

**WEST BEACH CORPORATION
ANNUAL MEETING
OCTOBER 8, 2020
OFFICER'S AND DIRECTOR'S REPORT**

This year the Corporation faced an unprecedented problem in the modern history of the Beach. The Covid-19 pandemic forced the Board to re-think overall operations and determine when the Beach should open, or if it would open at all for 2020.

Many meetings and conversations were held, and after reviewing guidance from various government authorities, it was decided to open West Beach on June 15 from 9AM to 9PM each day.

It was uncertain if the government would allow a facility like the Beach to stay open for the entire summer. Thus, it was decided to have members use the 2019 sticker on their vehicles for Beach parking access for 2020. This decision was not made lightly as the Corporation would have no income for the entire year. However, the Corporation has been building a sizable endowment fund for many years and funds would be drawn from that to pay operations for the season until April of 2021 when sticker revenues are expected to return.

From mid-March until the Beach opened in June no member vehicle access was allowed and the gates were locked. Walk-on access was allowed but officially limited to Farms-Prides residents who have deeded rights to the property.

New residents were given the Beach's email address to obtain information about obtaining a sticker for 2020.

Also, many members who had previously sent checks to the Corporation for a new sticker donated the fee to assist with operations.

Due to the Covid-19 protocols a number of new rules were imposed on the members. All lockers in both bathhouses were closed for the season and cleaned out prior to the Beach opening. Parking was reduced to 50% of lot capacity during the first month of the season as needed. Social distancing was required including no circular seating, no shared equipment, and reduced game playing. Security was increased when felt necessary.

The Board made the tough decision to close on July 4th due to potential crowd concerns and social distancing issues. Also, additional security was on hand for the Sunday of Labor Day weekend.

Bathrooms in both bathhouses were open and cleaned daily. An additional portable toilet was rented for the season into the fall months.

The Beach snack store was opened after several weeks requiring masks and social distancing.

Importantly, the Board decided to employ a "Carry In, Carry Out" trash and recycling policy. This worked very well versus providing trash receptacles as in previous years. The dumpster at the Beach was only emptied approximately three times for the season whereas it was often serviced weekly in prior years. This policy will be reviewed for use in future years.

The Beach established its own proprietary web site in 2020 to be used as a real communication tool. The two major data bases were updated to include cell phone and email information for future use.

Considerable new signage was obtained to explain the Covid rules and the new trash policy. These were put out daily in front of the various stairways.

The Beach had a dedicated staff for 2020 that performed very well under the unusual circumstances. The gate crew was very informative and helpful according to our members who were quite appreciative. Although there was the typical lifeguard scheduling issue at the end of the season, the Corporation had a very strong crew of guards.

The pandemic forced the cancellation of a number events normally held at the Beach. This included the 4th of July activities, the kid's T-shirt contest, and the Labor Day Sunday sand castle contest.

Operationally, seaweed removal was performed throughout the summer which is a major expense but is considered to be justified by the Board and membership. The Beach did close twice during the season as the City of Beverly deemed the ocean water unfit for swimming but was re-opened the follow day.

The Corporation's financial condition and reserves remain solid and sound. After distributing endowment funds to assist with

operational expenses the fund remains a very strong buffer to any future financial stress.

There were no new major projects and repairs to the property in 2020 due to the special needs of the pandemic. It is expected the incoming Board for 2021 will review any potential projects including the need to replace the fence atop the West Street wall.

One major project that needs further investigation is the method of distributing stickers. The Board will look into utilizing the web site and enhanced data bases to assist and modernize this process.

The Corporation's Endowment Fund will continue to be managed by a professional investment firm, Boston Research and Management of Manchester, MA, owned by long time investment professional and Beverly Farms resident, Ray Stecker.

There were no member's parties and events by non-profit organizations held during the season due to Covid-19.

Although 2020 presented some very trying and unique problems, the Board will continue to work for all members and beachgoers for their safety and enjoyment and look forward to a great, and hopefully, changed 2021.

Respectfully submitted:

**The Officers and Directors
of West Beach Corporation**