

Silver Bay Council | Meeting Minutes
Saturday, October 7, 2023, 6:45 pm
Watson Arts Center & Via Zoom

Facilitator: Natalie Shotts, Council President

Recording Secretary: Chris Kleinhenz

Welcome & Announcements – Natalie Shotts welcomed and thanked everyone for attending and for all the work that was done the last two rainy days. Natalie sent around the sign in sheet for people to sign in.

- **Adoption of August 2023 Meeting Minutes** – Motion was made to adopt the minutes of the August 10th, 2023, Meeting. Motion was seconded. All voted in favor and motion was passed.

State of the Bay | Peter Doliber, Executive Director — Peter thanked everyone for coming this weekend and for all their hard and important work, especially in helping with the Porch Sale.

- **Successful Summer and addition of the Happy Hour and a Half and Bits on the Bay** – Peter recapped the success of the 2023 summer and positive feedback received of the Happy Hour and a Half and Bites on the Bay. The happy hour featured beer, wine, and seltzer only.
- **Revenue Goals** – Peter stated Silver Bay did not meet revenue goals for 2023 season, but the organization is 12% ahead of last year. Overall, business on the Northern end of Lake George was down 20% from the prior year, and Silver Bay was up 12% – which indicates revenues are going in a good direction.
- **Staff Updates** – Peter introduced Mike Davino, in attendance, who is the new head of facilities. Peter stated many new staff additions were made that made 2023 a successful year.
- **Gardening Projects** – There were restricted funds for landscaping, and Silver Bay used the funds to improve areas on the campus such as the William Boyd Center (WBC), the courtyard of the Inn, and the Memorial Garden.
 - **Memorial Garden at the Chapel** – Due to the high acidity of ashes that were scattered in the garden, many of the plants were killed, except for Lily of the Valley – which took over the garden and became diseased. The garden was redone, with plants that will blossom at various times throughout the year. The gardeners— led by Tony DeFranco— took out every plant that was in the garden, screened it, so that the dirt and ashes were saved. All the plants that people have planted that were still alive, were replanted. And the old soil and loved-one’s ashes was sifted and put right back in place where it was. Moving forward, Silver Bay will only do burial of ashes, placing them 10 inches underground.
- **Childcare in Ticonderoga** – The Ti Alliance has raised funds to facilitate childcare for infants and children up to 5 years-old at St. Mary’s School. Ti Alliance is looking for an operator to run the childcare service. Silver Bay has applied and submitted a Request for Proposal (RFP) to become the operator. If selected, Silver Bay will negotiate terms and with full agreement from the Board, Silver Bay will participate. It would be a great opportunity for Silver Bay to help the community.
- **Questions & Open Door Policy** – Peter stated he has an open-door policy and welcomes calls, emails, and personal visits and give people the direct opportunity to asks questions or make suggestions.

Peter opened the meeting up for Questions:

