



PO Box 401, Bethany Beach, DE 19930 www.bbla.us

January 29, 2019

The purpose of this letter is to describe why the Bethany Beach Landowner Association (BBLA) exists and why you should consider joining the Association, now in its 50th year. Fundamentally, it reflects a love and appreciation for this unique beach community, which has been a happy memory maker for families and extended families across generations. The Association assists in keeping the essence of Bethany Beach and influencing positive changes.

Membership has been growing and now includes over 1,300 member households within the Town of Bethany Beach. In a recent survey, the confidence of the membership was apparent: 94% were satisfied with BBLA efforts seeking their opinions on issues; and 89% agreed with BBLA's testimony before the Town Council.

Included in this mailing is a newsletter, which includes an article on current issues, like the proposed sidewalk expansion on Collins Avenue, a dues/membership form, and a pre-addressed mailing envelope. After reading these items, we hope you will join BBLA by completing the membership information (either by mail or electronically on our website) and sending in your \$15 annual dues. The dues have stayed at that rate for over a decade and the revenue is governed by a 15 member volunteer Board of Directors. If you have been a BBLA member in previous years (lapsed membership status), we encourage you to rejoin. You will see the Board is working to better serve the membership with the implementation of new technology, advocacy, and communication strategies.

Here's a summary of some of the member benefits:

- ❖ **Better informed about the town through various communication methods**
 - Beach replenishment - Flooding - Development
 - Special pre-Town Election Newsletter
- ❖ **Electronic member opinion surveys**
- ❖ **Donations to organizations (examples below) benefiting the Town and surrounding area**
 - Summer Farmers' Market - Operation SEAs the Day
- ❖ **Participation in the June BBLA Annual Meeting – includes key speakers**

On the membership's behalf, the BBLA Board works with the Town Council to ensure property owners' interests are considered as the Town deliberates various issues. Board members have established a respectful and positive relationship with the Town, which is strengthened by the number of BBLA members. We hope you will consider joining this association and make your contribution to preserving the quality of life in Bethany Beach and protecting the value of your property.

Sincerely,
Patrick McGuire
President- BBLA

Enclosures

P.s. Please note you can join BBLA through our website www.bbla.us and go to Join Us at the top