

Approved Feb. 7, 2019
Admiral Heights Improvement Association Board Meeting Minutes
Jan. 17, 2019

Called to order: 8:05 p.m. by President Scott Gibson at his home.

AHIA board members in attendance: Norm Crews, Martha Thorn, Gibson, Jim Burdick, Grant Garcia, Bo Conroy, Maria Lebow-Little, John Leupold and Derek Lotfi.

Not in attendance: Mario Schiappacasse. Two vacancies.

Minutes: Minutes were approved for the following 2018 meetings -- Sept. 5 and 27 and Oct. 9 – with a few minor changes. What was written about the Dec. 4 meeting will be filed as notes as opposed to minutes, since there was no quorum. No meeting was held in November, so there were no minutes for that month.

Treasurer's Report: Burdick will collect more than \$200 more for the Mast advertising.

Expenses include two BGE bills for the lights at Dewey Dock. Events such as the block party and parade cost less than \$200. Meet the Creek also came in under budget. We didn't have a Navy tailgate party this year.

The biggest "ding" is the insurance. It's tough for community associations to get and keep insurance. The State Farm insurance went up 20 percent last year and 20 percent this year. We make quarterly payments. Burdick is looking at other insurance companies, but a big settlement was recently made to a kid who broke his neck.

Facilities management included landscaping, mulch and flowers.

We didn't have as many members this year but AHIA netted between \$14,000 and \$15,000.

The treasurer's report was accepted. Burdick said he would send the board an updated report.

Boat Club lease: The Boat Club accepted the revisions that were discussed at the last meeting and found a typo that was corrected.

The revisions were based on the terms approved at the general membership meeting. When Jim Golden (Boat Club commodore) and Gibson sign the lease, it will be posted on AHIA's web site. The Boat Club rules will also be posted.

Key points in the Boat Club lease

- It's for 25 years.
- The Boat Club and AHIA will both set aside money for the new dock(s).
- Boat owners are assuming 71 percent of the burden of the new dock.

- When you pay your dues, please consider making a donation.

Fundraising: The Go Fund Me page needs a picture of the dock that shows the dock's condition.

The page's kick off should be featured on AHIA's Facebook page, website, email and newsletter. Leaders should set the example by donating. The goal is \$8,000. The amount needed is \$6,000. If each of the 600 households in Admiral Heights gave \$15, the goal would be achieved. If 200 households gave \$40 each, the goal would also be achieved. If 80 to 100 households gave between \$100 and \$80, respectively, the goal would be achieved. Realistically, we're hoping 80 to 100 people will give between \$75 and \$80, but any donation will help.

If the membership increases, this will help. The more members, the less fundraising will be necessary. From April through September or early October, focus should be on fundraising and recruiting members.

The general membership meeting is on Tuesday, March 5. Someone suggested "gaming" the fundraiser and having it go "live." This "more personal pitch" would begin the Sunday before the meeting. It would emphasize the amount of money already donated and the contract's key points.

Another approach emphasizes a "face to face" with the membership. They approved the dock and we're vigilantly trying to get the job done.

What happens if we don't raise the needed funds? It depends on the gap. We'll reevaluate at that time.

Membership dues: The future of AHIA is based on its members. Burdick would like to do a mailing to remind residents to pay their 2018 membership dues.

Others felt that the best bet was to collect dues at the next general membership meeting since residents can't vote unless their dues are paid. Some felt it was too close to the general membership meeting to ask for dues and donations.

Since some residents work for the federal government and haven't been getting paychecks due to the shutdown, they may not have money for dues/donations.

Membership was up in 2017 because of Bozzuto, the dock and other issues. Now that those have been resolved, it's to be expected that membership may decline.

Residents aren't "delinquent" in their dues. Membership is "voluntary." They don't have to join. The exception is Boat Club members. They are required to join the association.

Some members don't remember if they've paid or not. They don't mind paying. They just need an occasional reminder to jog their memory. While true, the cost of mailing has gone up, leading to the question whether the dues paid will be enough to recoup the mailing costs.

It doesn't cost to email, so why don't we do that?

Garcia suggested highlighting the good things AHIA does and maybe sending pictures from Halloween, the Easter egg hunt, and the sign area.

A motion was made and approved to send an email to the residents who need to pay 2018 dues. Burdick will prepare a rough draft and email it to the other board members.

Banking: It should be noted in the emails and newsletter write-ups that a separate, escrow account will be created for the dock donations and funding.

It was suggested that this account and AHIA's other account be moved to another bank. Signature cards for treasurer will also be updated. Lebow-Little will help facilitate this move.

Website: The cost to "host" the website is \$200. The "domain" is \$50. We might be able to save \$100 or \$150 by switching to a new host/domain, but this might be offset by a more complicated posting process and the amount of work involved in "switching" everything over and "redoing" the site. It was decided to leave the website as it is for now.

Budget: Gibson would like to see three budgets prepared. These would show a worst case scenario, a best case scenario, and a base or normal scenario. Worst case scenario would show us paying nondiscretionary expenses such as mowing and insurance and nothing else. The "base case" would show us doing the events that we normally do, and the best case would allow us to think of other things that we could be doing such as a playground, etc.

The idea is to get the residents engaged and to let them see how their voices matter. Right now, we're going to have to trim the budget because the insurance is up, we no longer have a Boat Club donation, and we're committed to paying money into the escrow account.

Budgets aren't set on stone. They are plans for what we believe will happen. If we hit the worst case scenario, we need to know what to trim. If we hit the best case, we need to know what new projects to undertake. Our goal is to improve the neighborhood, not collect funds.

Last year we didn't have a Navy tailgater. Since we haven't received any complaints, we assume this was OK. If we need to cut, it was suggested that we eliminate Meet the Creek.

AHIA structure: The Mom's Club has restructured. We would like to generate new ideas about getting our work done. Maybe committees? Maybe involving residents who don't serve on the board? We need to think about events such as Fourth of July, walking around newsletters, creating a master data base, welcoming new residents, and nominating committees.

Update email: Please update Lebow-Little's email to LittleMa@fnb-corp.com.

To do: Send corrected Sept. 5 and 27 and Oct. 9 minutes to Leupold for posting – Thorn

Send updated treasurer's report to board members – Burdick

Email reminder to residents who haven't paid 2018 dues – Burdick & Leupold

Sign Boat Club lease and get a copy of the Boat Club rules. Give both to Leupold for posting – Gibson

Post minutes, Boat Club lease and Boat Club rules – Leupold

Make donations for dock – All

Kick off Go Fund Me page on AHIA's Facebook page, website, email and newsletter – Gibson, Leupold, Burdick, Garcia

Provide picture that shows the dock's condition to Leupold - ???

Open escrow account and move AHIA's other account to new bank. Update signature cards - Lebow-Little and Burdick

Proposed budget(s) – Gibson and Burdick

Think about AHIA structure – committees, nominees for board, etc. – All

Update Lebow-Little's email to LittleMa@fnb-corp.com - All

The meeting was adjourned at 9:15 p.m. The next meeting is scheduled for Thursday, Feb. 7, at 8 p.m. at Lebow-Little's house.

Submitted by Martha Thorn, Secretary