- **Carolyn Hoeschele asked how much was made from the garage sale.** Peter stated the last he checked it was around \$2,000. There are other items we have that will be auctioned off, like the old pews and auditorium chairs. Hepbron still has a lot of furniture that will be moved out as well.
- **Hospitality Covid Relief** – Peter stated that Malita had applied for state funding for covid relief and Silver Bay was successful in receiving a \$250,000 award for hospitality covid relief from the state of New York.
- **Plans for Hepbron** – Peter stated a gentleman name Jim – who never stayed at Silver Bay but fell in love with Hepbron’s Adirondack style architecture – met with Peter and discussed its future and gave a donation towards its restoration.
 - Peter stated there are two choices for Hepbron. One is tear it down and replace it within two years. The second is to renovate and restore it and possibly convert it into family friendly apartment-like units with 1-2 bedrooms with a kitchenette. Peter stated that they expect renovating it will cost more than rebuilding, and Silver Bay is looking at using tax credits, similar to what is being used for the gym, or using capital campaign.
- **Ben Brumbaugh asked about the future plans for Hemlock and Overlook** – Peter stated the price point they are rented for, does not cover the cost of upkeep of the buildings. What we are looking to do next year, is use the top floor of Hemlock will be available for guests to use – primarily for families and charge \$50 more per day. The bottom floor will be for staff. We are opening up the third floor of the Inn to guests. It may be temporary thing, but Peter stated we have to improve cash flow on those buildings.
- **Dave Hoeschele asked about Woodside Trail for Snowmobile Trail Use** — Going through applications with the snowmobile club and the county, and Peter will connect with Chet to find out where we are in the process. It’s something Silver Bay wants to do; Peter is unaware of where we are at in the process.
- **Jason Nassau asked about the status of adding camping sites** — Peter stated no camping facilities and restroom facilities at this time, and stated people can apply for a program called Vacations Made Possible if they need help financially.
- **Nancy McLaughlin asked about the new guest pricing structure** — Peter stated that room rates and meals plans can now be separated. Depending on the time of year, you can either opt-in or opt-out of bundling meals and program fees.
 - If guests opt out of meals, guests will still have the ability to get meal tickets on demand, purchase food at the store – which the store is adding more grab and go items, and also at the general store at the end of the road.
 - We also plan on doing more “pop up” restaurants like the Lobster Boil held this past summer – and try to do a reservation-style meal with a limited, pre-published menu once a week.
 - We will also be making guest rooms available through Expedia
- **Dave Hoeschele asked about the turnout for Bluegrass in Heaven and if it was a financial success** — Peter stated it was great and fully intend on doing it again. If you add up what the performers were paid, and rooms that were compensated for performers and volunteers, Silver Bay made \$18,000 – \$20,000, but gave up \$60,000 in lost opportunity as we had to turn down one wedding and one family reunion. Peter stated Silver Bay can look at controlling some of the expenses and comps to generate more income in the future. Peter stated there was approximately 320 tickets sold and a third of the folks that were here, were first-time guests.

- **Ming Crusey asked about the new initiatives in opening the campus to the community, as in memberships and pickleball and how the cost is handled, and what will happen moving forward** — Peter stated the Board and Leadership agrees that relationships need to be built with the community, especially in Hague and Ticonderoga, and the staff has built a lot of effort in integrating with the community. We offer free wellness membership to those who live in the community year-round, which there are 125 members. Peter stated while some folks may see that as losing money, leadership sees this as fulfilling our mission and building relationships within the community. This goodwill could open doors and can eventually lead to family reunions, or pickleball and other program memberships.
 - Pickleball and Tennis has been wildly popular and there has been a lot of activity on the courts – membership will be encouraged for those areas next year.
 - Peter stressed Silver Bay wants to be inclusive, but we don't want to be taken advantage of.
- **Mark Brumbaugh asked about the children's tennis lesson and if that will continue** — Peter stated that a donor funded the tennis instructor position and Silver Bay would like to bring Jerry back next year and keep the program going.
- **Bob Whitaker asked about the Lecture Series** – Peter stated that the Lecture series did not take place this summer. Next year, Silver Bay is working on a theme and speakers for each week. The plan is to have the schedule finalized by March so that it can be published in May. Peter stated that Chet is working on a year-round lecture program as well.
- **Sharon Sassaman asked if other YMCA memberships are recognized by Silver Bay** – Peter stated that Silver Bay participates in the YMCA USA Reciprocity Program, so if you are a member of Silver Bay, you can use another YMCA within the US for up to two weeks, and vice versa. Year-round folks who live in Bolton, Putnam, Hague, Ticonderoga, and Crown Point are eligible for the free wellness membership.
- **Marge Mengers commented that she appreciated the summer music program and the Friday night concerts by the store** — Peter stated there was a donor who sponsored the music pieces, and another donor who sponsors the dance. Peter stated we had a lot of acts in, but mostly were in the folk genre, and we will look at adding other genres in next year. Peter stated the program department is looking at expanding music and dance acts throughout the year.

EMPS Alumni Fellowship (EAF) Overview | J.K. Boodley, EAF President — Natalie invited J.K. to the podium to give an overview and update on the EAF.

