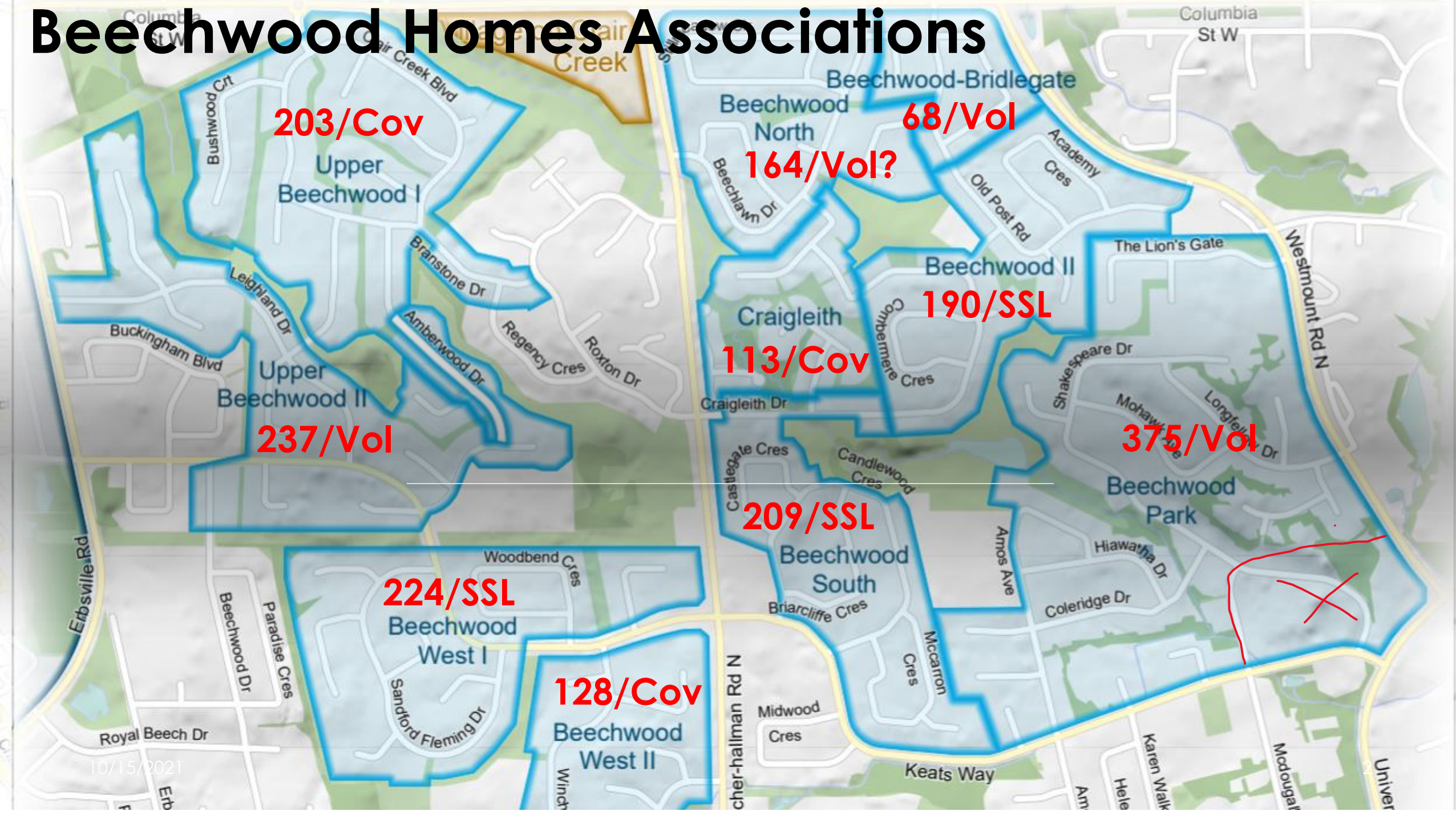


# Better Together

BEECHWOOD HOMES ASSOCIATIONS SURVEY 2021

# Beechwood Homes Associations





# Membership and Survey Participation

VOLUNTARY	SPECIAL Services Levy	COVENANTS
<ol style="list-style-type: none"> <li>1. Beechwood Park</li> <li>2. Beechwood North ?</li> <li>3. Beechwood Bridlegate</li> <li>4. Upper Beechwood II</li> </ol>	<ol style="list-style-type: none"> <li>1. Beechwood South</li> <li>2. Beechwood II</li> <li>3. Beechwood West I</li> </ol>	<ol style="list-style-type: none"> <li>1. Beechwood West II</li> <li>2. Craigleith</li> <li>3. Upper Beechwood I (<b>clarification needed re member fees</b>)</li> </ol>

