

CLCA Executive meeting; October 19, 2021 @ 7:30 p.m.–

Zoom meeting;

In attendance:

John Fernandes; President
John Hubbard; Past President
Chris Brickman; Vice-President
Sharon Brickman; Secretary
Shannon Jonas; Board Member
Linda Mielewczyk; Board Member
Mike Leblanc; Board Member

Absent;

Sarah Petrik; Membership Secretary
Carol Ing; Treasurer
Jack Terzian; Lake Steward

Action Items; in yellow

Roll forward Items; in grey

Question to be answered before minutes finalized: blue

Past Minutes:

-Minutes from August 17th sent to Jim R. for posting

-Minutes from September 14th meeting adopted – Sharon to send to Jim R. for posting

Financials:

\$15.8k – balance

-outstanding;

-Ethan Strong Property Maintenance; –

-Ethan will submit an invoice bill for the 2021 seasonal and fall

-Ethan to pay for sponsorship

-This will essentially be a net transaction but will be recorded as 2 transactions for correct accounting

-Somerville hair, has not yet paid for sponsorship – Chris is following up on this

-Chris and Carol to develop a travel policy (Carol as drafted a travel expense form) and will conduct a review of the current accounting policy/procedure and update as required – this will be review by the Board/Exec.

-Galway Hall donation, 2021 is last year of a 3 year commitment, to review going forward

Lake Health:

-Jack is researching additional information related to the Loon Survey

Membership/prizing:

-currently between 240 and 255 members

-teens had great success going dock to dock. Shannon will ensure that volunteer hours are signed for

-still 25-30 prizes left for future draws

-we have CLCA small backpacks and small gift bags for distribution through Shannon and Rainey

-Chris has dog towels and dog collars as a fund raiser for dog rescue “no paws left behind”

-update, these have all been returned for the winter

Newsletter:

-Sarah has sent out the fall newsletter

-John H. to take to some newsletters to the Crow’s Nest

-Rainey will ask Lynne Kilby about putting some in gazette paper box at the end of the Road

Buoys/signs:

-Wayne and Gerald have retired;

Chris to do a shout out on the FB page and the website.

Gift cards have been purchased as a thank you

-Chris will ask Wayne and Gerald for some details on this workload ie; how long, how many, timing?

-Suggestion made that we should consider asking for several volunteers to do this job;

-need to manage who has what areas

-consider numbering buoys and locations

-each person would be responsible for, put in/out, requesting and maintaining equipment in good shape (buoy, ID, reflectors, anchors, lines) storage

-Chris B is going to send a note to Chris Haslett to ensure he understands that buoys need to be removed each year

-Chris and Mike will continue to coordinate, purchase of equipment and set-up

CLCA information distribution:

-Jack is going to seek a price for fridge magnets that can be given out to members, it will have the website name (new domain) and a brief outline of who we are,

-Shannon has the magnet and will share with Jack for input

Water Pumps:

-Sharon follow-up with Monique to ensure the old pump is ready

-demo – Sharon will set a date in spring

Events ideas; (dependent on status of covid restrictions)

-Possible 2021/2022 events; fall clean-up, food drive, winter event, poker run, rock bass derby,

dock or roadside community yard sale

Name change:

- Carol will determine process to change name on bank account;
 - update; Carol is working with Chris to obtain the necessary documents to proceed
 - update #2; this has been completed

Big Chair

-still moving along, delay due to illness at Taylor Plastics – Chris called Brook – no response yet

Library Box:

- box will be installed in 2022
- additional box in 2022? (Kathy and Don Mahoney happy to build another) – John H. doing follow-up with Larry at Crow's Nest to determine interest in having a box on his property
- Matt Armster volunteered to router a sign with CLCA name for library box, to provide him with a template – Chris following up with this. Linda also mentioned she could potentially do something like this as well
- possible siding options to be reviewed

Short Term Rentals brochure and Good Guest Etiquette Document;

- Monique has committed to finishing the short term rental guidelines and etiquette – Chris will follow-up
- City of Kawartha Lake and Peterborough County teaming up plans to take on this topic at the County level, through Economic Development Committee
- Amended short term rental report has been adopted by Council and will now be going for public comment, public input process – survey and one public virtual
- Chris will get the links and dates for public input, CLCA will develop a response and will forward information to membership for input

Welcome to Crystal Lake Brochure:

- Sarah will update for posting

Crystal Lake Map;

- Chris continues to work with Kathleen – still planning for a 2022 roll out
- consider adding depth map to the back
- need to figure out distribution strategy

Facebook;

- 1600 + 10 new members per week
- Collage of our sponsors to be posted by Chris – hopefully by end of week
Update; they have been posted
- At the previous meeting the Board/Exec. generally agreed that we need to provide value to our sponsors and that we should not allow businesses to advertise on our main page if they are not paid sponsors. Under this general policy, Shannon and Chris will provide a more detailed draft policy for both the main page and the buy and sell page (ie; youth, “shout outs”, Crystal Lake wear, hobbies, etc.)
- May consider making the FB group “invitation only” in the future

Twp. Updates/political environment:

- Twp. staff recommending amended dump hours – this proposal was sent back to staff for further options development

Website;

- CLcommunity.ca has been secured and will match/mirror our current URL so that both our Current URL and this new URL will point to the existing website.
- website has a SSL certificate and is a secure site
- search engines auto redirect to correct website
- Linda will have a discussion with Jim regarding consistent sizing of ads to be the same
 - update; Jim is unable to resize the ads now as they will be distorted, but future ads to be submitted as 9cm x 5cm
- Linda will ensure website is updated with current events and put updated photos in the gallery
- Chris to send updated photos to Jim

AGM:

- a suggestion was made that we allow more time for questions to come in
- if we do zoom next year – we will mute all participants until they ask a question through the chat

Next Meeting:

January 18th @ 7:00

Meeting adjourned at 9:16 p.m