
Monthly BoD Meeting

Monday, December 14, 2020

Attendees

Jason Laneve, President - absent	Anne Branch, Assistant Manager	Alex Romanko, Club Manager - absent
Franz Mortensen, VP	Yvonne Wong, Secretary	
David Cohen, At Large	Robyn Stephenson, At Large	
Haidee Lim, At Large	Silvia Avary-Silveira, At Large	
Shirley Franz, Member		

Shirley Franz

Active member for many years. Interested in filling Silvia's position on Board.

Projects

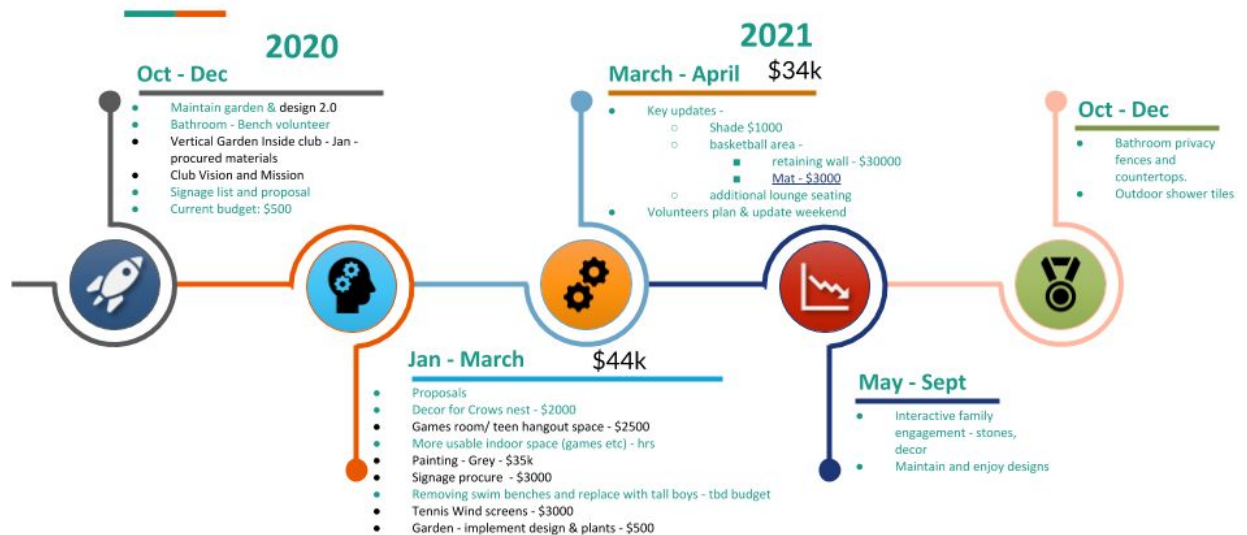
- Crow's Nest -
 - Alex, Robyn and Jason have more info from builder and architect
 - Option I - cut into the top of the storage room. Leave stairs where they are.
 - Option II - go up to tennis deck, U-turn, and enter crow's nest near the clock. We lose access to the bench (would convert to storage like cubbies).
 - Option III - go up to tennis deck to a platform. Right to get to Crow's nest, Down to get to tennis deck.
 - \$30k to \$35k on Crow's nest quotes.
 - Many contractors did not reply (3 out of 30). Another coming tomorrow for a quote.
 - Painting will be about \$35k
 - Painting and Crow's Nest total up to \$70k.
 - \$40k is our budget. How can we do both? What is our priority?

- Another option is do nothing major and open it. Need to check legal liability. Agreed to consult attorney as individual board member opinions are not sufficient to determine if there is a liability issue.
- Very likely a single subject Board Meeting. Bring into the budget meeting this Thursday.

Beautification-Robyn

- Bathrooms:
 - Outstanding: benches assigned to Chris and Jason, they will need add'l help
 - Hooks installed
- Vertical garden inside club cost about \$500
- Front garden design being worked on.
- The team has a roadmap for 2021 but this is beyond what has been set aside in the budget.

Recommended plan for next year



- Need to address budget in the meeting as the team have a communications ready to go for members to vote on paint color and if the crows nest is worth the \$30k

Membership Sales

- 22 sales this year. 13 up for sale. No sales in Nov. and Dec.
- Referral program still available. \$500 incentive.