Participants
<ul style="list-style-type: none"> <li>•Beechwood Bridlegate</li> <li>•Beechwood West 1 &amp; 2</li> <li>•Upper Beechwood (UB1 &amp; UB2)</li> <li>•Beechwood South</li> <li>•BPHA</li> <li>•Craigleith</li> <li>•Beechwood II</li> </ul>

No Response
<ul style="list-style-type: none"> <li>• Beechwood North</li> </ul>

Annual Fees: **locals** run from \$416 to \$550 – average \$471.

Annual Fees: **associates** run from \$540 to \$690 – average \$ 597.

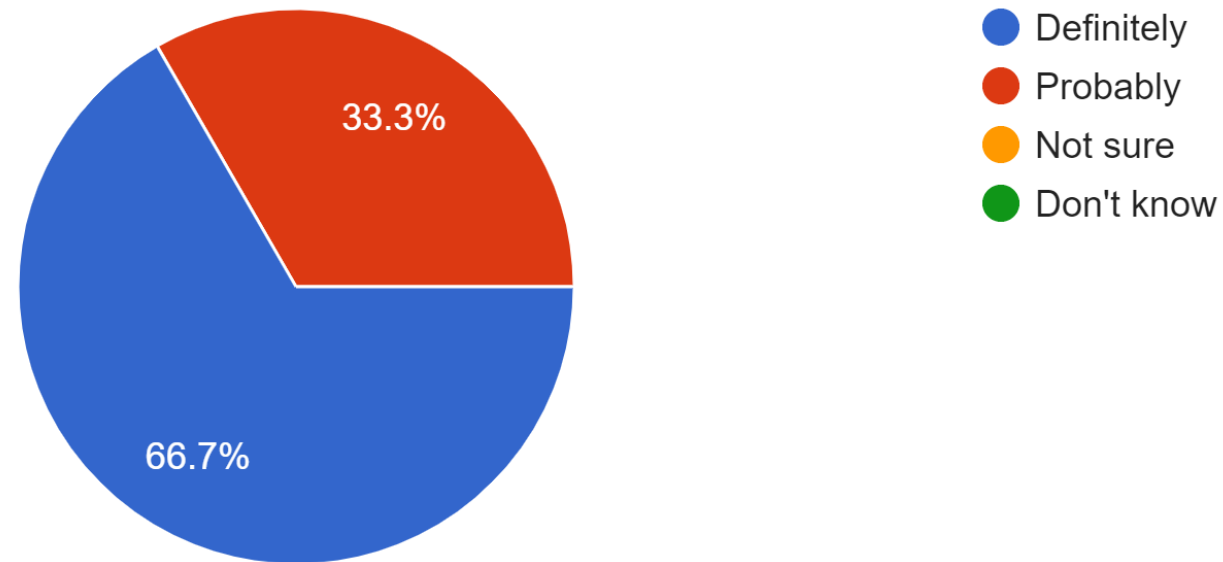


## Survey Purpose

Discover **interest** in  
and explore **ways**  
that Beechwood  
Homes Associations  
can work together  
for mutual benefit.

From your perspective is this a useful first step toward working together?

