

NSB Winter Board Meeting  
March 21, 2020

Call to order: 6:15 pm by Mike Halloran

Attendees: Michael Halloran, Penny Fleming, Ron Fernandes, David O'Keefe, Lindsay Doherty, Andrew Gilmore, Andy Doherty, Sarah Maxwell, Rich McCarthy, Carolyn Halloran, Allison Hutchins, Peter Leddy, John Maxwell, Beth Tuleja, Beth Murphy

Call to Order & Opening Remarks (Michael Halloran)

- Wishing everyone in NSB well, and hoping that it will not effect the summer
- We will plan for the summer as normal

Financial Report (Ron Fernandes)

- 2019 was unprecedented in terms of financials
- 2020 budget put together before the virus hit, and is conservative in terms of membership numbers
- Also conservative in estimation of money made from the store
- Highest number of lifeguard hours for 2019 in years
- Keeping security patrol
- Beach cleaning expenses (seaweed removal)
- Budget meets commitment we have to the bank to repay the loan
- Budget vote: pass
- Dues to stay the same for 2020; now is not the time to increase the dues
- Motion to pass dues rates: pass
- Loan balance: \$54,000; line of credit is \$125, 000
- We are significantly ahead of where Ron thought we'd be at this point in terms of loan repayment
- Rate may be 4.25%, were paying 5.75% a few months ago (charged interest in the middle of the month)
- Ron thinks that the rate will continue to decrease for now
- Membership numbers have increased at every level of membership

Website Update (Penny Fleming)

- Goal: for all members to get their info about the beach from the website and have that be the main and only form of communication and interaction
- Drive people to the site for documentation, volunteers, and the store (new online store set up with additional NSB products)
- Store: can purchase Zazzle products via the site; could also order and pay online and then could pick up their purchases at the store; three ways for people to purchase during the summer; in the off season only the Zazzle products will be available to purchase
- Doing online and pick up purchases would require that the store manages and updates the amount of inventory online (ie: marking that a certain product has sold out)

- Need a new way to allow the store volunteers to process payments in the store (many problems in the past with losing WiFi and people getting charged incorrectly)
- Penny will be communicating to the store volunteers to discuss the possibility of online order/pay and in store pick up option
- Online volunteer sign up for every activity for the summer (including meetings and other activities that don't require signing up in advance)
- If a person clicks on "sign up" then it redirects to signupgenius.com for event
- Penny would like to pay \$25/month for four months for the pay version of Signupgenius.com (would allow for more than one person to be the administrator and get the volunteer info, and would eliminate the ads that are on the free version)
- No more volunteers via paper sign ups included in the membership mailer
- Penny will continue working on the site and the sign ups
- We all have to keep using the same language and push people to the website for every single event, activity, sign up, etc.

#### Committee Chair Reports

- Membership (Rich McCarthy)
  - Numbers for 2019 were incredible, and support from Ron and Lindsay is appreciated
  - Setting up tables is very helpful; we need volunteers to help out!
  - Need to do a better job to get the membership cards out earlier in the season
  - Add "pick up cards at 46 Ocean View Avenue" to winter mailing
  - We have long standing members who live outside of the border per the by laws
  - May look at updating the by laws to grandfather in long standing members, and then adding new members from outside of the area have sponsors to support their membership
  - Approaching people at tables and asking if they've gotten their membership tags is helpful in having people pay their dues
  - Member eligibility in by laws: many members are outside of the geographic boundaries; anyone from outside of the geographic boundary would have to apply to the membership committee and have sponsors
  - Possibly have "must be a property owner in the town of Falmouth" as verbiage
  - People outside of current boundaries who are not grandfathered in bring in around \$3,000-\$4,000 per year in dues
  - Idea to create a membership committee to review applications for members outside of the geographical area
  - By laws will be revised (full membership will need to vote on any changes)

- Action item: form membership bylaws committee to create process for out of boundary applicants and review applications
- Beach Committee (Lindsay Doherty and Andrew Gilmore)
  - Seaweed clean up - raking schedule for the mornings with the guards, and Andrew has an ATV that can haul 1500 pounds of seaweed at a time with a drag
  - Town has said we can't bury it, and we can't haul it away
  - Pursue private contractor for removal? No because Andrew is willing to help clean and haul
  - Beach committee needs to plan for Horribles' Parade (fire truck categories, posters, popsicles, ribbons) and swimming and running races (rope, bullhorn, coordinate with guards, ribbons)
- Grounds Committee (Andrew Doherty)
  - Clean up: 6/27 at 9 am (rain date 6/28)
  - Focus on West Ave corner of tennis court and path on the side of the court next to Tassinari
  - May need minor lifeguard stand repairs
  - Dumpster gate was damaged during a Nor'Easter in the fall (Andy to repair)
  - OOC Application – Falmouth Engineering will be filing with the town; we need to notify abutters so that they support our application to the town; hoping to get through that process before the summer begins
  - Run electrical to shed with lights and outlets to charge walkie talkies for guards (store already has electricity)
  - Hit back board in new courts? Possible issue with noise for neighbors, wind taking the fence down, and possible street hockey on courts damaging the surface
  - Tom Griffin coming back
  - Action item: Contact Ryan (police liaison) about attending opening meeting (Lindsay will email)
  - Action item: Contact Tom Griffin about attending opening meeting and finalizing his summer schedule (Lindsay will email)
  - Action item: Conversation with Moses Road Beach Association about their crumbling beach wall as a possible safety hazard **\*No one has been assigned to this item**
- Activities (Sarah Maxwell)
  - Similar to last year
  - Hockey skills/shootout with Michael Walsh (will use things to cover the tennis court surface)
  - Tennis lessons will continue
  - Action item: create draft calendar of activities and have board review and approve
  - Action item: assign leads to each event (not sure if this is happening this year?)

#### Other Notable Updates

- Document Repository (Penny) – need for record repository to maintain all of the documents and history of the beach; certain permissions will be granted to committee heads, etc. This summer will be focused on gathering the documents and setting up the structure of the folders
- Potential By Law Changes (Michael) – nothing urgent, just needs to be revisited and tidied up
- Capital Fundraiser Program (Dave) – recognition on the website?
- Memorial brick paver program – a good way to raise money and commemorate members; raise funds for what? We don't need money to pay for the courts because we're ahead of the loan repayment. Can we take donor dollars? It's not tax deductible for people who pay for pavers. Not a good time to do it because of the state of things today. Beth Murphy – people have contacted her about upgrading the playground. Andy to take look at the playground to see if it needs to be replaced.

#### Open Discussion & Close

- Vote to adjourn at 8:12 pm.