Marketing

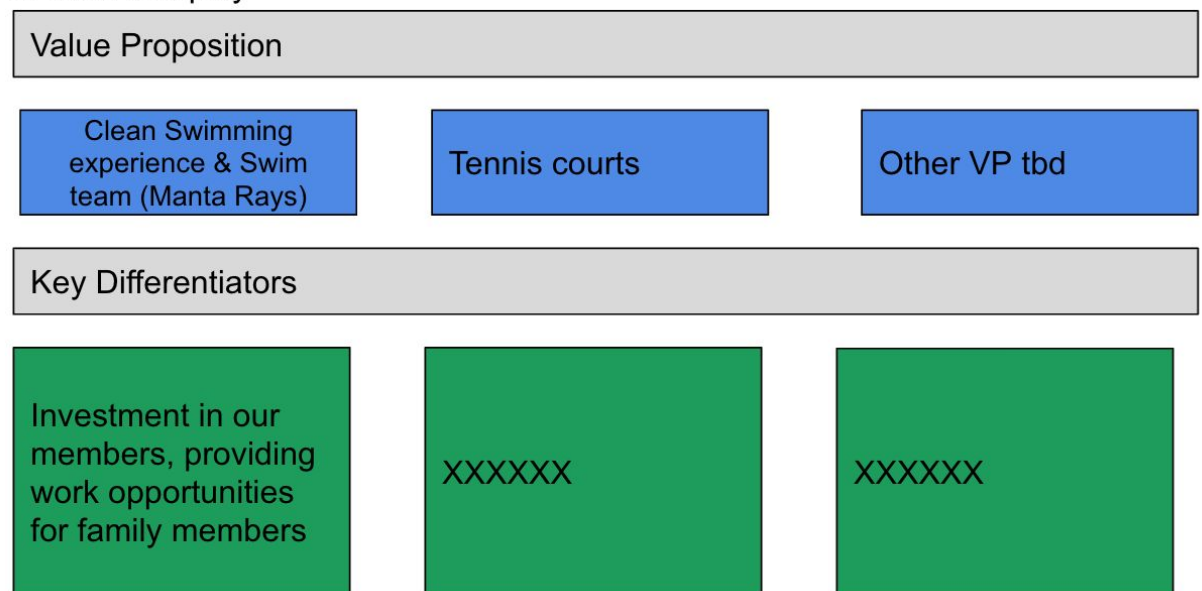
- “Home for the Holidays” for Facebook and Instagram and one for Nextdoor (“’tis the season”) created.
- Plan to boost the Facebook one in maybe late December.
- Engage with existing members.
 - Membership profile and contact details-update their own profile
 - How to advertise other businesses to each other, business directory. Advertising space, promotions, bulletin boards.
 - Idea- Allow members to sign up kids for babysitting or tutoring assistance and employment for members
 - Satisfaction/usage

Vision Statement

- We need to have a vision for our Club, here is a structure from Silvia

Vision

Fairbrae is a cornerstone of the local community- a safe and fun place for families to relax and play



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- Current recommended draft vision: Fairbrae is a cornerstone of the local community - a safe and fun place for families to relax and play. ← is this where we are today? Where do we want to be tomorrow? Are we a cornerstone? The vision should represent where we want to be in 4 years
 - Value Proposition
 - Key differentiators - what makes us different from other clubs? How do we retain current members?

- Robyn to reach out to Luke H as he has done some of this before.
- Action - provide input to the sentence and session to be held in January. Get members involved in defining

Swim Update

- Continued good utilization of the pool.
- **Staff doing a great job on operations - chlorine control, temperature control, sanitization, etc. keeping the pool open and running for many months now. BIG THANKS!**
- Family Lanes converted to Lap Swim Lanes. Anybody can swim in any lane now. Proposal made, questions answered, agreed to and voted on (yes) unanimously.
- David and Franz to implement ASAP. David will write communique to members to explain and Anne will send message out ASAP.
- Fold into 1 swim system. Remove Family Swim link on website.

Holiday Staffing

- All of Christmas Eve covered. Christmas Day 8am to 12:50pm. New Years appears to be ok for staff for full days.

Social Events

- Holiday cookie kids event successful
- Holiday White Elephant event this Friday
- Target Gift Card Drive going on - \$3850 made for Sunnyvale Community Services so .
- Trying to do 1 kid, 1 adult event each month (Jan will be quiet month)
- In Jan will invite children to vote for activity for Feb

Racquet Committee

- Vote to stay with 2 household max per court upheld.
- Update 12/15/2020 (after the board meeting): New rules of 2+ households being re-evaluated by Racquet Committee again per <https://www.cdph.ca.gov/Programs/CID/DCDC/Pages/COVID-19/outdoor-indoor-recreational-sports.aspx>. Yet another change since Dec. 7th communication to members. Subject to change. Racquet committee to keep board updated.
- SwingVision communication needs to be sent out. Video analysis on your tennis. Tracks shots in/out, spin, which stroke, how fast, etc. Subscription based but up to 3500 shots is monthly max. Mounts set up on court for free by SwingVision.

Online Payment (Haidee)

- Can be a separate meeting for all the details. See details in email from Haidee.
- Bank to Bank txn using bill.com: \$.49 per txn
- Cost is \$1452 / yr. for this service, but Sue's time will be saved.
- VOTE: 4 yes on implementing Bill.com integration with QuickBooks Online. There is no requirement for members to adopt online payments or or change the way they pay Fairbare. In addition, there is no change to the discount offered for annual pre-payments.
- No contract, can cancel any time.

Treasurer's Report

- None given.

12 month calendar

- December - create next year's budget. Meeting scheduled tentatively for Thursday.
- Look for future board members - start to advertise 4 positions available. Get nominees. Possibly put in newsletter out by end of this week.
- Budget needs to be created. Robyn to help out.
- Annual Survey & engagement survey can be sent out together.
- Last year survey was anonymous.
- Announce club dues schedule to go out in January

Next BoD meeting is January 11th- 7:30pm via Zoom

- Suggestion for new meeting time when Club Manager and President can make the meeting. David to create Doodle poll to find new meeting time.
- Budget meeting to occur this Thursday. Details to be sent out.