

## SEA Board February Meeting

Date; 2/15/2023

Attendees: Alyson Emanuel, Katie Coss, Maddie Segal, Paul MacDougal, Kevin Welsh

Alyson kicked off at 7:06 once we had quorum

### **Microsoft Teams 365**

- Kevin discussed Microsoft Teams. We can create a channel, we can store documents there. A benefit is then the new Board members can access information stored there, enabling better handoffs.
- It was proposed to have board emails that are real mailboxes instead of it forwarding to our personal email. This would allow for email tracking and retention for future emails, and handoffs to future Board members
  - At minimum [pres@springdaleestates.org](mailto:pres@springdaleestates.org) [treas@springdaleestates.org](mailto:treas@springdaleestates.org)
  - Everyone approved to make these permanent mailboxes
- Microsoft approved SEA the grant to get licenses for TEAMS for free, what stopped us from getting it was that our tax ID was the same as the Springdale Rec Club tax ID so Microsoft thought that we were a recreational center. So we are applying for a new tax ID. Until then it is roughly \$3 per user per month.
  - We discussed have we considered other options like google. At this time, we went with TEAMS/ 365 because Kevin is a silver partner and has access to set up lots of features and train people on the application and then will go through it
  - Once everyone has access Kevin will do an upskill training if needed
  - Kelly made a motion to accept Teams, Maddie seconded, and Katie gave third

### **SEA Website**

- From a user experience: what's coming up, how to pay dues, latest president letters, upcoming events, who do I contact for a problem, and a map
- Kevin would like us to make a wireframe
- Katie asked if we could mirror Facebook-unfortunately we cannot pull in Facebook, but we can try to have announcements section etc. to cover the bigger announcements on Facebook and Nextdoor
- Make the website that is super accessible to build it — so do we use squarespace or go daddy. Reasoning is that they have templates and people can easily update it and not have to use html to make updates
- We did start a WordPress translation of the website and we pay \$3 a month, but that has fallen off (resident volunteer has had a baby, so not time)

- Kelly will do empathy interviews with five people to ask what they would like to see on the Springdale estates website. Who are our user personas: residents, computer savvy and not, vendors, realtors, closing attorneys, etc. Kelly will complete this by March 3<sup>rd</sup>

### **Dues Status**

- 114 people have paid YTD
- We have switched to QuickBooks for accounting and budget
- We would like to update the entrance boards to remind people to pay
- Kelly will drop a reminder in the Facebook group
- Alyson will send an email to the neighborhood explaining they will receive a pledge email to pay via quickbooks. They can also use the paypal link on the website and/or mail in via check (which is economically the best for SEA, as both PayPal and Quickbooks take a fee — about 3%)
- We would like to have a completed list of all the emails in one place, some have published emails for the directory, and some have just internal communication emails

### **Tax Id**

- Would like to get a new tax id for us as a non-profit
- Alyson and Kevin have started this process so we have a tax id completely separate from the Springdale Rec Club

### **Goals for 2023 (Alyson drafted some proposals and will send this around for Board members to review and edit)**

- Rest of the fence painted
- Would like to have 80% of homes pay dues
  - Ways to do that: visible improvements, well-managed events
    - We need to get minimum of 5 volunteers for events (do fewer events but do them well)
    - How do we make sure email doesn't go in the spam/marketing folder
  - Kevin will send the non-paid list to the board and we can try to split it up to take the people we know personally as reminders to pay dues
- Can we get the area directors positions filled

### **Events for 2023**

- Halloween (so one event for parents with children)
- Yard Sale: April 29th- Kelly
- Cleanup Day/ Yard Waste to the Curb- Alyson and Katie

- Adult Social- Kelly and Maddie
- Graduation Banners- Kelly

### **Entrances**

- Need to get electrical panels installed (like Springdale Gardens, their brick walls at the entrances have electrical panels on the back, enabling low voltage lighting and holiday lighting)
- Survey results supported improvements such as Low Voltage lighting for the two main entrances
- Potential solar lighting for Evergreen and Two Courts, as electrical panels there would not be economical

### **Reserves Money**

- We want to implement big projects to such as repairing the irrigation system and install low voltage lighting and give neighbors visible things that we have done and completed.
  - these projects costs will be significant and consume most of our operating budget (i.e, water meter and irrigation system @ \$15,000 for the traffic light entrance, enabling landscaping, and electrical panels and low voltage lighting @ minimum \$9000 at both O'Neal/Leesville entrances)
  - the proposal was to use our currently significant reserves (\$88,000) to fund these projects
- We would like to keep a reserve of 12 to 18 months of operating costs (mowing, utilities, mail, website and software licenses, etc) and use the remaining reserves to be able to move forward the main projects of updating the entrances.
- Board approved proposing this to the neighborhood (would need good estimates

### **NC State request to study Springdale Estates big lake (Skylar Hopkins)**

- Katie puts forth the motion to allow NC State to study the snakes and snails in the big lake
- Springdale Estates liaison will be Mark Connolly
- Kevin seconded the motion

**Meeting adjourned at 8:37 PM**