- **EAF officers** – JK introduced himself and the other EAF officers:
 - Katie Mullen, Vice President
 - Chris Locke, Treasurer
 - Sue Healy, Secretary, who attend the meeting via Zoom
- **EAF Membership** – J.K. stated that EMPs who would like to be members can send an email to EmpAlumniFellowship@gmail.com and can become a member of their list serv and receive the new electronic version of the Empilog.
- **EAF Scholarships** – It is doing well and in the next issue of Bay Windows there will be a section outlining the donations made in Mary James honor that will be used towards the scholarship.
- **Swimming at the ERC** – JK said it's complicated and is well aware of the safety hazards and liability issues that prevent swimming off the ERC.
- **Perk the ERC** – In closing, Natalie stated that Council hopes to work with the EAF, and we are looking at adding a "Perk the Erc" Tidy Time project in the Spring of 2024.

Officer and Committee Reports

- **Tidy Time Update – Natalie Shotts**

- **Trails** – Bob Steinforth stated a very heroic team braved the weather and 44 water bars were refreshed repaired.
- **Special Projects** – Kris Shotts stated that 2 of the 6 finger docks were replaced at the Boathouse today, and the remainder will be completed tomorrow.
- **Special Duty** – Faith Steinforth stated the main project was cleaning and organizing Spruce Mountain Lodge was completed and many other cottages were inventoried, and 4-5 more cottages needed to be done tomorrow.
- **Yard Sale** – Natalie gave a recap of all the work that was done for the yard sale – starting with the heavy lifting and moving of items on Friday, and to those who manned stations and braved the rain to help sell items.
 - Natalie stated that any items that are left over are open to guests to take with them, either to keep or help dispose of by taking it home with you.
- **T-Shirt Organizing** – Natalie thanked the team who organized the staff t-shirts in the WBC
- **Brush Clearing** – Carolyn Close stated that brush clearing will take place tomorrow, rain or shine, and to meet Mike Davino at Maintenance at 9am

- **Membership | Carolyn Hoeschele** – Carolyn gave a overview of each of the following nominees:

- Christine Monahan was a guest for several years, was an ESL leader, and an EMP for several years.
- Betsy Booth is a lifelong Silver Bayer, a former Emp, and served on the board from 1998–2001.
- Chris Franklin has been coming to Silver Bay since he was two years old and is a former Emp working the summers of 1999 and 2001. He is looking forward to attending more Tidy Time weekends.
- A motion was made to approve Betsy, Christine, and Chris as members. Motion was seconded. All voted in favor and motion was passed.

- **Treasurer's Report | Ben Brumbaugh** – Thanked Natalie and Peter Meyers for showing him the ropes in regard to the accounts, and gave a review of the following:

As of Last Council Meeting on August 10 2023	
On account with Silver Bay	\$ 2,104.44
Glens Falls National Bank (GF) Checking Account	\$ 732.90
Glens Falls National Bank (GF) Savings Account	\$ 1,019.44
Total	\$ 3,856.78
Income as of Sept 1 (Silver Bay)	
Raffle Fundraising Sales (Credit Card)	\$ 2,966.00
Puzzle Sales	\$ -
Raffle Cash Sales - Glens Fall Checking	\$ 1,330.00
GF Savings Account Interest	\$ 0.24
Total	\$ 4,296.24
Allocations & Discretionary Spending	

Overage of the Coffee Urn Purchase	\$ (585.05)
GF Checking – Rocking Chair Seats	\$ (700.00)
Total	\$ (1,285.05)
As of September 30, 2023	
On account with Silver Bay	\$ 4,485.39
Glens Falls National Bank Checking Account	\$ 1,362.90
Glens Falls National Bank Savings Account	\$ 1,019.68
Total	\$ 6,867.97
Available funds (minus discretionary spending of \$450)	\$ 6,417.97
*We have not received an updated report as of 8/10/2023	
**note that the allocation of \$700 was denoted in the May treasurer report, but has not yet been ordered	

