Scottish Hills Recreation Club
Board Meeting Minutes
November 6, 2016

11.6.16 meeting notes

Board Meeting start at 2:09pm
Christy Hall, Jared Taylor, mark Boston, Christa Iozzo, Jim Howard, Roger Follas, and Dave Gettys

1. Open meeting –
    a. Welcome 2016 BoD, introduce any guests - Todd Snyder
    b. Approval of mtg minutes 9/18/16 - deferred
    c. Approval of mtg minutes 10/16/16

Approved meeting minutes from September and October meeting: Motion to approve made by Dave and Mark none opposed.

2. Swim & dive Team
    a. Need for 2017 coordinators - Jody emailed Mark, still looking for a coordinator.

Jim has neighbor that may be interested in doing swim team. Joel would help transition new person. Anita may be interested in doing a third year.

3. Business Manager - Christy Hall

End of year duties are done. Coke, trash done. New trash bin is in place with two locks on it to keep neighbors out. Key sin key dish in office. Water off, internet off.
Needs to check with Dermot about the alarm codes.

4. Pool Manager - Jared Taylor

Cover is on, will be replacing ladder and handrail this will include a warranty on them.

    a. 1 small insurance claim submitted due to slip and fall. Result busted chin. Claim submitted to SHRC insurer under medical payments. Family health insurance sent letter to family regarding help in paying for claims of the injuries. SHRC will need to tighten up paperwork to document injuries in case more insurance companies come back to us for help with claims. When staff treats an injury they should fill out paperwork.
        i. Jared: Review of documentation of “incidents” SHRC- FIle is kept in tall cabinet in office.

5. Treasurer Report - Holladay
    a. Balance Sheet
        i. $55,549.32 cash as of 11/3/16 - Light expenses are going to come out of this money about 10,000.
        ii. $54,246.71 cash ytd 2015
    b. Profit and Loss

i. Net income ytd $15,007- operating expenses we cleared, but spent all of it in capital improvements for Cary City Meet.

c. 2017 Budget

6. Facilities - Howard

a. Overhead lighting to be installed 11/14/16,at the cost of ~ $9,000. Which will come from savings. Open wooden deck that is the closest to the screened in Concession needs repairs. When? Organize for volunteer labor? Hold until Fall 2017?

b. 2 diving boards in need of replacing, repair or refurbishing. Aluminum core with a coating on the top. New boards are 1,00 to 7, 000 a board. Turn around in 7 to 10 days for refurbishing and the estimated cost for **both** boards would be $250.00. Freddy @ Top Coat Inc. 6001 Triangle Dr, Raleigh, NC (919) 787-0302. Try one board now and then wait. Or also look at another pool and see how their board has held up from the refurbishing. Need to check on coating to be sure they are specific for a diving board. Do this closer to the time we need them, like April so they do not need to be stored.

c. Standing water at the edge of deck. There is another board behind that which is a 6 by 6. No water can soak up and that is the reason for standing water. Can we move the step back a few feet and then take out the board to allow there to be dirt behind it and allows water to soak up. Need to be checked that is will be code. Be sure this will still allow lounge chairs to fit on the deck. Will need to go back and check on how far back the boards go. Howard to get helpers to look into this situation.

d. Bathroom tile is done to the the best it can be for now. May need to buy some more.

7. Communications – Jessica Dixon-

a. On website if you go to policies, you get link to the rules and regulations, but rules and regulations are nearly the same. Can we change up the website to combine the two list and put on website as one. Howard to share this via email for board to look at.

8. BoD administration - Boston

a. 2017 SHRC Business Plan

i. Mission - Broad statement of needs of SHRC and membership

1. Provide a clean, safe, and fun recreational environment for our members and guests.

ii. Goals - desired results for 2017, and long term sustainability

1. Increase total membership level and keep current members
2. Increase membership involvement.

3. Seek revenue to cover both operating and capital expense of current year in order to maintain our current facility and service level.

iii. Strategies - how will we accomplish our mission and goals?

