

Riverbay Association January 30, 2025 Board Meeting Minutes

Those attending: Sally Davol, Dale Eckerman, Larry Goodrich, Dan Hayden, Dan Jones, Roy Johansen, and Jack Scheld

The meeting opened with regret that two potential new attendees were unable to make the meeting but would like to attend the next meeting. It was suggested that both members be invited and encouraged to attend the next meeting.

Larry Goodrich presented the Treasurer's report. The Association has a balance of \$13,000 of which \$1,000 are donations for another bench. Currently, our income is lower due to a combination of a slower rate of dues collection and a drop in donations. This will present concern as our spring season bills arrive. PayHOA platform currently does not allow for donations and the work around is cumbersome. Suggestions include contact with PayHOA to push for a change and raising the cost of membership dues to make up for the difference in donations.

Review of PayHOA: Treasurer's perspective is that receiving dues payments online is more efficient, however the fact that 33% of members continue to mail in checks, and that process requires more steps and more time. From the perspective of membership PayHOA has made the process of dues payment, data collection and communication more efficient.

Insurance: Jack Scheld reports that they are waiting for Terry Sullivan to provide an update on a new insurance application, aiming for coverage within a \$1,500 budget. Larry explains that their current insurance premium has unexpectedly more than doubled to \$5,816, and they are seeking alternatives. The team discussed the need for event insurance for their upcoming social events. They agreed that if they don't secure insurance within a week, they will not organize a social event in February and will instead target March. They also considered the possibility of moving the social event to April but noted that it has not been well attended in the past. The team agreed that they will not sponsor a social event without insurance. They will communicate their decision via email once they have more information about the insurance.

Communication using PayHOA: In the meeting, Jack initiated a discussion about the implementation of Pay Hoa, highlighting the need to activate its communication tools more effectively. Larry suggested using Pay Hoa to send out "Happenings" and Dan agreed, mentioning that they could store and send out information through it. However, Larry expressed concerns about overusing surveys, suggesting they should be used sparingly. The team also discussed the receipt of 1099 forms from Pay Hoa, with Larry clarifying that they don't have to file any 1099s as they don't pay individuals over \$600. The consensus was not to use the survey tool frequently, but to consider it for specific needs like volunteer recruitment.

Membership challenges: Dan Jones notes we have 218 paid members, with 69-70 previous members who haven't paid this year. Dan believes they can get at least 50 of these to rejoin. They also identify 80 residents who have never been members. The team plans to send activation emails to remind previous members to pay, consider breaking down the non-member group into smaller segments for targeted outreach, and analyzing the full-time versus part-time residency status of non-members. They decide against putting up signs to promote membership, opting instead for more personalized approaches.

The team discussed the potential continuation of PayHOA for the next year, with some members still undecided. They also considered the challenges of increasing membership, with plans to send out an activation letter and break down the 80 non-members into 5 or 6 zones for personal contact. Dan Jones agreed to analyze the data for these non-members. The team also discussed the use of online communication tools, with plans to send out a Happenings newsletter and limited use of a survey. Jack committed to making follow-up phone calls to the 69 members who had not responded to the last letter.

Dan Jones discussed the idea for developing a proposal to create a rest area for cyclists and hikers at the Park Ave common area. He met with Chatham's bike committee who expressed interest. Larry suggested that the project could be a good fit for the Community Preservation Committee and that they could apply for funds. Sally expressed concern about the safety of the area for cyclists but also saw potential for a rest spot for hikers. The group agreed to table the idea for now, but to keep it in mind for future projects.

Jack discussed the need for nominations for board positions, particularly the treasurer role, as Larry expressed his preference for next year. Jack also suggested the need for a new president and proposed to continue communicating with potential candidates. Dan emphasized the importance of filling these key roles within the existing board members, as newcomers would struggle to understand the association's culture and issues. Dan proposed talking to a woman who expressed interest in joining the board. Lastly, Jack proposed inviting Joe Marchia, a conductor and pastor, to speak at the annual meeting in October.

Next steps: Dan Jones to send out activation letters to members who haven't activated their Pay HOA accounts.

Dan to analyze data for approximately 80 people who have never been members, including determining the percentage of full and part time residents.

Jack to follow up with email/phone calls to the 69 people who have previously been members but haven't yet paid dues.

Jack to continue communicating with Melissa Primeau and Jeff Vanacore about potentially
Board members to consider taking on the Treasurer role for next year.

Jack to approach Joe Marchia about speaking at the October annual meeting.

Jack to send out future "Happenings" newsletters through Pay HOA.

Jack to send out a limited survey (2-3 questions) through Pay HOA.