

Annual Winter Meeting March 11, 2017

Location: Waterside Place 505 Congress Street, Boston, MA

Board Member Attendees: David O'Keefe, Michael McCarthy, Carolyn Halloran, Jill West, Amy Delaney, Jay Affanato, Michael Brown, Allison Hutchins, John Hasson, Tom Malloy, Liz Cardiamenos, Ron Fernandes, John Tarr

Topics:

1. Discussed member analysis that was done by Ron Fernandes. He analyzed people who paid in the past but are no longer paying. He also identified houses in our defined area that have not paid in the past, so we can communicate with those non-members. We also discussed addressing rental houses that are not members, yet are advertising membership benefits on rental property sites.
2. David provided update on the harbor dredging and what needs to be completed by the town to get the project started next fall. All property owners have approved placement of dredged sand onto their beach property.
3. Boat rack – reviewed letter that Tom Malloy wrote which outlines program to manage the boat rack, including process, cost to get sticker, number of spots, etc. Program to be finalized and communicated in membership mailing.
4. Board – VP position is still vacant. Discussed the importance to fill this board role. Additionally, discussed getting people involved to help with social media: sending weekly emails, and posting events and updates on our Website and social media.
5. Security Patrol – Discussed hiring security to do periodic nightly patrol, instead of relying on the police. Mike McCarthy to explore.
6. Budget – Reviewed 2016 financials and 2017 budget including dues. Board voted 13-0 to not raise the dues in 2017 and voted 13-0 to approve the budget.
7. Store – Discussed consistent store hours, staffing, and ability to pay via credit card. Discussed new merchandise ideas such as Tervis tumblers, beach bags, SPF swim shirts, beach towels and engraved beer & wine glasses.
8. Beach Committee – Liz went through a detailed plan for the lifeguards, talked about staffing (including returning guards) and schedule; Wages were approved as part of the overall budget.
9. Grounds Committee – discussed options for addressing seaweed on the beach and raking of the beach; Set date for beach cleanup and new equipment needed, including: lifeguard stands, megaphones and surfboards.
10. Events – Reviewed key annual activities and new ideas; Discussed options for Illumination night (to encourage more house lighting), format for adult social, location of the cocktail party, golf outing details and kids activities. Carolyn to draft calendar for review.
11. Clubhouse – David provided an update on what actions have been taken and next steps, in order to provide an update to members in May