

SILVER BEACH IMPROVEMENT ASSOCIATION

Winter 2025 Meeting

Date: Thursday, March 11, 2025. Called to order at 7:05pm EST

Attendance

Present:

- Michael Halloran
- Denise Foss
- Katie Asack
- Casey Quirk
- Kelly Strain
- Billy Shouldice
- Andy Doherty
- Brendan Walsh
- Meghan Rogers
- Adam Thorpe (joined at 7:25pm)

Absent:

- David O'Keefe
- Sarah and John Maxwell
- Quorum confirmed

Agenda (Michael)

- Introduction of new members (Billy and Brendan)
- Discussion of pre-summer preparations
- Committee reviews

Communications – VP Role (John Maxwell)

- Coordinates communications via website and daily updates to membership community and email; manages Mailchimp communications
- Ron Fernandes previously administered WordPress and Mailchimp; still providing services, primarily financial
- John is transitioning to take over this role
- Potential need for website manager to update the site with membership packages (primarily May and September updates)

- Email management during summer months (10-50 emails daily) requires assistance
- Board is encouraged to identify potential community members who could serve as email gatekeepers

Budget Report (Michael)

- Ron continuing role as controller/bookkeeper
- Budget prepared in collaboration with Michael
- Full approval scheduled for kickoff meeting
- Conservative projection of 450 paid memberships (down from 465 last year)
- Budget highlights:
 - Beach and seaweed cleaning increased to 8 times (from 4 last year)
 - Insurance projected to increase 8%
 - Additional funds allocated for equipment, supplies, and activities
 - Major expenses: lifeguard salaries and insurance
 - Lifeguard hours budgeted at 1,700 hours (average of past 5-7 years)

2025 Profit & Loss Projections

- No increase in membership dues this year
- Estimated revenue: \$109,375
- Store revenue budgeted at \$22,000
- Expenses include increased lifeguard hourly pay
- Insurance represents largest increase
- Projected net profit of \$9,000 to be added to capital fund (currently \$75,000)

Motions Passed

1. Motion to maintain membership dues at last year's rates - Approved unanimously
2. Motion to accept the 2025 budget as presented - Approved unanimously

Activities and Events

- Over 100 events were held last year of varying sizes and scopes
- Presidents from Seascapes, Nye's Neck, and Wild Harbor attended a meeting and were impressed with NSB's activities program

Adult Activities (Denise)

- Two adult socials planned:
 1. Welcome Summer Social: Date TBD
 2. Mid-Summer Social: July 19

- Illumination Night:
 - Returning to pre-COVID format at tennis courts
 - Planned elements: music/DJ, live entertainment, face painting, ice cream
 - Considering additional features like train, tickets, bounce houses
 - Date set for July 26
- Clean-up Weekend: June 28-29

Kids Activities (Kelly and Katie)

- Kids' Corner: Fridays at 10am
- Tie-dye event
- T-shirt design/ordering for fishing/crabbing (seeking volunteers with graphic design background)
- Kids Bingo: Wednesdays 4-5pm (Sarah)
- Music and Movement for "Munchkins" (Katie)
- Fishing Tournament: Saturday, August 9, 8-10am (Brendan and Billy)
- Crabbing: Sunday, August 3 (Adam)
- Adult activities continuing: Boot Camp, Pound Fit (Katie, Thursday mornings), Cardio Kickboxing (every other week)
- Basketball: August 16, 5:30-7:30pm
- Discussion of potential new activities:
 - Pickleball
 - Modified dodgeball for different age groups
 - Beach volleyball (challenges with net installation noted)

Action Item: Determine attendance numbers from last year's tennis program

Membership (Adam)

- 465 members last year (compared to ~490 in previous years)
- Current numbers align with pre-COVID levels
- Full membership remains steady
- Senior membership increasing
- Junior membership has decreased
- Cards: Ordered 550 cards in past; reviewing two new designs; budget \$455
- Early outreach planned for those who didn't sign up last year
- Few complaints about price increase

Action Item: Update membership package from last year and finalize schedule
Action Item: Set up auto-reply for department heads to help manage email flow

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Beach (Report from Sarah Maxwell)

- Staffing: 7 lifeguards, 1 lead guard, 1 assistant lead guard, 2 part-time guards, 1 floater
- Claire returning as head guard
- Four returning guards
- Actively hiring additional staff as needed
- 2025 Beach Schedule:
 - Opening: June 28
 - Swim lessons begin: June 30
 - Horribles Parade: July 4, 10am
 - Races: July 5
 - Last day for swim lessons: August 21
 - Last day for guards: August 23
- Discussion about phone use by lifeguards; reinforcement of no-phone policy while on duty
- Safe summer reported during beach hours

Grounds (Andy Doherty)

- Cleanup day: June 28, 9am at tennis courts
- Rain date: June 29
- Beach cleaning: Contractor continues seaweed removal (heavier in August)
- Annual conservation permit renewal needed for beach cleaning
- New additions planned:
 - Bike rack for playground area
 - 1-2 new metal picnic tables
- Tennis courts in good shape; lights fixed last year
- Raft installation: Week of June 28 (weather dependent)
- Need new moorings for swim buoys (in budget)

- Tennis court locks: Exploring timer locks or remote access options due to staffing changes
- Beach cleanup by local youth a few days per week

Action Item: Investigate timer locks or remote access for tennis courts
Action Item: Continue security detail sharing with Seascope

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Movies (Adam)

- Adam will coordinate movies again this summer
- Candy helpers ready
- Schedule: June 29 - August 17 (target 8 movies, minimum 7)
- Projector location needs confirmation
- Need to ensure movie download capabilities and passwords

NSB Store (Casey)

- ChappyWraps returning
- New ordering team: Denise Peticano and Cathy Verise replacing Paula Merchant
- New colors and items planned
- Two orders: pre-season and mid-summer as needed
- Blanket pricing: \$110-120 (market value \$140-150)
- Store schedule based on volunteer availability
- Friday late afternoons identified as key opening time

Action Item: Ensure lifeguards communicate that store doesn't handle membership cards

Action Item: Casey to share typical order quantities for kids' event T-shirts

Action Item: Katie to design consolidated activities T-shirt

New Business

- Consideration of a potential membership raffle (Michael to research regulatory requirements)
- Adult social theme suggestion: 80s
- Ron remains contact for kids' corner activities funding

Board Updates

- Secretary Meghan Rogers is stepping down from the position due to personal conflicts. She will be available to assist with committees this summer as needed.

Meeting adjourned.