

SSCA BOARD OF DIRECTORS

January 18, 2021

Rod McCaughey, President, called the meeting to order at 9:07 am. Meeting held via Zoom. Board Members in attendance: Randy Grimes, Joel Newton, Jeff Johnson, Bob Baculik, Lee Fallon, Ernie Dash, Emily Gould and Tisa Head.

Agenda: Emily made motion to approve the Agenda and it was seconded by Ernie. One item added to New Business (Bylaws). The agenda passed unanimously.

Minutes: The Minutes from the December 12 Board Meeting were previously emailed to Board Members by Tisa Head for comments/corrections. Motion to approve minutes was made by Lee, and seconded by Emily. The minutes were approved unanimously.

Board Member Comments :

- No comments.

Remarks from Boat Club:

- Boat Club excess funds from 2020 have been moved to Marina Reserves account.

Remarks from Tennis Club:

- Pickleball Courts – For short term, BOD can pursue lining existing court, though parking may be a problem. For long term, BOD can explore adding a pickleball court, and parking spots, possibly at another location than Tennis Courts on Hillcrest. Hillcrest Beach may also be a good spot. There is an area there that is large enough to add courts, and not take away any parking.

Membership/Slip Rentals: Randy Grimes –

- 735 members signed up so far for 2021. Not sure how that compares to same time last year.
- Per Lee – we have already doubled number of online payments this year compared to last year.
- Would like to send out reminders every month to re-enroll membership.
- Receiving questions about parking at Loblolly. Need help from Joel when they finish work at Hillcrest. Will also need Ben's help.
- Receiving compliments on kayak racks. No complaints at all!
- Need some signs up at the marina's requiring that indicate decals are required for parking and for using boat ramp. Bob is working on getting those signs.

Secretary: Tisa – No report.

Treasurer's Report: Ernie –

- Ended year in great shape. Primarily, from more money brought in from slip rentals. The current Net Income for the 2020 is \$70,829.50.
- Prepay Dues through December was \$30,035 (compared to last year, \$50,000).
- Payroll and Website expenses - ended up on budget for Payroll, and a little over for Website.
- Key December events: Filed for PPP Loan Forgiveness that we received in 2020.
- Plans Ahead:

- Develop plan for funding pond maintenance based on BOD guidelines.
- Align Reserve Study recommendations with our existing Balance Sheet Reserve Accounts
- ARB - One application received in December, which was approved. We have one in January that will be denied. An appeal will most likely come in, and will need to come to the Board to be approved.
- Reviewed reports on P&L, Balance Sheet and Reserves for 2020. We are in good shape. Amount in reserves is more than what was projected for in the Reserve Study.

Communications/Website: Lee

- Continued to implement changes to website. Database links are flowing the way they should. Back end process is simpler, and people are receiving their decals quickly. Members are getting use to changes and capabilities of website.
- Office admin are getting more experienced with website and its capabilities.
- It was good that we implemented new site last year, before Pandemic, as it was very helpful in getting us through 2020.

Long Range Planning/Bylaws: Jeff –

- When we begin aligning reserve accounts with reserve study, please include him and Jim.
- Asked about slate of nominees going out. Lee said it went out on Thursday. Ballot will go out on the 26th, which will give members 3 days to vote on the full slate of nominees.
- Bylaws need to be updated to address new reality of electronic meetings, voting, and communications. The electronic meeting and voting is allowing more members to participate in SSCA. In the past, meetings only had 20-30 attendees. We now have ways to allow more members be involved in SSCA. Bylaws need to reflect the electronic capabilities we have used in the past year as an ongoing normal way to do business.
- Rod forwarded Grant information he received from Southern Shores Town Manager. Something that the Board should look at and decide how we want to approach.

Volunteer & Social Coordinator: Emily –

- Sent out email about Christmas Holiday Decoration contest, which went well.
- February is Heart Health Month – Working with a health expert to do a video for a virtual class that we can offer our members. Want to distribute one video each week, either send out to members or have on the website. Will do a raffle for those who view the video, they can submit a picture of them doing the video to win a membership at a local gym. Possibly do something in the Spring, get the Board out to do a live event at one of our locations. No cost to members; but we would pay for a membership (around \$75/quarter). Possibly use capability in Memberclicks for Event Registration.

Beautification/Marina Maintenance: Bob Baculik –

- Signage – Making more permanent signs for parking and ramp usage at marinas. Will be reprinted each year with new decal. Ordered 20 for parking, and 3 for boat ramp. Will do some more for trailer parking area, kayak area, ramp rope and Loblolly parking.

- Rod sent out town email about putting Christmas trees on dunes. Need 6-8 people to help with trees.
- Tisa brought up question on how we can let those who are interested in volunteering to help on projects. Lee suggested that there is a database field if someone offers to be a volunteer. We can look at other ways to capture those interested in volunteering. Possibly put a banner on our website; create a drop down box for choices of different volunteer opportunities, etc.

Properties: Joel Newton

- Sent out email showing accomplishments at Hillcrest.
- Looking ahead: Sketches out for estimates for 120 Ocean Blvd and 6th Avenue. Contractor has indicated they could start in March.

Old Business: -

- Beach nourishment easement – Waiting for a response from Town on status.
- Circle Pond – No report.
- Pickleball – There is a lot of enthusiasm for pickleball. Some of the things to consider: 1) site (no trees, relatively flat, parking); 2) governmental considerations (planning, zoning, neighbors). Have looked at space available at Hillcrest Beach and there is room. Board may want to consider this location. Asked Ben what would need to be done to prepare site (including fencing). Some ideas for membership pricing: \$50 for pickleball membership, or have one for Racquet ball (tennis and pickleball) for a set price. Need more discussion on how we price this new offering.

Initial estimates for Pickleball court cost include:

Ben's site work - \$5,000

Pad work - \$10,000

Coating and supports for net - \$18,000

Total - \$33,000

Still need cost for fencing and benches. Total investment would be around \$35,000. If we use someone to do the entire work and act as General Contractor cost, would probably be around \$50,000.

Jeff made motion to make Rod Lead to look at the various pickleball court options; seconded by Tisa, and all approved.

New Business:

- One Day University – Received about 20 emails from members with good comments; some asked "what's the catch?". We will continue to monitor to see if its used. It is a nice benefit of being a member of SSCA. If it turns out we only have 40-50 people interested in it, we do have a few people willing to underwrite the cost so it remains revenue neutral.
- Members Meeting format and substance – By January 29th, we will have new Board Members. Rod suggested a Zoom meeting that we can advise membership of new Board. Jeff brought up the cost for doing a Zoom meeting for 1,800 would be \$900.

Lee suggested doing a video using YouTube and posting online and post on website, and there is no cost. Doesn't require members to sign-in at a specific time. Lee will send out what the options are and send out to Board to make a final decision.

Jeff suggests we do after February Board Meeting. After Board Meeting, we can do video for membership.

Ernie suggested sending out an agenda ahead of time, and ask if anyone has any questions beforehand that we can address.

New Initiatives:

Adjournment – Tisa motioned for adjournment; Ernie seconded. Meeting Adjourned at 10:45 am.

Next meeting on Saturday February 13, 2021 at 9:00 via Zoom.

Respectfully submitted,

Tisa Head, Secretary