH IMPROVEMENT ASSOCIATION

WINTER BOARD MEETING

March 6 @ 4:00pm via ZOOM

Minutes of the board meeting of the Silver Beach Improvement Association (SBIA), North Falmouth, MA held virtually through ZOOM on March 6, 2022 at 4:00pm.

The attached agenda is posted on the SBIA website.

Attendees: Penny Fleming, Ron Fernandes, Peter Leddy, Kelly Strain, Sarah Maxwell, David O’Keefe, Carolyn Halloran, Michael Halloran, Beth Tuleja, Andy Doherty, Casey Quirk, Rich McCarthy, Elaine Beckett, Ray Lofstrom, and Karen Kullen.

Absent: Beth Murphy and Peter Lind.

Call to Order and Welcoming Remarks (Penny Fleming)

President Penny Fleming called the meeting to order at 4:00pm, with 15 participants, and announced there was a quorum.

From Penny:

- Overall, we had a wonderful summer last year. Beach memberships were unaffected by the pandemic and the Beach and Activities Committees gave us another wonderful year of summer. These two committees put the FUN in New Silver Beach! They are committed to keeping the old fun stuff and trying out some new fun activities also! Sarah and Peter did an amazing job with much help and support from the entire board.
- The Store out-did themselves once again and had an amazing year of selling quality merchandise. They continue to amaze us all with their innovative ways in selling the NSB merchandise.
- Some of our committees work very hard in the background in keeping everything running... maybe they aren’t doing FUN things, but certainly necessary stuff... so thanks to Beth (Murphy) for taking on the serious subject of traffic! It is a thankless job but necessary to ensure the safety of our community. Grounds committee keeps everything beautiful, and it is a really hard work ... it’s the muscles of our community. Keeping the beach clean, trash, playground, environmental concerns, etc. Andy provides many hours of hard labor (behind the scenes) in keeping things going.
- Rich continued to support getting new members on board and doing everything possible to ensure that there were many forms of communication with old members ... from email blasts to targeted groups, personal letters, getting current membership cards delivered and visiting people face-to face. We couldn’t have a better person working on the membership. Someone who’s heart is NSB.
- Ron is a quiet leader on the board. He is a board member who SERVES the members. That is his “job”. In working with Ron, I have been a better president. There is no question about his integrity as a person and it carries forward in the Treasurer Role. I thank him for his dedication to the SBIA Board of Directors.

- The Tea Room. There has been a concern among all members and the board regarding the Tea Room. As everyone knows the Tea Room being closed for the past two summers has taken some of the FUN out of New Silver Beach. Last year, Ron and I sat and met with the Pacella's at the Tea Room. We reached out to them to discuss ways the association could help. They did have some ideas 1) better communication and 2) advertising. We agreed that those were two items that we could help with... we built a webpage on our website for the Tea Room to advertise and we offered to include Tea Room information on our weekly Newsletters. Since they didn't open, it never got any traction. What Mike and Holly would really like is for this Board to take a stand in favor of the Liquor License that he applied for two years ago. I've personally seen and heard a lot of "noise" about the Tea Room Liquor License, but I do want to say that there is no way for us to "band" together to fight for something that isn't real. A liquor license was applied for in August 2019 and from there I've not seen anything else. This liquor license issue has divided the community where neighbors have stopped speaking to their neighbors because of where they stand. How sad is that?? We have a beautiful place here and no matter what side of the liquor license anyone is on, we must do better. We took a stand in 2019 that, as an association board, we would not take a stand for or against the tearoom liquor license because this issue needs to be hashed out by the community and the Town Select Board and not by the NSB Board. We will continue to support the Tea Room as much as possible without taking a stand on the liquor license.
- Social Media. Everyone is aware of the NSB Facebook page which is not administered by the Board. This policy that was in place when I took the President position was that we do not engage, answer, give our opinion on social media. We are continuing that protocol. It's easy to get baited or sucked in some of these Facebook posts but please let's remember the policy. I have received text messages, seen Facebook posts, etc. from folks that are not happy with the association. I have continued to let them know that they should communicate through emailing to the association at our newsilverbeach@gmail.com email account. But that we will not answer questions written on Facebook. On another Facebook note, in February someone posted a picture of a New Silver Beach sweatshirt like the ones that we sell at the store. It seems unfair to the JW NSB Store volunteers to be working so hard and then seeing someone else selling NSB stuff on Facebook. I don't know what we can do about it but I wanted to bring it to your attention.

