

SILVER BEACH IMPROVEMENT ASSOCIATION

WINTER BOARD MEETING

March 5 @ 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 5, 2023, at 4:00pm EST. The attached agenda is posted on the SBIA website.

Present: Katie Asack, Elaine Beckett, Kara Chapman, Andy Doherty, Denise Foss, Ron Fernandes, Penny Fleming, Carolyn Halloran, Michael Halloran, Karen Kullen, Peter Lind, Ray Lofstrom, Casey Quirk, Meghan Rogers, Jennifer Rogg, Kelly Strain, Beth Tuleja

Absent: Sarah Maxwell, David O'Keefe

CALL TO ORDER (Penny Fleming)

President Penny Fleming called the meeting to order at 4:00 pm, with 17 participants, and announced there was a quorum.

- Penny introduced and welcomed new board members Katie Asack, Kara Chapman, Denise Foss, Meghan Rogers, and Jennifer Rogg.
- Penny commented that the Board works hard all year, but very hard in July and August. A lot of work gets done by the board. It's unbelievable how much these volunteers do. Let's thank everyone, especially committee chairs and executive officers, as they make it all happen.

JOB DESCRIPTIONS (Penny Fleming)

- Previously, we had no descriptions to provide to those interested in joining the board. This year, Penny created job descriptions sent to all board members. Current members had no feedback or notes. If approved, the descriptions will be put into policy.

Motion to approve the job descriptions by Penny. Motion was seconded. Vote was taken and passed unanimously.

- Penny commented on the board support roles on the board slate. We bring board members on and assign them to specific committees. Everyone is welcome to help, but a reminder that we do have some people that we're expecting to be co-chairs for specific committees.

SECRETARY AND PRESIDENT POSITIONS UPDATE (Penny Fleming)

- Currently, there are two open positions on the board. Vice President is key because Penny will need someone to take over her position in 2024. A member of the community has volunteered, but we haven't yet pursued this option but will send the job description for the Vice President position after the Winter Meeting

for his review. We will request him to send an email to the board with his qualifications to fill the position.

- The secretarial position is open because we want to update the secretarial duties. There is a high volume of mail, email blasts, website administration, etc.
- Penny introduced Meghan Rogers, who is up for the position. Meghan is a lifelong summer resident of New Silver Beach with the Donnelly family on Hillside Ave. Meghan has over 15 years of experience in Public Relations and Marketing. She currently lives in Los Angeles but is familiar with the platforms the board uses for communication and web design and feels she can handle the position remotely.

Motion to vote on the position of secretary by Penny. Motion was seconded. Vote was taken and passed unanimously. Meghan Rogers will serve as the board's 2023 secretary.

CONSERVATION AND PERMIT ISSUES (Andy Doherty)

- Per Andy: Our conservation permit is up for renewal in July. We must apply at least 30 days before. Our last permit was July 22, 2020. We must renew every 3 years.
- Andy had a zoom with Conservation. We need to adhere to the terms in conditions that they provided 2.5 years ago, which we didn't really do.
- We must email Conservation every time the beach is cleaned and notify Conservation 10 days prior to our new contractor starting.
- Peter requests to be CC'd on the Conservation emails so he can assist Andy. Per Peter: something seems wrong with timing. Since he's local, he's happy to look into this for Andy.
- Per Peter, we must renew license for the lifeguard chair on Silver Beach Ave.
- Per Penny: We were granted a 99-year permit for the lifeguard chair / stand.
- Penny has the permit saying we didn't have to renew every five years.
 - TO DO: Penny will find lifeguard chair / stand permit in order to show Conservation.
 - TO DO: Andy will forward a package of everything we've done and are going to do to board. This is strictly for beach cleaning.
 - TO DO: Andy will continue to review Conservation documents and decide how we need to move forward.
 - TO DO: Andy has contacted a new beach cleaner (previous cleaner retired) called The Sandman but hasn't received response. Will continue to follow up. Karen Kullen has offered to follow up in person.

- **Beach cleanup will take place on Saturday, June 24, 2023 (rain day is Sunday 6/25)**
- A few projects coming up: hoping to build a new container for trash barrels behind shed; regular maintenance this year. Need a few new signs, tennis court still looks great.

BEACH – LIFEGUARDS / BEACH MONITOR / PICNIC TABLES (Karen Kullen)

- Per Karen: Sent out emails to last year's lifeguards re: interest in returning; texted beach monitors for their interest.
- Karen hasn't heard from anyone yet. If there's no response, we'll advertise the position sometime in April.
- As we get closer to the summer, Karen will have a better idea of lifeguards on staff and plans for races, parades, etc.
- Per Ron: The hourly rate is \$20/hour for monitors and lifeguards. We will have to be close to that, if not slightly higher.

