

SBIA
WINTER BOARD MEETING

March 16, 2019

Members in attendance:

Pete Lind
Allison Hutchins
Amy Matthews
Dave O'Keefe
Carolyn O'Connor Halloran
Andy Doherty
Brad Fernandes
Ron Fernandes
Lindsay Doherty
Jen Lynch
Michael Halloran

Meeting Began at 5:00pm

1. **General Update** – David O'Keefe

- a. Welcome & Introductions
- b. Member Survey Results

-643 total survey pool.

-309 total responses- 48% response rate overall- 64% of households responded.

-2 responses per household allowed.

-93% extremely or somewhat satisfied.

-Many of the more frequently mentioned “high dissatisfaction” issues are already on the board’s radar.

-Opposing feedback received (food rules, beach cleanliness, etc.)- Can’t please everybody.

-Need to better assimilate new members- newer members/families that may not have ties to/history with the area, how do we help them feel welcome?

-Public safety- seawall, jetty, speeding cars, glass from dredging.

-Broken seawall (Moses Rd)

-Jetty- not our property, approach town with concern

-Speeding- temporary speed bumps not allowed- town wide issue

-Top Synthesized Comments:

-Beach cleanliness/Seaweed Removal

-Trash barrels- People are using trash barrels for personal use.

-Invest in new barrels

-Non-members using the beach→ Membership tables as a solution; use membership tags again this Summer. Will need board members to staff/volunteer to handle the membership tables.

-Parking- Ocean view entrance, Harbor→ Some members were happy to see that parking was monitored because it helps maintain access for emergency vehicles, but other members unhappy that parking is not available.

-Re-paint area around private driveways so that members are more aware of private driveways and making sure that people can enter and leave their driveways?

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- Include information about appropriate places to “park” bikes, strollers, etc in “Welcome Letter” so that members are aware of the issue.
- Parking along the Harbor
 - Not association’s property
 - How do we make a path to allow for strollers to get to playground.

- Bathrooms- Porta potties are for staff use or function use. Opening up bathrooms may cause more problems (need to empty them more often, makes it easier for non-members to use our beach).
- *Communicate reasoning with members.
- Unleashed dogs- It is illegal for dogs to be on the beach, unleashed or otherwise- is this something we want to police?
 - Send gentle reminder in “Welcome Back” email about the law regarding dogs on the beach. “Per town ordinance, it is illegal for unleashed dogs to be on the beach between the hours of...”
- Night monitoring of beach and area-
 - 4th of July and week of the Falmouth Road Race are always problems. Will request police detail for these weekends
 - Hire security detail
- The “wall”- Some members are unhappy that the wall was not put back in after the courts were re-done. Communicate with members about why the decision was made (free-standing wall no longer fits, after reconfiguration of play surfaces, and wall would be used for purposes that could damage the new courts).
 - Goal is to maintain and preserve the investment made in the courts.

a. Action items

- Package survey results and disseminate to members. Ensure that members know that their opinion matters.
 - level of detail and distribution channels
- Develop new member program
 - Meet and greet specifically for new people to the area.
 - Adult social event at beach for sunset; meet the Board
 - Meetup for coffee at the playground- Mom’s with younger kids.
 - Meet at courts prior to cocktail party- might make new members more comfortable going to cocktail party-
 - Welcome letter- identify new members and find out what they might be interested in.
- Develop list of initiatives and communicate
 - Ensure top feedback is addressed.
- Explore new event suggestions
 - Not enough interest for Casino trip.

c. Communications Role

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- New board position?
- Weekly e-mail with the schedule of events for the week.
- Survey reported that people like communication through e-mail.
- Website changes
 - Sign-up for swim lessons
 - Reminders/Updates
 - Google calendar
 - Google groups or List Serv for e-mail, signup through the website.
 - Explore ways to improve functionality of the website to improve communication ability and make the site more user friendly.
 - Brad to look into possibilities for site development.
 - Text messages also preferable for some.
 - Facebook site option. Confusion around current New Silver Beach page, which is a public page, not managed by the association

d. Document Repository

- Google drive?
- One organized place to store all documents (information about cookouts, activities document, lifeguard contracts, financial information, etc.)
- Penny Fleming has volunteered to help spearhead this initiative.

e. Open

2. Financial & Membership Report – Ron Fernandes

- a. 2018 Membership Analysis
 - Operating Income- 20K more in profit than expected. Record number of memberships (434).
- b. Proposed Budget for 2019
 - Budget based on 385 members- conservative estimate.
 - \$3,600 more in beach cleaning
 - \$2,800 more in security
 - Budget approved by members in attendance
- c. 2019 Dues
 - Keeping an eye on Senior and Full Membership trends.
 - \$300 for full membership.
 - Dues approved by members in attendance
 - No increase to dues
- d. Line of Credit
 - \$79K with 6%
 - \$25K in bank account