9 responses



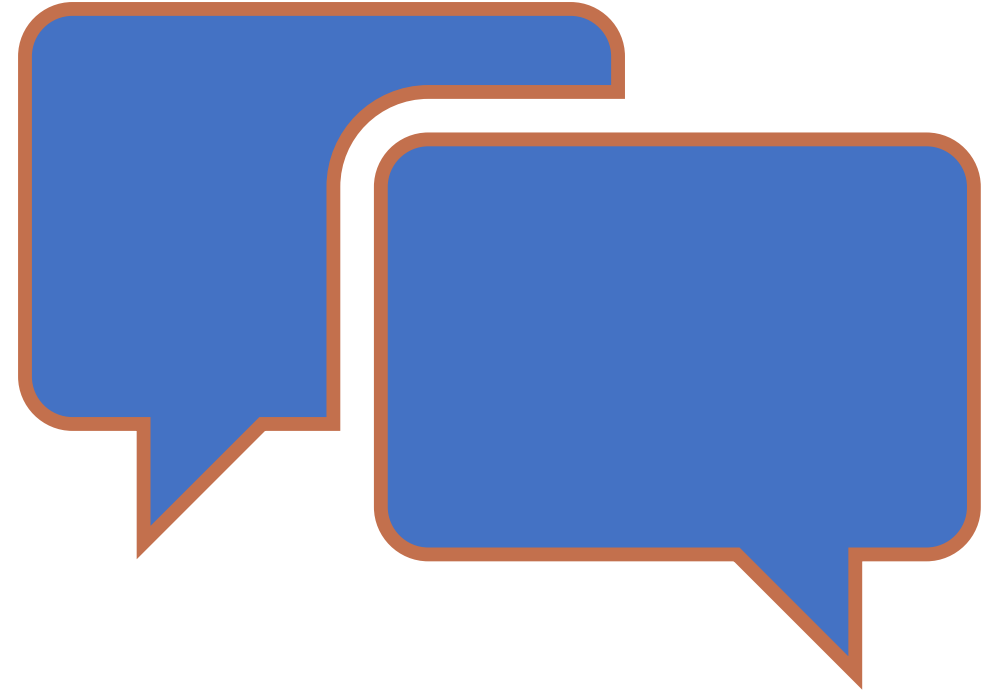
***Good First Step? Yes***

# Transparent Access

- Google Sheets – access will be sent separately
- You can see all of the data



# ***Highlights & Next Steps***



# Top 3 Challenges (grouped & ranked)

- **Funding/Financials:**

- annual budgets and looming capital costs.

- **Membership:**

- retention & growth;
- exploration of others membership models
- programming for all demographics

- **Volunteers:**

- retaining & attracting

**Important  
Not Urgent**



# Top Three Challenges

First	Second	Third
<b>Funding/Financials:</b> <ul style="list-style-type: none"> <li>Stability of funding</li> <li>Budgeting</li> <li>Big ticket items - repairing/ replacing tennis courts</li> <li>Capital budget to improve aging facilities</li> </ul>	<ul style="list-style-type: none"> <li>Looming capital costs</li> <li>Planning for covenant expiry in 2026 - what is the right structure for our association.</li> <li>End of covenant is coming January 1, 2024</li> </ul>	<ul style="list-style-type: none"> <li>increasing operating costs</li> <li>Capital planning/improvements</li> <li>community involvement</li> <li>The maintenance plan for the aging facility including grounds</li> <li>Risk of major repairs or replacement (e.g. pool crack)</li> </ul>
<b>Membership:</b> <ul style="list-style-type: none"> <li>Increasing local membership while keeping our offerings of a manageable size</li> <li>declining member renewals</li> <li>associate member balance in our changing community i.e. number, fee, home location priority</li> </ul>	<ul style="list-style-type: none"> <li>Engagement with the senior members</li> <li>Programing for all demographics</li> <li>Staff</li> <li>community engagement/building community</li> </ul>	<ul style="list-style-type: none"> <li>Collecting fees from all households.</li> <li>communication with all members</li> </ul>
<b>Volunteers</b> <ul style="list-style-type: none"> <li>Board Volunteers</li> </ul>	<ul style="list-style-type: none"> <li>finding enough volunteers</li> </ul>	<ul style="list-style-type: none"> <li>Recruiting volunteers to run our programs</li> <li>Board member volunteers</li> </ul>
<b>Other:</b> <ul style="list-style-type: none"> <li>COVID and implications for policies</li> </ul>	<ul style="list-style-type: none"> <li>Dealing with the city/advocacy</li> </ul>	

