

MINUTES OF SSCA REGULAR BOARD OF DIRECTORS MEETING FEBRUARY 19, 2025

Meeting called by:

Jeff Johnson, President

Type of meeting:

Regular Board Meeting

Attendees: Jeff Johnson (President, remote by phone), Susan Ippolito (VP/Treasurer, excused absence, remote report delivered), Sue Bigbee (Membership/Slip Rentals) Joel Newton (Properties), Kenny Woyer (Communication), Nancy Sheehan (Bylaws/Long Range Planning, remote, by phone), Laura Richer (Secretary), Luke Falconer (West Side Parks & Marinas). Aida Alvarez (excused absence). Confirm Quorum.

Jeff moved to approve the 2/19/25 BOD agenda; Joel seconded. Unanimously approved.

Jeff moved to approve 1/16/25 meeting minutes; Joel seconded. Unanimously approved.

1. President's Comments:

Officially approved leasing flat top at town council meeting. Gave Cliff a list of items to be addressed. Attorney needs to look at it before signing.

Regarding AED at pavilion. Asking insurance company about recommendations and risks assumed.

Laura has taken on being ARB liaison.

We will vote on reserve fund next month when Susan is back and can supply context Jeff may not have.

Tabling pavilion addition discussion to next month.

2. Treasurer Report – Susan Ippolito:

- 1. Audit Committee** - The audit committee has started their audit and they hope to be finished by March or April. Vote on reserve in March meeting.
- 2.** Our CPA has to file an amendment to our 2023 taxes so we will be waiting for that adjustment to be done before we can finalize everything.
- 3. Financial Statements:**
 - a. I have added some percentages to the Income Statement so you can see where we are in income compared to the budget as of Jan 31.
 - b. We have \$5300 in donations as of January 31, 2025. Kim sent me the report and it looks like we had donations of anywhere between \$5 and \$125. I am excited that members are starting to give us contributions in addition to their dues! I will get more information on how many donations we received for next month's meeting.
 - c. I have put a copy of the budget in my inbox so if you are in the office and need to figure out what account number an expense goes to you can access it there.
- 4. Allocation of Reserve Funding:** I have sent everyone the spreadsheet for the proposed reserve funding based on 90% of our net income for 2024. Please either vote on that this month or if we'd rather push it to next month when I am here we can do that.

3. Sue Bigbee: Racquet Club

Racquet Club Social

Poured concrete pad. Ordered parts to fix fence. Weekly racquet social for last 5 weeks at Pine Island. Average 12 ppl. Winter Social had about 30 ppl. Meeting Wednesday afternoon to resurfacing the tennis courts. Put a bid out to contractors.

Racquet Club Update

- Poured the concrete pad at the Pickle Ball Court
- Ordered parts to secure the bottom on the fence so ball don't roll out
 - Tony Bigbee will perform the repair
- Weekly Racquet Club social at Pine Island club for the past 5 weeks has been going well with an average of 12 people attending each session. Final scheduled date for Pickle Ball play is 2/19/2025 and may continue for a few more weeks if there is interest.
- The Racquet Club winter social was held at Pine Island Club on Saturday 2/15. Approximately 29 people attended. Members played tennis and pickle ball for 2.5 hours followed by drinks/snacks.
- Set a meeting for Wednesday afternoon to discuss resurfacing the tennis courts. Attending with be tennis members Joe Meagher and Marty Barnette and Richard Harfst from Westside - all have tennis resurfacing experience. Our goal is decide on a plan, put a list of contractors together and put this out to bid. Estimated time frame 30-45 days in July and August. We will report to the Racquet and SSCA boards as we go.

4. **Luke Falconer - Boat Club**. No update.

5. **Laura Richer - ARB**. New liaison for ARB. Will reach out to Rick about sitting in on meetings to get more info on doings of ARB and what theirs and our role is.

6. Directors Reports:

Membership/Slip Rentals - Sue Bigbee:

| Membership Type | Count |
|------------------------|--------------|
| Membership | 1,911 |
| Renewed to Date | 1,403 |
| Left to Renew | 508 |
| % Renewed to Date | 73.4% |

MEMBERSHIP

- Renewal reminder email went out 2/1/25
- Another renewal reminder went to slip owners 1/10/2025
- * Susan, Debbie and I called delinquent owners. All paid but 1, they will pay in full 3/1/25
- Facebook and Next Door posts going out weekly for payment reminders
- In February we billed the SSR rental agency for rental members - 107
- Billed Joe Lamb and Resort Realty for rentals, about 30 more members.