125th ANNIVERSARY (Beth Tuleja)

- Per Beth: **Date is set July 29, 2023 (Illumination night).**
- Theme: Celebrating community for 125 years!
- The blanket is ordered and will arrive in May or June.
- The ornament is in process (Martha McGann is working on this).
- The anniversary event will be held at tennis court, with rented tent. There will be a cake, ice cream and possibly a light dinner.
- Per Beth: main emphasis on more lighting. To that effect, Beth has spoken to the yacht club, who have lights we can borrow. Trying to put something together to light up the harbor or perimeter.
- Beth bought Christmas lights personally so she can have them for sale before 7/29, so people aren't looking for supplies.
- Thinking about bringing back a scavenger hunt that day for the kids.
- Table and chairs have been ordered.
- Per Beth: Thinking about replaying the Hurricane (Bob) video; trying to tie in history.
 - Comment by Penny: History is good, but it may be better to focus on the differences between the 100th and 125th celebrations.
 - Comment by Denise: Agree. Focus on light, fun, celebratory, not destruction.
 - Comment by Jennifer: Can we reach out to the community for NSB photos they'd like to share and put together a slide show to music.
- Bonfire: thinking of bringing it back, weather permitting. Majority agrees, great idea. We will need approval from town.
 - Per Ron: Can we have the bonfire without the town permit? It's suggested that we go to the Falmouth Fire Department and say we're having a marshmallow fire on the beach.
- Alcohol: Majority agrees there is no need to pursue liquor license. Focus on family / do not need it.

ADULT ACTIVITIES (Carolyn Halloran)

- Cocktail Party will move to the tennis courts this year. Weekend of June 24th; more info to come.
- Golf: aiming for August 11th, open to all members.
- 125th Anniversary: SEA CREST COCKTAIL PARTY
 - Thursday, July 6th. Time TBD (6 or 7pm)
 - Final stages of prep. A few volunteers are already working and Carolyn will send an invitation to let people know via email.
- Cornhole: date TBD, this will be a 21+ event
- End of year cookout: August 26th.
- It was mutually decided Kids Activities will handle teen events. (See page 4 for updates).
 - TO DO: Ron will secure liquor licenses for the opening cocktail party (weekend of 6/24) and end of year cookout (weekend of 8/26).

KIDS ACTIVITIES (Kelly Strain)

Kelly was waiting for the larger events to establish and will fill in kid and teen events from there.

- Teen events will now fall under kids' activities. Penny will change job description.
- All of the kids' events will be back this year, as follows:
 - Tennis (update below)
 - Basketball (teen)
 - Dodgeball (teen): Dave may be available to volunteer. Kelly will need additional volunteers in order to run this event, likely over the course of two nights.
 - Fishing tournament: Sarah Maxwell volunteering
 - Crabbing: Jenn Rogg volunteering
 - Scavenger Hunt: To take place on 7/29 in conjunction with 125th celebration. Ideas include teams of 5; using cell phone to take pictures of answers; hand out medals for winners and ice cream sandwiches for participants. Younger kids to be accompanied by one adult.
 - Weekly Crafts: Katie Asack (former art teacher!) will assist.
 - Talent Show: This year will be live. Date TBD.
- **VOLUNTEERING:** Kids activities still needs volunteers.
 - TO DO: Set a separate meeting for volunteer recruitment (ideas include using the new FB page (New Silver Beach Community Page, email blasts, free school app, signup.com, etc).
- **KIDS TENNIS** (Penny Fleming)
 - Peter Walter wants to come back and use the same setup on our courts (he is insured).
 - We will collect payment for Peter via PayPal and will pay as a vendor.

- Tuesdays and Thursdays.
- **SEA SCOOPS** (Penny Fleming)
 - SBIA has booked all Saturday nights in July aside from 7/29 (Illumination and 125th anniversary) as well as a few weekends in August.

TEA ROOM (Penny Fleming)

- Per Penny: Based on outreach to Mike Pacella, Penny confirmed he has acquired the Tea Room. Penny asked if he will be opening the restaurant, which he didn't respond. Mike did respond with a request to facilitate the association in helping with other adult events. Penny responded saying that the winter meeting is forthcoming and requested details on opening, which he didn't respond to.
- The Tea Room is a big part of NSB and we don't want the community to forget, but we will focus on supporting our own events until they officially open.
- Jenn acknowledges and thanks Penny for going out of her way to keep the door open for Mike to be involved in a warm and cordial manner.
- Ray brought up the possibility of food trucks. Per Penny: a good idea and would be a part of playground and picnic updates. We wouldn't do food trucks if Mike opens.

JW NSB STORE (Casey Quirk)

- Casey is the newly appointed SBIA store chair, taking over from Elaine.
- Paula Merchant (Member Support) will continue to do inventory, which she's been completing over the past few weeks.
- New items may include crew neck sweatshirts, dog collars and leashes.
- Hoping to begin online presence / online store. Ideally, it will be in progress this summer, so it is fully running and ready for holiday orders (by October). Online orders will be mailed to recipients (no pickup).
- Store will be open as scheduled in past.
- Very little inventory left (currently in the store, up on tables).
- More volunteers needed.