 - Carolyn asked if we should start a new Facebook site for the board. Sarah asked if we should do an Instagram Page. Penny asked Carolyn if she wanted to get a few people together to talk about social media.
 - David reported that we never had a (social media) plan. Penny suggested a Communications Committee form and that the Committee could come up with a social media plan.
 - Elaine shared that Lloyd has a social media group (not affiliated with NSB) that members must pay their dues to stay in the group – that each year all members are taken off and only put back on when their dues are paid. She suggested we think about employing this process if we are to have a social media page(s).

- NSB playground area and picnic area beautification projects. First, let me start out by explaining what we are doing today with these two subjects. I am asking for “directional alignment” and in all fairness to time, I would like to talk about details later. For this meeting, I am only asking for us to take an informal vote on moving to the next step ... which is do we want to pursue these two projects? Before we get started, I want to let you know that I have reached out to the Tea Room to discuss what their plans would be for the summer. I explained that we were having our Winter Board Meeting and we would begin planning for Summer of 2022. They have not responded. We also have been asked by several members to look at the playground area ... so since these two projects are similar in nature, I would like to talk about them both. A few members would like to look at how to beautify the playground area with new equipment and play areas. They are willing to put together a proposal of what they feel would be good and then send it to the board for discussion. They also would like to do some fundraising to defray some of the costs. They have sent me some details that we can discuss later. The second project also originated with some members who would like to see us clean up the area where the shed and store are ... some folks feel like the area needs to be cleaned up, making it pleasing to the eye, and usable for members. Based on rules against eating on the beach and no trash cans... we thought it would be nice to see how we could use the space as a member picnic area ... where people could bring their lunches down and eat in the picnic area (not on the beach). The space would be cleaned up... removing the unsightly dumpster and trash area and clean up the whole space ... possible ideas are to finish the area with brushed concrete and then purchase picnic tables, shade material, and trash cans for the area. One section of the picnic area would have pavers or bricks and we would do a campaign on selling “memorial bricks” to help defray some of the expense. On weekends, we would explore contracting with a few food trucks that would come during lunch hours on Friday, Saturday, and Sunday. We would also propose a couple picnic tables at the Silver Beach Avenue beach entrance (with a couple trash cans). The food trucks would service both entrances of the beach.
 - Mike said he was in favor of playground but not in favor of food trucks.
 - Penny added that food trucks would be a separate thing and give us option if Tea Room does not open.
 - Sarah suggested that we would make sure that food trucks don’t sell what Tea Room sells.
 - Peter expressed bring in favor of beautification and playground that it was nice to have facelift, but no on food trucks.
 - Kelly expressed that would be nice to have since we would already have things set up for Bingo .
 - Penny said in order get rid of the dumpster we’d need a plan - could have Ron Johnson put trash cans and service us when we have activities at the tennis courts.
 - Karen said yes to picnic tables. She reported that Ron Johnson not available but may have name of someone who may be.

- Carolyn expressed concern if we do not have good replacement for dumpster.
- Andy suggested having a kid in neighborhood put barrels out Thurs night and on Friday sort of like those two girls who help with beach clean-up. Sunday is a hard day to pick up trash. Need to get pricing.
- Penny announced that we have enough Yay's to move forward but cautioned that it will not be done this summer.
- Mike suggested that we should have the flexibility to do just a couple of these projects.
- Penny reassured that we will not move forward with either project without full support of the board.

COMMITTEE REPORTS

Beach (Karen and Casey)

- Penny reported anticipated difficulty with getting lifeguards and a beach monitor.
- The job description for the beach monitor was considered by the group. Should it include checking members cards and/or dealing with parking on Moses road? We agreed that it should have a clear definition. Karen will pursue leads. Desired coverage is for Saturdays, Sundays, the 4th and Road Race. Question was asked – can the Security Guard manage the beach monitor? Penny asked if we should put an ad in the paper for beach monitor.
- Karen tried to email the Security Guard to see if he'll return but his address was non-deliverable. Penny reached out to Seascape but they also use him. Lindsay might have it.
- Casey is in touch with last year's lifeguards and also prospective new ones. Many from last year are not coming back – mostly because are seeking internships.
- Penny will send email blast to our members that we are still looking for Lifeguards.

Traffic (Beth Murphy)

- Beth was not present.

Entertainment/Social Activities (Sarah & Kelly)

- All events will be back, NSB's Got Talent, etc. Will have a Dog Show
- Board members need to choose which event they'd like to own.
- Last year we had a real lack of volunteers. Kelly said that if everyone on this call reached out to at least one person it would help.
- We need two people to run each event.
- We need to make sure events are not same as tent sales so all events are not on the same day. In addition, Kelly or Sarah will reach out to Liz at the Yacht Club so we don't have a conflict.
- Sarah asked that was the deadline for calendars. Penny responded goal is April 30th so calendar will be out May 1.