Member Complaint/Issues

Slip Rentals

| Slip | Quant | Paid | Open |
|-------------------|-------|-------|------|
| Wet Slips | 77 | 69 | 8 |
| Dry Slips | 27 | 26 | 1 |
| Kayak | 52 | 52 | 0 |
| Total: | 156 | 147 | 9 |
| % Renewed to Date | | 94.2% | |

WET SLIPS

- All slips have been rented as of 2/18/2025
- 6 new slip owners still owe money. Just received slips in January/February
- 1 existing member with dry and wet slip is due to pay all March 1
- 1 Slip is tough to rent. Slip 13 at the NW is too narrow for a boat

DRY SLIPS

- 2 Dry slips were surrendered and transferred to 2 people on the wait list

KAYAKS

- All kayak slips are currently leased. 6 were surrendered and transferred to people on the wait list

| WAIT LIST | Count |
|-----------|-------|
| Wet Slips | 28 |
| Dry Slips | 26 |
| Kayaks | 5 |

MARINAS/MEMBERSHIP

- Once tree removal is finalized, need to notify dry slip holders to move their boats
- Received the dates for Hardy Peters sailing school this summer (East Coast Sailing)
June 16-20, June 23-27, July 7- 11, July 14-18 July 21-25
- * This will not interfere with the Boat Club celebration on the July 5th
- Luke and I plan to meet with Hardy in late March or April and see support he needs from the SSCA

Bylaws/Long-Range Planning - Nancy Sheehan:

Report on Activities

1. New Board Orientation
 - a) Met separately with:
 - Jeff Johnson to review existing bylaws and various planning documents.
 - Tisa Head to learn more about her experiences as a SSCA Board member.
 - Susan Ippolite to review the budget.
2. Toured all SSCA properties with Joel on two separate occasions
 - a) Met with Joel and the nursery landscaper to discuss replanting options for Porpoise Run Crossover.
3. Developing connections
 - a) Met with NC Cooperative Extension and NC Sea Grant staff to learn more about native plant recommendations and how Extension staff might support the work of SSCA to maintain healthy

coastal landscapes on SSCA properties. (See NC Sea Grant's [Coastal Landscapes Initiative](#) (CLI) project page.)

- b) Attended a Dunes of Dare Garden Club event to learn more about their passions and interests.
- c) Corresponded with various UNC faculty to better understand aquatic invasive species and water quality work being done in Currituck Sound. (Individuals contacted: Hans W. Paerl (Depts. of Earth, Marine and Environmental Sciences and Environmental Sciences and Engineering, UNC-CH Institute of Marine Sciences) and Dean E. Carpenter ([Albemarle-Pamlico National Estuary Partnership](#)). *Next steps*: contact Robbie Fearn (Audubon) to learn more about the Currituck Sound Coalition RE: WQ monitoring important to SSCA members.
- d) Upon a virtual introduction from Tisa, sent an email greeting to Tom Karole (RE: milfoil survey). *Next steps*: Obtain a copy of full report from Cliff Ogburn.

4. Bylaws:

- a) Reviewed the SSCA Bylaws/LRP position description and shared observations with Jeff and Susan.
- b) Reviewed Bylaws and shared comments with Jeff. *Next steps*: Meet with Jeff to continue reviewing Bylaws.

5. Long-Range Planning

Developing an all-in-one planning document identifying work plans for SSCA properties (mainly based on meetings with Joel but also including the following documents: 5 YEAR LRP DRAFT; LONG RANGE PLAN AS OF AUGUST 2024; SSCA Properties_LRP Tracking 2013). *Next steps*: Continue to finalize this draft planning document.

Questions/Discussion Items

As a newbie, I still have lots of questions, including a few which I have mentioned below.

- 1. Suggestion for discussion: Host a tour of all SSCA properties for all SSCA Board Members. Luke and Joel to lead.
- 2. Suggestion for discussion: Discuss potentially establishing a sub-committee to assist SSCA board with landscape planning, specifically recruiting master gardeners.
- 3. Question: Are we all using the volunteer tracking spreadsheet that Aida created? ([Link](#))

Secretary – Laura Richer: No report.