# What do you want to know about other associations?

Day-to-Day Management	Board Issues
<ul style="list-style-type: none"><li>• Management of payroll, scheduling, health and safety, access control, security incidents, risk management and relationship with city of Waterloo.</li><li>• Lifeguard pay scales, COVID related issues (swim lessons, events, etc)</li><li>• Pool opening and closing dates and hours.</li><li>• Pool manager and staff wages.</li><li>• Do you charge for swim and tennis lessons and if so what?</li><li>• Policing non members use of the basket ball courts. Identification of members i.e. shoe tags?</li><li>• Program used for on line registration for lessons or court times.</li><li>• Staff pay scale and structure (manager pay vs. normal, hours per week etc.)</li></ul>	<ul style="list-style-type: none"><li>• What <b>written policies</b> do you have? What <b>succession planning</b> do you have to maintain continuity across board members?</li><li>• Finding out where other associations are in their memberships...<b>SSL</b>? How do other people handle <b>Associates</b>?</li><li>• How do you pay for <b>big ticket items</b>?</li><li>• How do you manage items that can be \$100,000 +</li></ul>
Urgent and Important	Important Not Urgent

# Next Steps - Day-to-Day Management

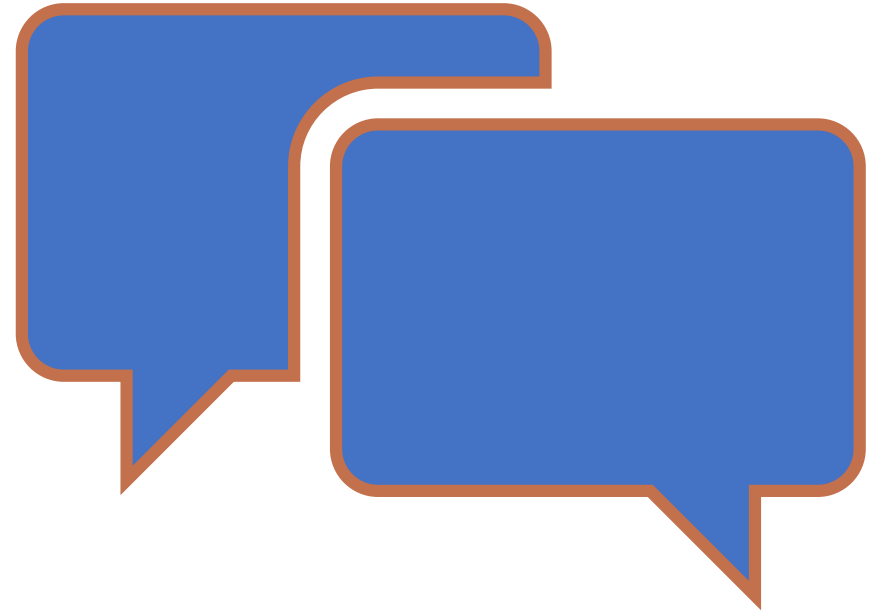
- **Share** & discuss these results with your Board
  - Identify which Directors want to talk with counterparts.
    - This could include (pool, tennis, finance, programing, maintenance, etc.)
  - Obtain permission to share contact information. Bill can create a short survey to facilitate. TBD.
- **Timeline**
  - **Up to Board Directors**

# Next Steps – Board Issues

- You are now in touch with each other via email
  - **(expect Beechwood North)**
- Challenges and Issues include:
  - **Funding/Financials:** annual budgets and looming capital costs.
  - **Membership:** retention & growth, exploration of others membership models, programming for all demographics
  - **Volunteers:** retaining & attracting
  - **Programing:** tennis, water polo, pickleball, skating.
  - **Group Buying:** insurance, pool maintenance, grounds care, bookkeeping, tennis pro
- **Timeline**
  - **Up to Board Presidents**