- Tennis program – Kelly and Sarah were in charge last year but need to find someone who is passionate about tennis. Penny – because Peter didn't have insurance we treated him like a vendor – was a popular event and kids' activity. Right now to be determined because we're not sure if Peter wants to do it. Penny will reach out to him and get additional info

Finance (Ron)

- Ron gave a breakdown of the budget and added that every committee has an increase budget from 2021. He has forecasted 440 members which is 10% less than last couple of years. He reported that there will be no change in membership dues. He has earmarked \$7000 for the visual equipment upgrade (audio equipment has already been upgraded).
- *Motion to approve the 2022 budget by Ron. The motion was seconded. Vote was taken and passed unanimously.*

Grounds and Harbor (Andy)

- Andy shared that the beach clean-up is scheduled to be Saturday, June 25th. Rain Date to be Sunday, June 26th and that lifeguards will start June 25th
 - The raft and buoys will be out June 25 - depending on the tides.
 - The shed has electricity so can plug walkies in. Lights and floodlights done last fall.
 - Trying to get water hookup at tennis court area – we paid sewage fee. We would put something on the hydrant if we needed water. Requires a meter and a locking mechanism.
 - Brought up that Cavossa and Noonan both do services and suggested that we check with them for barrels and trash removal.
 - Steve Ellard – beach cleanup guy doesn't have new prices yet. Should be an increase of 3-5% at the most. Can do 1-2 weeks in July because going to wedding which is fine since Aug has the worst seaweed.
- History (Beth Tuleja)
 - Is saving the things Barry Bowman posts to our site.
 - Started scanning Sueann's book and will break it down by years
 - Recommended that anyone who has stuff upload to "The Box."
 - 125th anniversary in 2023. Ideas included: Tennis courts – maybe an ornament or a mug. A film someone put together. Cater it. Commemorative of tennis courts with harbor in the background. Maybe 125th festive hats, etc.

JW NSB Store (Elaine)

- Elaine – stock availability is worse than last year. Probably can't do second order. Paula's been great. No smalls in sweatshirts at all, got magnet bumper stickers for cars, more LL Bean bags and golf shirts. Probably not a 2nd tent sale. People can pay online and we'll hold the merchandise. Need more volunteers. Will probably have committee meeting same day as beach clean up

Membership/Volunteer (Rich)

- Rich will do email blasts to last year's members, and we will put the membership package on the website. Folks will be asked to complete a NSB Application and pay their dues through PayPal as per years past. We will continue to ask folks within the NSB boundaries to become members.

Movies (Beth Murphy)

- Beth was not available for comment.
- Sarah talked about last year's movies which she felt were complicated because it had to be on Murphy's computer.
- Ron stated that the old equipment made things harder so will be better with new equipment. Some new equipment was bought at the end of last year.

Motion to adjourn by Penny. The motion was seconded. Vote was unanimous.

The meeting adjourned at 6:00pm. Respectfully submitted by Casey Quirk

ZOOM Meeting Information: Meeting ID: 897 7189 5882 and
Passcode: 128265

Reports

- **Penny Fleming**
 - Summer 2021 Report
 - The Tea Room
 - Preliminary NSB Playground Area Beautification Discussion
 - Preliminary NSB Picnic Area Beautification Discussion
 - Social Media (Facebook)
- **Beth Murphy** - Traffic Advisory Project with Town of Falmouth.
- **Ron Fernandes - Treasurer Report**
 - Review 2022 Draft Budget
 - Vote on Dues Assessment for 2022
- **Committee Chair(s) 2022 Update**
 - Activities Committee (Sarah Maxwell/Kelly Strain)
 - Planned Events/Proposed Calendar
 - Beach Committee (Karen Kullen/Casey Quirk)
 - Beach Plan
 - Beach Activities (Swim Lessons, Horribles Parade, Swim Races, etc.)
 - Finance Report (Ron Fernandes/Michael Halloran)
 - Grounds and Harbor (Andy Doherty)
 - JW NSB Store (Elaine Beckett)
 - Membership/Volunteer (Rich McCarthy)
 - Movie (Beth Murphy)

2022 Board Goals

- **Penny Fleming/Beth Tuleja** - Electronic Recordkeeping of Business and Historic Records
- **Beth Tuleja** - Preparation for 125th Anniversary
- **Penny Fleming** - Develop new Communications Committee to include website administration and email blasts.
- **All Committees/Board Members** to provide written procedures documenting the processes of each committee and board member by August 2022