Volunteers/Event Coordinator – Aida Alvarez:

Volunteer Appreciation/Season Kick Off Event (Early May)

- Selected venue and date
 - [Tap Shack](#)
 - Sunday, May 18, 2025
 - 6-9pm ([sunset is 8:05pm, averages: daytime temp 69.6°F, nighttime temp 63.5°F, relative humidity 80%, rain falls for 18 days](#))
- Next steps
 - Confirm remaining event details and invitation list

Songwriters at Sunset Concert Series (June-September)

- Drafted [2025 planning document](#)
- Reserved North Marina Pavilion on the first Sunday of each month (June-September)
- Selected and confirmed artists/lineup
 - June 1 – [Ruth Wyand](#)
 - July 6 – [Ben Long](#)
 - August 3 – [Troy Breslow](#)
 - September 7 – [Kyle Davis](#)
- Next steps
 - Update artwork

Doggy Bag Station Monitors (Ongoing)

- Reviewed [2025 schedule](#) and oversaw activities
 - 1,800 doggy bags distributed YTD
- Next steps
 - Swap doggy bag station at Hickory with North Marina; new keys do not work on Hickory lock

Other

- Drafting newsletter article due to Deidre Howard on March 17th
- Updated 2025 YTD [report](#) of volunteer hours – 329
 - \$6,580 in cost savings (based on \$20/hour)
- Updated A. Alvarez hours worked in 2025 – 13
 - \$325 in cost savings (based on \$25/hour)

For Reference

- Online [form](#) to sign up to join a volunteer team
- Share via newsletters and socials (but there is very little interaction on socials)

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| Volunteer Team | Number of Volunteers | Goal | Estimated Time Investment |
|----------------------------------|----------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------|
| Beach Access / Crossover Team | 35 | Help monitor our beach accesses/dune crossovers, report safety issues and maintenance needs, and pick up minor debris | 15-30 minutes a week |
| Doggy Bag Station Team | 1-2 | Help monitor our doggy bag stations and ensure that the bags are filled | 30-60 minutes a week |
| Annual Clean-Up (Earth Day) Team | 80 | Help with the annual clean-up (Earth Day) event | 4 hours in April |
| Hillcrest Volleyball Court Team | 2-4 | Help setup and take down the volleyball net and line | 2 hours twice a year |
| Little Free Library Team | 4 | Help monitor our Little Free Libraries and replenish books | 15-30 minutes per week |
| Marina Team | 10 | Help with minor repairs such as reattaching or replacing dock boards, attaching new lines or bumpers, installing and cleaning dock lights and cleaning up the pavilion | 2-5 hours a month |
| Parking Lot Team | 14 | Help monitor parking lots during an assigned week between Memorial Day and Labor Day and ensure that only members and guests are parking in SSCA parking lots | 1 hour a day for 7 days |
| Property Maintenance Team | 2-3 | Help assess maintenance needs and ensure that SSCA properties are safe and maintained | 2-3 hours a month |
| Santa Ride Team | 10 | Help with the annual Santa ride event | 2 hours in Dec |
| Seagrass Planting Team | 15-20 | Help plant seagrass on the dunes to deter/delay beach erosion | 1 hour a week from Nov-Mar |
| Triangle Park Team | 5-8 | Help keep Triangle Park well-maintained and decorated for holidays | 1 hour a week |
| Welcome Team | 3-5 | Help prepare welcome baskets for new residents | 1 hour a month |

Communication – Kenny Woyer:

13 Skyline Technology Update

- Spoke with Spectrum: They can move both phone and data service to the new location with one week's notice. Temporary service can be set up with call forwarding until Chicahauk moves over, allowing for a full transition to Skyline.
- Action Item: A PIN is required to move any service.

Email Templates in MemberClicks

- Created a new header for weekly emails.
- Set up page footers with links to social media sites.
- Created a template for ad hoc messages.
- Approval Needed: Communications staff to review template versions.
- Issues Identified:
 - The template does not allow PDF imports from Canva or Adobe Express; only JPGs can be uploaded.
 - Embedded links in PDFs will not function—documents must be recreated.
 - Formatting differs across devices; the iPad format is inconsistent.

Your Court Update

Dropbox – No Licenses Remaining

- After adding six audit committee members, all available seats have been used.
- New Members Added: Noel Langlois, Pam Lamb, Jim Major, Charlie Andrews, Russ Paoletti, Bill Lanier.