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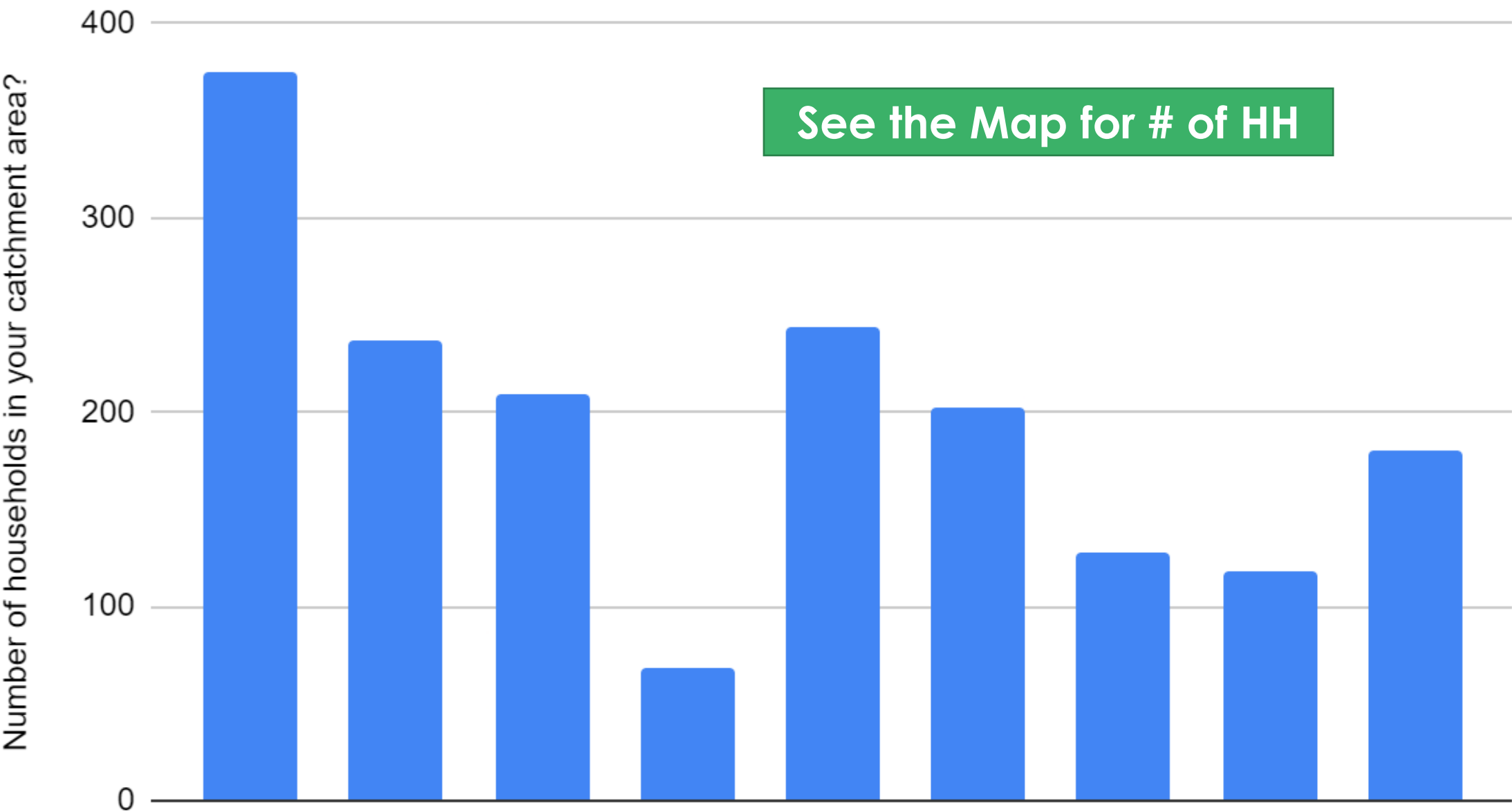
*Open Discussion*



