



Bethany Beach Landowners Association (BBLA)

PO Box 401, Bethany Beach, DE 19930 [www.bbla.us](http://www.bbla.us)

January 27, 2016

Re: Membership Renewal for 2016

Dear fellow BBLA member,

This letter includes materials for renewing your BBLA membership for 2016. We continue to work to make the membership renewal process easier for all of us. The renewal form includes what the Association's records show about your contact information. All you need to do is make any necessary corrections. Also provided is an envelope, postage prepaid, for your use in returning the renewal form and your check. Please send us your payment and renewal form by March 1, 2015.

The dues for 2015 will remain just \$15 per household, the figure at which they have been pegged for something on the order of a decade. One factor contributing to holding the line on dues for years is that many members have generously made voluntary contributions to BBLA when paying their dues. So the all-volunteer Board says a hearty "thank you" to everyone who has or will be making a contribution.

In 2015, the BBLA Board developed capability to electronically survey its over 1150 member households. Three surveys were conducted. One yielded that 94% of members were satisfied with BBLA efforts to obtain their opinions on issues and 89% agreed with BBLA's testimony before the Town Council.

The Board is taking actions to further improve its electronic communications capability by placing the member database on a server with greater ability for e-mail. The Board is aware that members receive many e-mails and surveys and is committed to using the capability thoughtfully and sparingly.

One example is asking if members prefer to receive newsletters by print or by e-mail. E mail enables members to readily forward newsletters to family and friends, while print is more traditional in BBLA's 40 year history. We will continue using print and will phase in e-mail newsletters for those who prefer them.

We look forward to working for you throughout 2016. It looks like it will be another busy year for us. Various issues include flooding, beach replenishment, recovery from storm damage, and ongoing development of the new park. We will be attending meetings, analyzing these and other issues and endeavoring to keep you informed on important matters affecting Bethany property owners. If you have any thoughts on these or other issues we would certainly like to hear from you. Email at the above website address is preferred (click on contact us) as that is easier to share among all Board members.

Sincerely,

Tracy Mulligan  
Acting President

PS while about 90% of members renew, if you do not, please send a short note in the stamped envelope or an e-mail to say why you did not -to help us continue to improve.