- **Allocations | Debby Wattenbarger, Council Vice President, and Chair of Allocations** – Debby gave an overview of the following items up for allocation:
 1. **Heated Holding/Proofing Cabinet for \$1625** — This would help keep food warm with catered events all around campus.
 - Natalie gave an overview of the Lobster Boil that Peter had mentioned previously and Silver Bay’s initiative of having a weekly restaurant style seating on an ongoing basis. Natalie stated it was one of the best meals she has had at Silver Bay or at the other restaurants in the area. However, one of the challenges of the Lobster Boil was that it was held at the Boathouse, and the Boathouse is not equipped to serve food, and staff used vehicles to usher food between the WBC and the Boathouse. Natalie expressed that the proofing cabinet would be a great addition to the kitchen and would help Silver Bay’s expand their capabilities to generate income, while providing an improved guest experience.
 2. **Shed/Kiosk check in station at Slim Point for approx. \$3,000** — Needed for health code purposes and to check guests in so staff knows who is on the beach as well as guest count. Building the kiosk would be a potential Special Project at the Spring Tidy Time.
- **Debby opened it up for questions:**
 - **Sharon Sassaman asked how allocations are sourced and decided upon.** Debby stated that allocations typically help fund outside-the-budget needs of Silver Bay. Anyone – which includes Silver Bay staff, Council, or other guests and members – may suggest or recommend where allocations are made, and then these requests are discussed with Silver Bay to make sure it fits within their initiatives and to make sure it’s something that isn’t already being funded.
 - **Marge Mengers asked about plans for Bay Beach** and would like to see if funds could be used to open the Beach up to its full size and improve accessibility from the parking areas to the beach, and into the water itself. **Adding on, Sharon Sassaman expressed concerns for the kiosk at Slim Point, and Bay Beach’s accessibility and expanding the swimming area back to its original size** – Carolyn Close stated that the Kiosk would also be used as a guard station and the check in is necessary to make sure just members and guests are using the beach. Carolyn stated that Silver

Bay is looking into having Bay Beach fully open next year. Continuing, Carolyn stated that there was an issue with the raft and a smaller raft had to be used. Silver Bay is willing to listen to allocation suggestions but stressed that all allocations have to fall in line with all other Silver Bay initiatives. Natalie added that in the Fall of 2019, Council approved \$6,000 for a new raft and lifeguard stand to be built for Bay Beach, but that was taken off the table due to the pandemic and closure of the beach. Continuing Carolyn stated that is a project we can look at for 2024, and noted lumber prices have increased dramatically since then and another estimate would need to be done.

- **A comment was made that the Council webpage is no longer on the Silver Bay website and that the allocation form was always provided on the website**
– Natalie pulled up the SilverBay.org website on screen and walked attendees through where they could find the [Council webpage](#) and agreed that it is hard to find, and that the allocation and membership forms are buried all the way at the bottom of the webpage. Natalie stated she will work with the marketing team to improve its location.
- **Peter Meyers proposed to approve the Heated Proofing Cabinet, and to hold off on approving the Slim Point kiosk.**
 - **A motion was made to approve the purchase of the heating cabinet for \$1,625.**
The motion was seconded. The majority voted in favor, with two abstentions. With a majority vote, the motion was passed.
- Natalie reminded members that it was mentioned in the August meeting that anyone can make an allocation request and if they are unable to find the form online, they can email Council leadership at SilverBayCouncil@gmail.com and that allocation requests need to be submitted two (2) weeks before any Council Meeting to properly consider and vet the request.
- **Fundraising Update | Natalie Shotts, Chair of Fundraising** – Natalie gave an update on 2023 fundraising initiatives:
 - **Summer Raffle | \$1,400 Gift Certificate** – Natalie stated that the raffle raised \$4,296, which is in line with past raffles and that the majority of donations were received online. Nancy Flannigan was the raffle winner, and elected to donate the funds back to Silver Bay and to the Silver Camp program.
 - The donor who funded this year's raffle has agreed to fund the raffle for 2024
 - **Puzzle Sales** – We had another successful year selling puzzles. We haven't received a sales update from the store, but as of the last report received, puzzles sales were at \$1,442.
 - **Looking to 2024** – We will do another raffle and will sell puzzles starting in May of 2024. Natalie is also considering making ornaments of activities at Silver Bay and sell them in the store for \$15-\$17.

Questions and Discussion — There were no further questions.

Closing Remarks – Natalie again thanked everyone for their hard work and participation this weekend, and with no further questions or business to discuss, Natalie set in motion to adjourn the meeting. The motion was seconded, and all voted in favor to end the meeting.