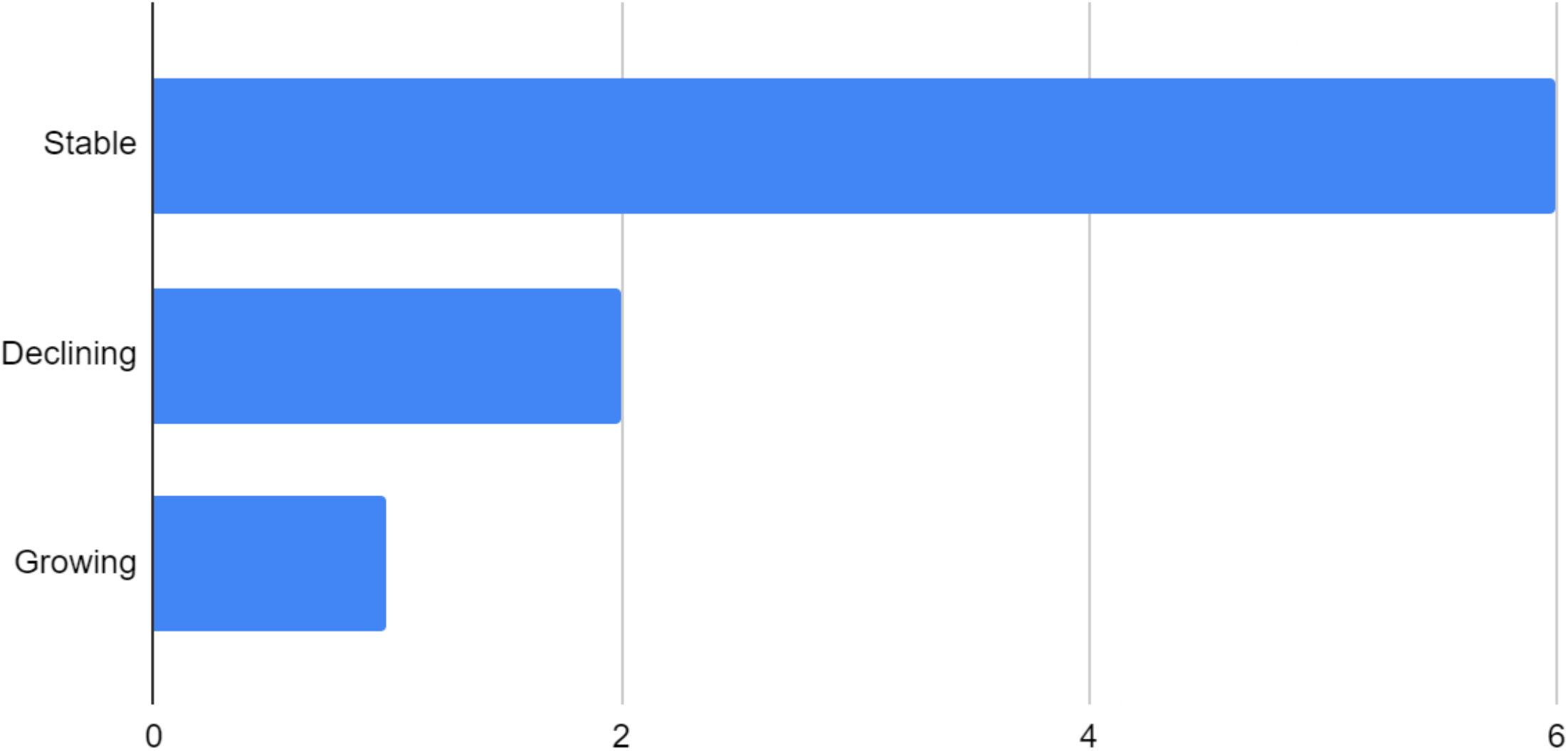
# Appendix: Charts



# Number of households in your catchment area?



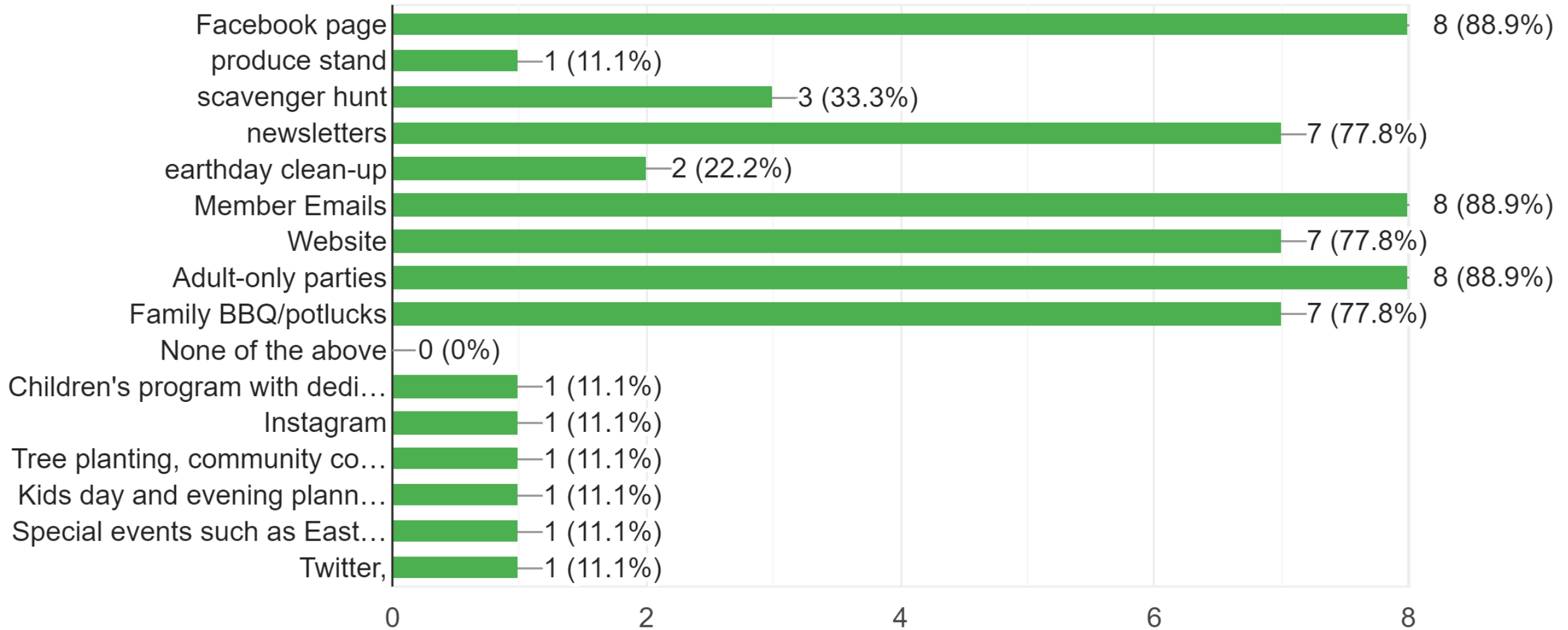
# Count of Is your membership growing, stable or declining?