MEMBERSHIP (Elaine Beckett)

- Ron, Penny and Betty Craig are on the membership committee.
- Ron has ordered badges.
- Pickup table will be setup on beach cleanup weekend (6/24).
- There will be volunteer signup at badge pickup for all events.
- Membership & Events: Elaine suggests each of the committees are given a list of volunteers who would be willing to check badges for admission.
- Digital membership cards are still something we may look into. In the meantime, members can take a photo of their badge and present it with a picture ID.

SUNDAY MOVIES & SBIA SOFTBALL (Sarah Maxwell)

Sarah wasn't able to make this meeting.

- Comment by Penny: Sarah will provide a list of movies and they will be included in the membership packet.
- Sarah is also running Sunday SBIA softball.
 - TO DO: Find and recruit volunteers for this committee.

SBIA PROJECTS:

1. **SBIA PLAYGROUND AREA BEAUTIFICATION** (Jenn Rogg)
 - Please see attached research and literature, provided by Jenn, regarding playground layout, dimensions, design and potential next steps.
 - Jenn first approached the board last spring re: an upgrade on the playground. Its current condition supports need for an update.
 - Objectives as follows:
 - Get something up and running for the 2023 season.
 - 2 – 12 age range.
 - Install a structure with 20+ years of life.
 - Depending on what SBIA can contribute, we could probably fundraise the difference within the community.
2. **SBIA PICNIC AREA BEAUTIFICATION** (Jenn Rogg)
 - Jenn has been in touch with Nobska light, as they are completing a similar fundraiser. They went with a nonprofit website called Little Green Light that helps setup fundraising campaigns and used Grafton Bricks (local company) for engraving the bricks required, but it's had a very long lead time.
 - Jenn also researched National company Brickmasters that have a fundraising website, assist you with setup and manufacture the pavers / bricks. Customer service has been excellent.
 - The cost of the pavers/bricks is approx. \$20 with engraving. We'd be selling for approx \$100, giving us the potential to make between \$15 and \$30k. Great way to raise capital to fund the playground and picnic area beautification and will bring a lot of community interest.
3. **SBIA PROJECT(S) FUNDING:**
 - Avenues for funding: Pavers, contribution from the association, additional way to raise funds i.e. GoFundMe or similar platform.
 - Per Ron: the association will have enough to pay for this project initially and then can recoup. Ron feels the patio is secondary to the playground. Per Penny: nice to potentially get a deal on the two projects at the same time.
4. **SBIA/CONSERVATION (Per Andy)**
 - Anything within 100 ft of water must be cleared with conservation.
 - We may have an advantage with existing structures, but should double check.

- In re: to lifetime product warranty for playground, make sure companies are aware of sea water and the wear and tear it creates, and that this is included in warranty.

Motion to vote in support of moving forward on the playground and picnic area projects. Motion seconded. Unanimous vote yes, to proceed (Elizabeth Tuleja absent from voting).

- TO DO: Contact David O’Keefe for land survey and establish what SBIA owns.

SBIA BUDGET UPDATES (Ron Fernandes)

- Ron connected with each committee member to review budget. All requests have been included in the budget.
- The beach budget needs more funding, which was included.
- The Sea Crest mixer received a budget of \$750, which, because of tickets for entries and cash bar, may not be needed.
- The budget projects 475 paid members for 2023 season. The last three years have yielded between 490-500. Hoping 475 is conservative.
- We should generate \$12.5k excess for Capital fund, which is already at \$40k.
- Ron recommends no changes to dues. There is no reason to increase. Dues as follows: \$300 for a full family; \$115 for seniors; \$150 for junior membership.
- Per Ray: does it make sense to increase annual dues for upcoming projects? Ron doesn’t find it necessary. Penny agrees and recommends we reassess once we get bids about picnic area and playground.
- The finance committee approves the budget.

Motion to adjourn. The board seconds. Vote was unanimous

Meeting adjourned at 6pm EST

Minutes submitted by Meghan Rogers

BOARD ACTION ITEMS (condensed from each committee update)

1. Penny will find lifeguard chair / stand permit in order to show Conservation.
2. Andy will forward a package of everything we’ve done and are going to do to board. This is strictly for beach cleaning.
3. Andy will continue to review Conservation documents and decide how we need to move forward.
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5. Andy has contacted a new beach cleaner (previous cleaner retired) called The Sandman but hasn’t received response. Will continue to follow up. Karen Kullen has offered to follow up in person.
6. Ron will secure liquor licenses for the opening cocktail party (weekend of 6/24) and end of year cookout (weekend of 8/26).

7. Penny will setup a separate meeting for volunteer recruitment (ideas include using the new FB page (New Silver Beach Community Page, email blasts, free school app, signup.com, etc).
8. Sarah will find and recruit volunteers for Movies Committee.
9. Jenn will contact David O'Keefe for land survey and establish what SBIA owns, re: playground project.

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