3. Capital Expenditures – Dave O’Keefe

- a. Signage for New Lifeguard Stands
- b. Landscaping
 - Hire professional to plant seagrass around dumpster area.
- c. Guard Supplies / Equipment
- d. Retaining wall along tennis courts
- e. Back-pack blower for sand on tennis courts

4. Beach Committee – Lindsay Doherty

- a. Guard Status and Roles
 - 4 out of 6 guards are returning guards.
 - 3 out of 6 will be water safety instructor certified

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- Head guard hired- Carolyn Hanson
 - Reinstating incident reports- filled out by head guard- report back to board and greater membership. Protects Association with documentation.
 - Enforcing expectations→ 3 children on raft means a guard needs to go out to the raft. Peak small children time (10am-12pm)- lifeguard should be at water's edge to help watch). Two guards shouldn't be in the stand at the same time.
 - Sign-Up Genius for Beach Committee- helping to make sure the lifeguards are supported.
 - Evaluation and Mid-Summer Check-In. Performance improvement plans. Weekly staff meetings.
 - b. Start and End Dates; Weekly Schedule
 - Guards start 6/22 and end 8/18
 - Lessons start week of 6/24
 - c. Board Support
 - Introduce board members to lifeguards so that the guards are aware of who might be able to support the guards. Extra sets of eyes to help support the guards.
 - d. Swim Lessons
 - Sign-up online through the NSB site
 - Lessons organized by skill rather than age (following Red Cross guidelines).
 - Descriptions to help parents determine appropriate lesson.
 - Note to parents regarding changes in group- moving "up" or "down."
5. **Grounds Committee** – Andy Doherty
- a. Beach Cleanup Day- June 22nd, rain date June 23rd
 - Members bring lopping shears, rakes, pitchforks. Clean up the beach and entrances and the courts and surrounding area. Move lifeguard stands and bike racks.
 - b. Seaweed/Beach Cleaning — Peter Lind
 - Jim Grady- DPW- Willing to do seaweed clean-up as long as he's able to (part of the beach at the end of Ocean View is town owned).
 - Need a back up plan.
 - c. Grounds
 - In good shape because of recent court project.
 - d. Security
 - Tom Griffin- Start at Ocean View Ave at 9pm, stay until 11pm, go to Seascape, then return later around 12am/1pm. Steve Femino as back-up. Fri/Sat/Sun on busier weekends (Labor Day, 4th of July), Fri/Sat regular weekends and then one undetermined night over the course of the week. \$50/hr.
6. **Activities Committee** – Carolyn Halloran
- a. Proposed Calendar
 - Fitness Directions at NSB- Starts 6/24
 - Beach Clean-Up- 6/22 and 6/23
 - Cocktail Party- 6/29 7pm at Hutchins'
 - Horribles Parade- 7/4 10:15 am
 - Swimming/Running Races- 7/5 Afternoon
 - Tennis Lessons- Begin 7/9 Tuesday mornings and Thursday afternoons.

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- Kids Pizza and Corn-Hole- 7/9
- Arts and Crafts- July- Audrey Hutchins- possibly a 2nd date
- Fishing Tournament- 7/13
- Irish Night- 7/13
- Teen Dodgeball- 7/18
- Crabbing Contest- 7/20
- Kids Dodgeball- 7/25
- Corn Hole- 7/27
- NSB Golf Tournament- Cape Cod Country Club- Friday 8/2
- Illumination Night- Brad 8/3
- Bingo and Hoodsies- 8/6
- End of Summer BBQ- 8/31

- a. Leads and Volunteers
 - events will be cancelled if there isn't a lead person.
- b. Movie schedule – Amy Donovan
 - TBD Adult and Teen Movie night
- c. Use Sign-Up Genius to get people involved.

7. Miscellaneous – Dave O'Keefe

- a. Volunteer Program
 - Volunteer event at the beginning of the Summer. Invite members, especially new members, to come down and find out how to get involved.
- b. Little Free Library
 - Build/Order Library- removable at the end of the season.
- c. Brick Fundraiser
 - Sell bricks, engrave name on the brick.
 - Put idea on hold for now, but brainstorm possible uses for revenue.
 - Handicapped swing.

8. Open -- All

Meeting Adjourned at 8:56pm