Count of Is your membership growing, stable or declining?

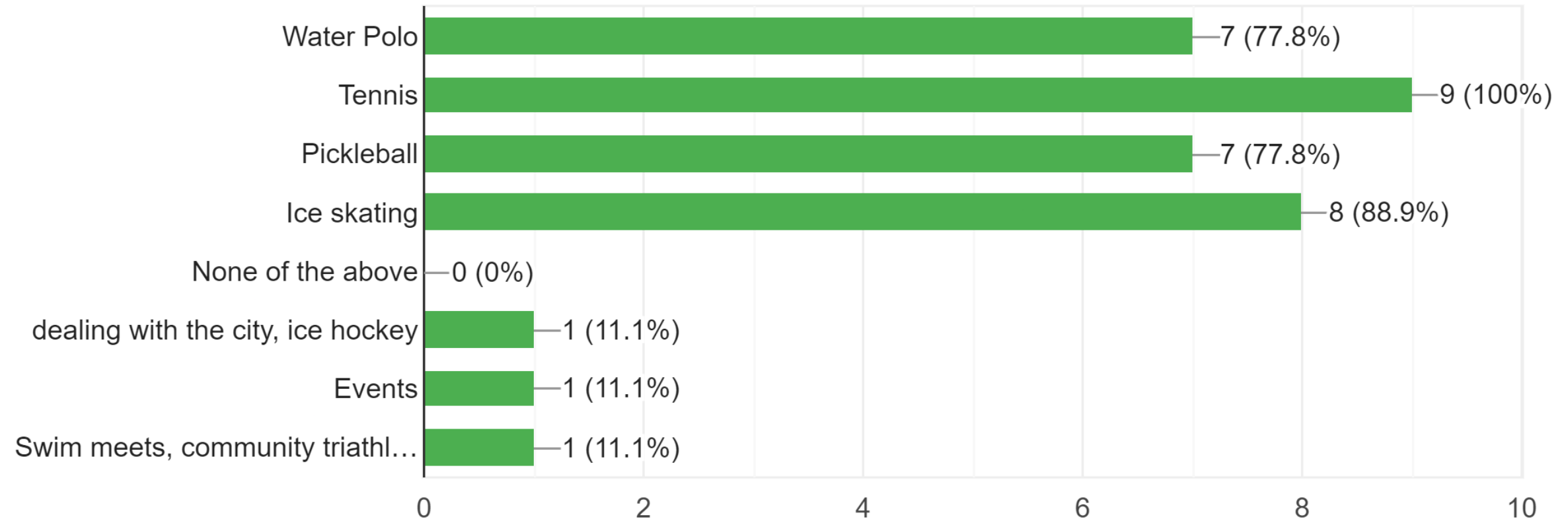
## What events and forms of communication do you offer your members.

