

Membership Committee Report

HBHTA Annual Meeting

June 11, 2022

Membership Committee Activity

- Surveyed 9 other taxpayer association websites to understand their approach to membership, dues, payment methods, etc.
- Cleaned up the then current membership mailing list, reviewed tax records to confirm existing and new homeowners and permanent addresses, and created a new membership database
- Drafted membership information request letter for community and mailed to all homeowners, discussing the benefits of membership in the association and asking them to join
- In conjunction with new website, set-up new online dues payment capability with multiple payment options and added donation capability
- Used new “permanent” multi-event signs to advertise membership drive, but also other HBHTA events
- Discussed and debated membership rate for 2023. Decided to raise rate from \$25 per household to \$35 per household
- Key reasons we decided to raise dues:
 - Anticipated having a larger, more active and involved Board to work on more projects and issues for the community, which would likely require additional spending, e.g., new website cost for development and maintenance, new online payment options and associated fees, etc.
 - Anticipated rising costs across the board for existing slate of activities
 - “Catching up” for past 5 years of not raising dues at \$25 – most things are more expensive than five years ago

Membership Analysis

Street	Amount Paid	Total Homes	Homes Paid	% of Homes Paid	Average Paid per Home	% of \$ Paid Online	% of Payments Online
Adrian	\$ 480.00	31	10	32%	\$ 48.00	64%	50%
Albright	\$ 510.00	21	13	62%	\$ 39.23	34%	38%
Alma	\$ 385.00	30	11	37%	\$ 35.00	91%	91%
Amherst	\$ 440.00	19	7	37%	\$ 62.86	84%	71%
Antioch	\$ 650.00	34	15	44%	\$ 43.33	84%	87%
Arnold	\$ 855.00	43	19	44%	\$ 45.00	67%	58%
Auburn	\$ 1,153.33	52	21	40%	\$ 54.92	79%	67%
Butler	\$ 620.00	35	13	37%	\$ 47.69	82%	77%
Collier	\$ 305.00	8	5	63%	\$ 61.00	66%	40%
Harbor View Court	\$ 35.00	3	1	33%	\$ 35.00	0%	0%
High Bar Way	\$ 35.00	1	1	100%	\$ 35.00	0%	0%
Meadow	\$ 390.00	21	7	33%	\$ 55.71	82%	71%
Sunset	\$ 515.00	48	11	23%	\$ 46.82	52%	45%
Other	\$ 20.00						
	\$ 6,393.33	346	134	39%	\$ 47.71	71%	63%

NOTES

Collier (63%) and Albright (62%) best turnout so far

Collier, Meadow and Amherst most "generous" paid per member

Alma is "frugal"

Sunset and meadow under-represented

Alma is tech savvy, Albright is old school

Payment Analysis

Total payments by check	\$	1,865.00
Total payments online	\$	2,825.00
Total donations	\$	1,703.33
Total revenue	\$	6,393.33
Total members paying		134
Total # payers donating		39
Total % payers donating		29%
Total donations	\$	1,703.33
Average donation	\$	43.68
Members paying by check		50
# check payers donating		2
% check payers donating		4.00%
Check donations above dues	\$	115.00
Average check donation	\$	57.50
Members paying online		84
# online payers donating		37
% online payers donating		44%
Online donations over dues	\$	1,588.33
Average online donation	\$	42.93