




HHSTC 2009 Membership Survey

Looking to the future, in terms of managing our dues (which are currently the lowest around town) and membership levels, which would you prefer:			Response Percent	Response Count
Keep dues low and raise membership levels (crowded pool but lots of \$ for capital improvements).			48.9%	46
Keep dues low and keep membership level as is (non-crowded pool but very little \$ for capital improvements).			33.0%	31
Raise dues and keep membership level as is (non-crowded pool and some money for capital improvements).			18.1%	17
Additional thoughts/opinions on this matter?				40
			answered question	94
			skipped question	5

Additional thoughts/opinions on this matter?		
1	A balance-maybe a small increase and also membership increase as well.	Jun 28, 2009 11:44 AM
2	I have been a member for 6 years (since 04) and have been very happy with the improvements over the years. I am glad the membership is doing well, but don't know if I want to see much more people. But I think we could increase the membership list a little bit.	Jun 28, 2009 1:27 PM
3	Economy may get worse, keep dues low for now to keep/build membership	Jun 28, 2009 1:45 PM
4	I hate a crowded pool. By paying my membership dues, I expect to have a place to sit when I go to the pool.	Jun 28, 2009 3:45 PM
5	This one is tricky, but I don't believe we should try to overcrowd the pool to gain money, yet at the same time, we would need to be careful as to the rate increase so as not to lose any members, in effect working in the reverse.	Jun 28, 2009 4:00 PM
6	What's the point of raising extra capital by increasing membership if we can't enjoy it due to overcrowding. I would rather see higher prices in the future rather than more members.	Jun 28, 2009 4:39 PM
7	depends on what we want to do in terms of capital improvements. I'm more concerned (as noted above) about assuring maintenance is included in the total cost of ownership so to speak: e.g. back lot landscaping. Also, the clubhouse itself is in need of not-so-exciting, but necessary upkeep: e.g. electrical, drainage, pest control, etc.	Jun 28, 2009 5:21 PM
8	The current Board and Officers are to be commended for a job well done. You have brought back a very extra asset to Huntley Hills	Jun 28, 2009 5:40 PM

Additional thoughts/opinions on this matter?		
9	A busy pool is a fun pool. Crowds thin out after July 4th.	Jun 28, 2009 6:57 PM
10	Charge those who live outside Huntley Hills a higher membership rate...if would help raise capital/unsure of non resident membership levels. Spend the funds on life guard pay to keep pool open into September.	Jun 28, 2009 7:00 PM
11	I don't think there is a need to change dues at this time. We are competitive and the moderate initiation fee is attractive to new members who have shopped around and know how reasonable it is. I think we could add another 17 families and then cap the membership at 165, which would still give us some money for capital improvements without letting the pool get overcrowded. There are times when it is pretty crowded already.	Jun 28, 2009 7:37 PM
12	Prepare for hard economic times. If they materialize, then we will survive, but if they don't we have abundant resources.	Jun 28, 2009 9:00 PM
13	Offer incentives for staying a member and to people for bringing in new ones. Do fundraisers/parties to make up the keep the low dues and same membership levels!	Jun 29, 2009 12:30 AM
14	Raise the initiation fees - make it harder for people to get into the pool, but once in, they will be committed to staying for longer. \$450 is reasonable for three months of fun. If dues are increased, I would expect to see year round entertainment.	Jun 29, 2009 1:05 PM
15	I think the current mix is about right. I think the price is right and the crowds aren't too bad.	Jun 29, 2009 1:21 PM
16	Dues are very low...they should at least go up at an inflationary rate. Also could consider tiering dues based on whether you use tennis/pool or both. Could consider other \$ makers...benchmark other pools (e.g. Roxboro charges a lot for pool parties and gets it, \$3 pool movie night, etc.)...	Jun 29, 2009 1:50 PM
17	It seems we are on the right track.	Jun 29, 2009 2:06 PM
18	An increase in dues would make it harder to remain a member over time. Raising membership level would most likely keep crowd down but still get about the same amount in revenue. I'm guessing here!	Jun 29, 2009 2:29 PM
19	Can you provide an high level summary of our budget to the paying members? Are we spending more money than receiving?	Jun 29, 2009 2:34 PM
20	I think our board does a great job in keeping the dues & membership level costs affordable to the current members and potential new members. Balancing the financial needs of the pool with the incoming dollars isn't an easy task, but I'm a big believer in making sure there is a reserve to handle any unplanned need. So whatever is needed to keep that reserve in place, we should pursue whether it's just raising the membership levels or slightly increasing the dues each year. Thank You!	Jun 29, 2009 2:52 PM
21	There should be a "senior-say over 65" rate. Many of these "seniors" are gradparents who don't use the pool but would like to have the use of it when grandkids visit during the summer.	Jun 29, 2009 4:19 PM
22	Thanks to the Board for an outstanding job! Our pool and courts have not looked so good for long time.	Jun 29, 2009 4:35 PM
23	I wouldn't mind if dues went up 10% or so. Nothing too much, please!	Jun 29, 2009 7:11 PM
24	Crowded mainly on weekends.	Jun 29, 2009 9:52 PM
25	Having more shade would be great!	Jun 30, 2009 1:04 AM
26	add 20-30 memberships	Jun 30, 2009 11:56 AM
27	Doesn't seem too crowded now, when it does get that way then I would vote differently	Jun 30, 2009 1:14 PM
28	Membership seems right...not too crowded. Dues are right for these economic times...	Jun 30, 2009 1:56 PM
29	consider option with no guest fees- kids like to invite friends but it adds up	Jun 30, 2009 1:59 PM

Additional thoughts/opinions on this matter?		
30	After swim team season ends the pool doesn't seem to be crowded. Cost of living will increase with new energy taxes. Keep dues low so people will be able to continue memberships.	Jul 2, 2009 2:21 AM
31	It is not crowded. Continue to grow membership with current fees. Shoot for 175 members.	Jul 3, 2009 4:57 PM
32	We need the revenue to keep things looking good and a crowded pool on Friday nights and weekends can be fun - just have to have 2 guards.	Jul 3, 2009 4:59 PM
33	I don't have enough information to answer this. Are we running at capacity membership now? If so, how many members are you talking about. Raising dues would mean that some families would have to forfeit their membership. Raising the number of members might mean that some people choose to belong to less crowded pools	Jul 3, 2009 9:58 PM
34	The long term plan must be to encourage membership among Huntley Hills residents.	Jul 4, 2009 1:07 AM
35	It only makes sense that we would be the lowest in the area. Average home value is the lowest in the area with a swim and tennis club. The pool is ALREADY crowded!	Jul 4, 2009 1:42 AM
36	Tough question because I would like to see the improvements but the more crowded it becomes, the less likely I would be to continue to go so you would in turn lose memberships.	Jul 4, 2009 11:33 AM
37	Make the new people coming in pay more in initiation fees.	Jul 4, 2009 1:11 PM
38	the only time I see the pool really crowded is on holidays, this is to be expected so a few more people to offer a membership shouldn't be too crowded. Dunwoody pool is way too crowded for my liking so I wouldn't want to see our pool become like theirs.	Jul 4, 2009 9:55 PM
39	I only see the pool as too crowded on Friday nights and holidays. These are more like party times and it should be crowded. Other times the pool is sooo not crowded!!!	Jul 5, 2009 11:48 PM
40	Find balance between dues raise and increase membership. Are we sold out on membership? I like the ability to work off membership dues although I couldn't make any days this year. Darn Kids and their activities!!!	Jul 6, 2009 2:00 AM