4. Incremental price increases to cover cost, labor, and inflation.
5. Programs / services to remove?
6. Programs / services to add ?
7. Membership promotions to encourage and assist new member applications.
    a. $138,090 2016 YTD annual dues
    b. How will we reach our needed 2017 Annual dues Target?
    c. Cary Christian Fund Raiser gift.
        i. Giveaway item (family membership, book of guest passes
        ii. Provide in gift basket to market club to attendees
    d. 58 new members, $240 off. $14,000 less income in 2016 w/ promotion- Cannot afford to do this again.
    e. 15 net new members (15 of 20) for 2017 ~ $7500 additional annual dues.
    f. 2017 60 new applicants ($150 off) = $9,000. 20 new for 2018 $10,000
    g. 2017 Membership promotions
        i. Free, Reduced for Vets, PD, FD. Not discussed.
        ii. $100 off new members before June 7th- Go back to doing this about a referral basis. Can break this down any way we would like.
        iii. $100 off when stock is paid in full at application - BoD likes this one.
        iv. Neighborhood is turning over, would be a good time to do referral discount, talk to local realtors to get them to offer the pool to the buyers. Need to target the new young families.
        v. Can we use the facility for more than just swimming. Do more adult socials and put on calendar prior to opening the season (like April). Ice cream social, corn hole tournament. Christy and Jared to take on lead of social activities. Survey membership and find out what social events they would like.

vi. Bring up to membership ways to get more members involved and volunteering on work days. Do this at the annual meeting.

vii. Separate out members that volunteer during the season and those that show up the annual meeting. Change the way we offer the free membership. Raffle off $100 off for those that attend annual meeting. Offer instant discount to those that volunteer on work days and allow them to carry that over for a greater discount. Reward the ones that come and volunteer. Must be present to win either (family member 18 or older).

viii. Keep things the same this year's annual meeting, but give the volunteers more tickets for next year so that they are ahead of the game. David to get wording on paper for the annual meeting giveaway change.

ix. Can we offer free membership in exchange for work done to property.

x. Can we offer reduced membership for volunteer work.

8. Pricing adjustments to meet budget.
    a. $10 increase to annual dues- 500 family, 450, double, 400 single.
    b. Swim lessons should stay the same
    c. $5 increase to swim and dive team dues - 80, 70, 60 fro swim team and 65, 55 and 55.
    d. Increase of guest fee to $4, 2 and under no change.
    e. Keep $1 guest fee Friday night only 6pm to close. With limit of 5 people per membership.
    f. Increase Concessions prices to help cover labor cost.
        i. $2,040 net concession income- can we do something to help them cut costs? Open at 11am close at 7pm? Or 8pm? Dependent on new hours of operation. Look at records from Square to see peak times for selling. Also looking to rotate guards into concessions. Jared to put in writing ideas for his annual review next weekend.
        ii. - $7,000 labor = - $4959
        iii. Small price increases on some items. Look at this carefully. Christ to look at this and make the decision. Look into promotional items cups that can be refilled. Other promotional items. Jared and Christy to look into this.
        iv. Reduced Hours to reduce labor expense.

v. Jim would like to donate money to board members kids by giving them a coupon for a free concession item. Needs to follow up with Jared and Christy.

9. By-Laws updates or changes - Need to decide and make it known to the membership.
    a. Suggest: Remove outdated amendments to aid the ease of reading the By-Laws. Keep outdated version of BL in archive file. Would like to make them more user friendly. Keep active living document on website.
    b. Combine the Policies document with the Rules and Regulation Document and refer only to the rules and regulations in our Web site.
    c. Firemen / EMS promotion. Probably not ready for this for the 2017 season.
10. Objectives - intermediate steps required to achieve goals.
    a. 2017 Membership promotion, January.
    b. Annual meeting, March.
    c. Memorial Day, 5/31/17.
    d. 6/8/17 - prorated dues begin
    e. July 4th
    f. August

iii. Budgets
    1. Operating budget approved.
    2. Capital budget approved.

iv. Policies and procedures - guidelines for decisions and activities
    1. Combine the Policies document with the Rules and Regulation Document and refer only to the Rules and regulations in our Web site.

9. Closed Session - BoD

10. Adjourn Meeting at 4:00pm

Next meeting January 15, 2016- location TBA

Ask Crystal to reserve room at retirement community

SHRC BoD 2016 Meeting Dates

August 21 – 5 pm Pool BoD meeting
Sept. 5 Labor Day (Monday)
Sunday 9/11/16 Last day of public swim for SHRC
September 18 – 2017 Planning. 2 pm SHRC BoD meeting. 4p Dog swim
Saturday 9/24 Paint main building floors.
Saturday 10/8/16 Fall work Day 9 - 2
Sunday 10/9/16 Fall Landscaping day 9 - 2
Saturday 10/15/16 Fall work Day II (rain date, back up if needed)
October 16 – Budget prep. 2 pm Eva Perry. Reserved. BoD meeting.
November 6 – Budget final. 2 pm Cary Town Center
December - off continued 3rd Sunday
January 15, 2017 - Annual meeting prep.
February 19, 2017 - annual meeting final.
March 7 - Annual Meeting - 7:30 p.m. on the first Tuesday in March
March 19 - Welcome new BoD - All 2016 BoD members requested to attend.

April 8 Easter Egg Hunt