MemberClicks Update

- Email Metrics:
 - GMM FEB: 766 sent / 490 opened (65%)
 - Weekly Update: 2,434 sent / 1,500 opened (64%)
 - Hickory Trail XOVR Reopened!: 2,431 sent / 1,461 opened (62%) (22 bounced)
 - Weekly Events: 2,431 sent / 1,486 opened (63%) (26 bounced)
 - Issues:
 - Bounce-back emails need to be addressed.
- Website Metrics:
 - Login Rate: 20%
 - Action Item: Google Analytics is not set up.

Social Media Update Facebook

- Issue: Two accounts exist—SSCA Communications Director and Southern Shores Civic Association. Followers need to be redirected to the correct page.
- Current Stats:
 - Followers: 286
 - Likes: 154

Last 28 Days:

- Views: 3,722 (↑ 240% from previous 28 days)
- Engagement: 161 (↑ 666%)
- Interactions: 95 (↑ 1,800%)
- Reels: 67
- Stories: 23
- Links: 2
- New Followers: 21 (↑ 7.9%)
- Audience Demographics:
 - 77% Women, 23% Men
 - Age Breakdown:
 - 55-64: 30.5%
 - 65+: 29.7%
 - 45-54: 22.1%
 - Other: 17.7%

Instagram

- Current Stats:
 - Current Followers: 21
 - Last 30 Days:
 - Viewers: 375
 - Interactions: 35
 - Posts: 26
 - Reels: 75% viewed by followers
 - Engagement: 20 likes, 2 comments, 1 save, 10 shares
 - Stories: 75% viewed by non-followers, 2 shares

Communications Questions?

- How should we coordinate the design and distribution of promotional and informational materials?
 - Depends on the platform:
 - Email
 - Social Media
 - Print
- Should we follow specific color palettes and fonts?
 - Logo: Yes, must be consistent.
 - Other Branding: No official color palette, but a full redesign (including the logo) might be beneficial.
- Are there standard designs for signs and social media?
 - Signs: Check with Joel.
 - Social Media: Yes, designs should be scalable.
 - Print vs. Digital: Ensure correct formatting (inches for print, pixels for digital).
- What design software are we using?
 - Adobe Express, with PDF exports that can be edited in Canva.

Action Item: Look into licensing for Canva. Free accounts limit image export resolution.

- What's the process for reviewing and sharing materials?
 - If sent to me: I will review, edit, and send for release.
 - If sent to the Communications mailbox: Text is copied and pasted into a template without prior review.

To-Do Items

- Create a repository in Dropbox for communication tools (logos, templates, social media images, event photos).
- Develop a structured plan for designing and distributing promotional / informational materials to ensure consistency, clarity, and reach. Align materials with SSCA's mission and policies.
 - **Key Steps:**
 - Establish Goals & Audience
 - Define the purpose of each piece (e.g., event promotion, membership updates, policy reminders).
 - Identify the target audience (residents, visitors, members, potential members).
 - Develop a Content Calendar
 - Plan key dates for newsletters, social media posts, email blasts, and print materials.
 - Coordinate around major events (annual meetings, beach cleanups, town halls, BOD meetings).
 - Allow time for content creation, approval, and scheduling.
 - Ensure Branding Consistency
 - Use a consistent color scheme, logo, and font style.
 - Develop templates for newsletters, flyers, and social media graphics.
 - Keep messaging concise and relevant.
 - Content Creation & Approval
 - Draft content in advance for accuracy and clarity.
 - Establish a review process (Board approval, Communications Committee, or designated reviewers).
 - Distribution Channels
 - Print: Flyers, posters, mailers for events and updates.
 - Email: Sent via MemberClicks.
 - Website: Keep SSCA website updated with news, documents, and event details (high priority).
 - Social Media: Regular posts on Facebook, Instagram, and Nextdoor.
 - Local Newspapers & Bulletins: Board-approved announcements or articles.
 - Coordination & Responsibilities

- Consider outsourcing graphic design for high-visibility materials.
- Ensure access to high-quality logo files for print and merchandise.
- Establish a workflow with submission deadlines.
- Feedback & Adjustments
 - Track engagement metrics (email open rates, social media interactions).
 - Gather community feedback via:
 - Email Surveys (SurveyMonkey)
 - Facebook Polls

Westside Parks and Marinas – Luke Falconer:

Accomplished:

- *Worked with Joel on Pavilion layout and preliminary plans, to be discussed today at BoD. Suggest we use NorthEastern Marine in Kitty Hawk for a quote. Bo Owens owns company – Mark Martin from Sandmark recommended him. He will do all but concrete. But we have concrete contractor.
- Obtained quote for N. Marina and Loblolly tree trimming from Tree Doc – Ernst. Work to be done Feb 25th. Susan B will review area and contact boat owners.
- Placed No Trespassing sign at Wild Swan SSCA property on small dock. TBD next steps
- Checked Red Bay property as Emanuelson company had been installing bulkhead for new homeowner adjacent to SSCA property. All is in order, spoke to homeowner while there and let her know we were placing a gate / chain to limit vehicle access across Red Bay property. She was fine with same.
- Loblolly – installed Solar lights on new slips. During Oct work party G. Kirby ran out and ordered more.
- Loblolly – reset dry slip marker signs and relabeled two
- N. Marina – cut up seesaw crate, hauled scrap lumber off.
- Thanks to Joel for taking me around late Jan to various SSCA properties, helped me get on board quickly!

To Do:

| SSCA Maintenance Actions | To Do Date | Task Version2/18/2025 | Priority | Complete |
|---------------------------------|-------------------|------------------------------------------------------------------------------------------------|-----------------|-----------------|
| Wild Swan | Feb | No trespassing sign | 1 | Y |
| Soundview Bocce Ct | Feb | Feb BoD Mtg Discuss | 3 | |
| Soundview | Mar | New cap boards S end Work party? | 2 | |
| Sea Oats | Mar | Mulch playground equipment | 2 | |
| S. Marina | Mar | Bulkhead quotes | 2 | |
| Red Bay, chain off | Feb | emanulson clean up-Ok | 2 | I/W |
| N. Marina Ramp | Feb | Tree Removal Contact Ernst | 1 | I/W |
| N. Marina Ramp | Feb | Cut up Swing Set crate - haul I/W | 1 | I/W |
| N. Marina Ramp | Feb | Inspect SW Finger pier- Need Quote Joel and Luke to assess could be work party possible in Mar | 1 | I/W |
| N. Marina Pavilion | Feb | BoD Mtg New requirements?? preliminary plan from Struct eng to review Feb | 1 | I/W |
| N. Marina | Mar | Gravel replacement | 1 | |
| N. Marina | Feb / Mar | New Dog poop container | 1 | |
| Loblolly | Feb | Grade parking area, boat slips marking | 1 | I/W |
| Loblolly | Feb | Install Lights new slips | 1 | Y |
| Loblolly | Feb | Dump run - material behind shed | 1 | I/W |
| Loblolly | Mar | Shed clean out - Mar work party ? | 2 | |
| Loblolly | Mar / Apr | Kayak rack repair Mar work party ? | 2 | |
| Loblolly | Feb | Equipment disposal | 1 | |
| Azalea Lane | Feb/Mar | Clean up trail mow? | 3 | |
| All | Mar | Carts out talked with Joel - ok | 1 | |

Properties – Joel Newton:

+ The contractor completed the new viewing deck, bench and east portion of the Hickory Trail XOVR, except for the handrails, which he ordered. The handrail parts should be delivered by early March, and installed shortly thereafter, weather permitting.

++ if Len Schmitz receives additional money for his fundraising effort to replace the west stairs for the Hickory Trail XOVR, then I expect that contractor - volunteer work will get underway in March. If Len's needed donation doesn't materialize in the near term, then I plan to put replacement of the west stairs in the SSCA's 2026 budget.

+ At the Porpoise Run beach access, we finished removing the Russian Olive hedgerow and I have a proposal from the Kitty Hawk Garden Center to install Hollywood Junipers and Yaupon Hollies in place of the hedgerow. I expect this work will be completed in March.

+ Luke and I have been working with a structural engineer, MM Design and Engineering, to develop an addition proposal for the Pavilion at N. Marina. I hope to have the Concept design and budget available for review and approval at the February Board meeting.

+ I expect to replace the west side of the 132A Ocean Blvd XOVR (first beach access south of the cell tower) thru a contractor - volunteer effort. The initial step is getting more moderate temperatures for at least a morning so I can round up some volunteers to demolish the existing portion of the XOVR to be replaced.

+ Finally, Luke and I will be asking the Board to approve disposal of excess tools/equipment. Motion to dispose of excess tools/equipment. All approved.

Jeff motion to adjourn meeting.