9 responses



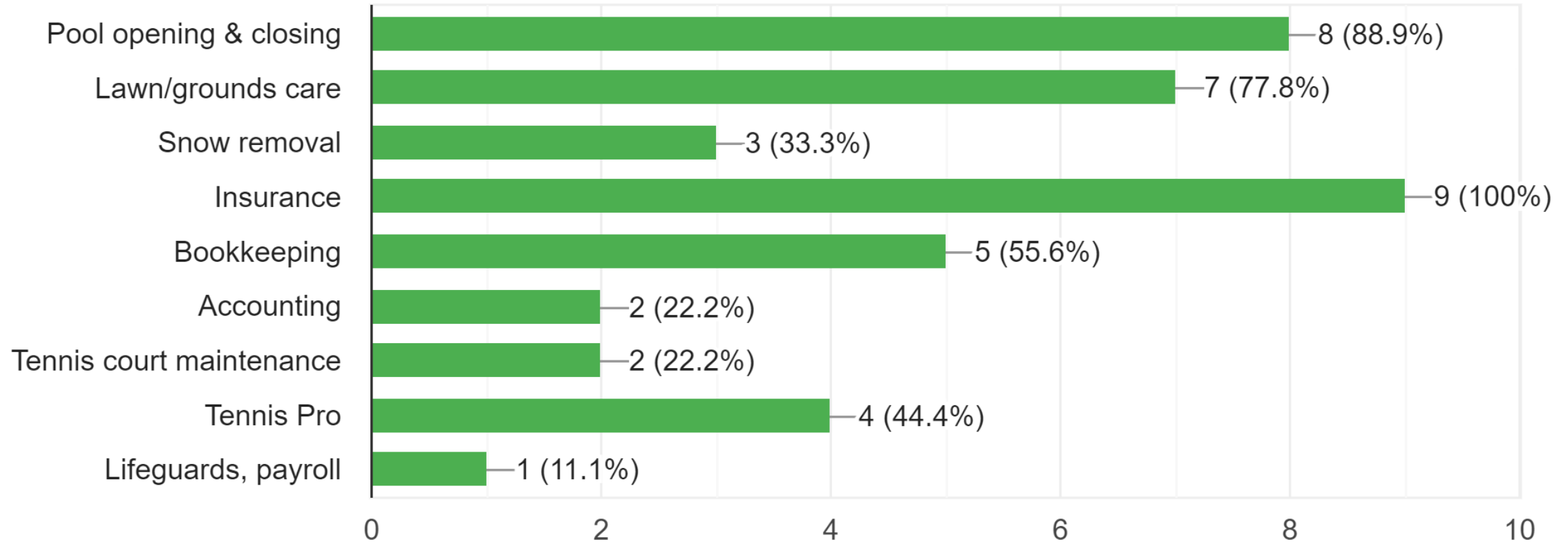
## ARE YOU INTERESTED IN WORKING WITH OTHER Beechwood associations on future programming like:

9 responses



## Which of the following rec centre services do you pay for annually?

9 responses



Count of WOULD YOU have any interest in 'group buying' for these services described in the previous question?

